

BEIA



**BUSINESS EVENTS
INDUSTRY AOTEAROA**

BEIA ANNUAL CONFERENCE 2023

**EXPERIENCE
EXTRAORDINARY**

18-20 SEPTEMBER 2023 | MARLBOROUGH

BEIA STRATEGY

Strategic framework

Why

New Zealand's business events industry delivers better outcomes for people, place and communities

Our Vision

To support members and the industry deliver results via five strategic pillars; Voice, Education, Opportunity, Insights and Community

What we deliver

Voice

Amplify the influence of BEIA on issues which impacts our sector. Being bold, brave and focused on the betterment of those who work within it

Education

Building confidence in Business Events as a viable and proud career choice through industry specific learning and development

Opportunity

Leverage BEIA's position as NZ's peak industry body domestically and internationally to maximise relationships. Support member's business development activities

Insights

Build and increase the use of data to provide value, information and insights. Use this information to support informed industry decision-making

Broaden our community

Collaboration and partnership across the BE industry and related sectors, inclusion, having the government on board with us, champions, reconnecting with international markets

Our Priorities

Goals for 2025:

People, place and planet

Talent, connecting, education, sustainability, responsibility, social responsibility, job creation, economic contribution, sense of belonging

Member value through fiscal strength

Investment in education, ability to take risks for the betterment of the sector, greater investment, collaboration, partnerships, and business opportunities

Thriving, aspirational industry

Resilience, challenging ourselves and our members, bold, reinventing product and services to meet a changing world, being open to doing business in a new way, innovation, people, leaders and vocations, cause its cool

Introduce cultural competency into BEIA and the industry

To do justice to our values, we must first understand how we live by them. Working with experts, how do we ensure we represent the values of Māori and through association, the membership

Key Metrics

Fiscal

Financial results

Members

Maintain & grow

Opportunities

Support and uncover opportunities for industry growth and potential

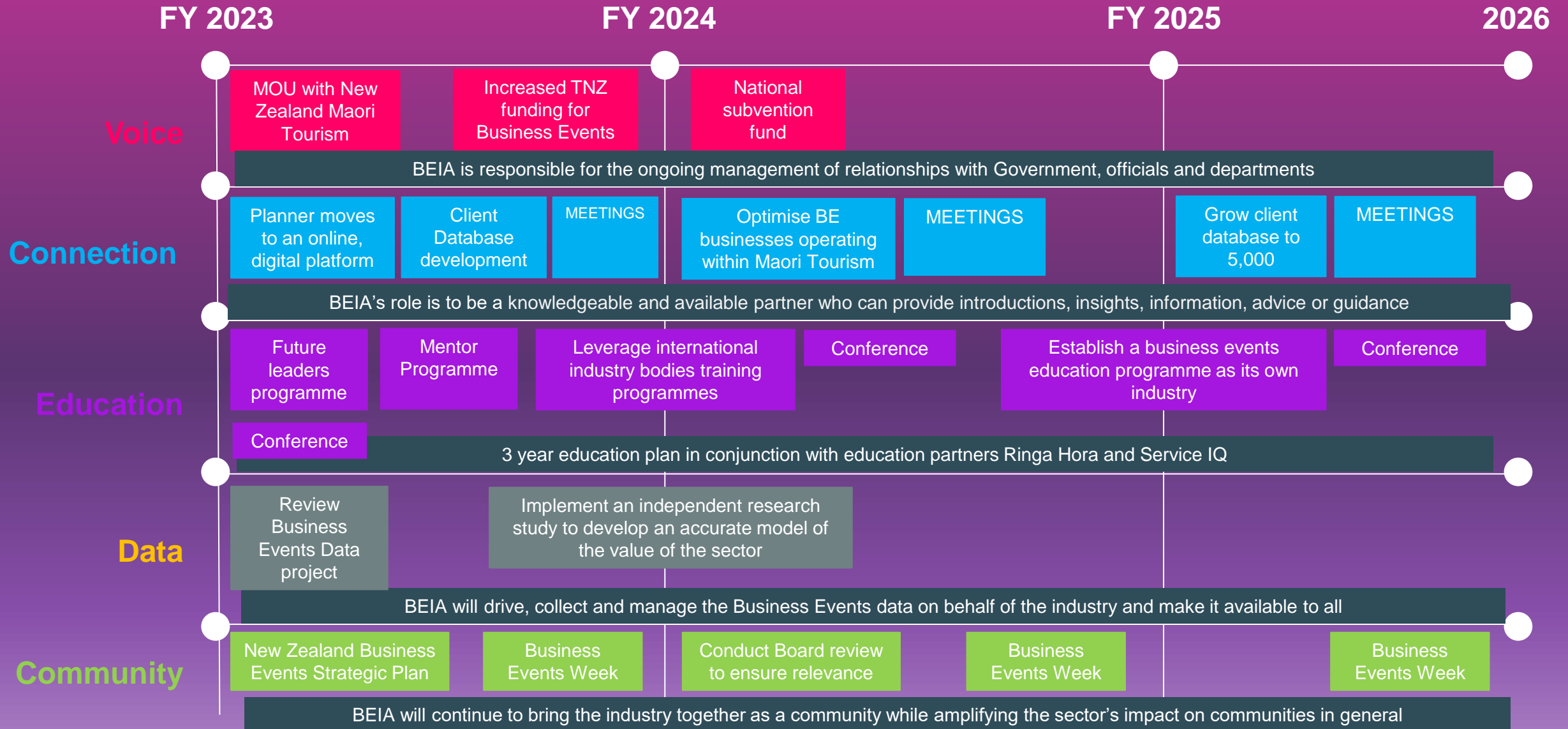
Influence

Ministerial/Official engagement
Policy development

Education

Mentor Programme numbers
Inclusion in tertiary curriculum

Timeframe



NATIONAL STRATEGY

**EXPERIENCE
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NATIONAL BUSINESS EVENT STRATEGY – WHY?

1. Post Covid
2. New facilities welcome new business
3. Mature industry which understands our sector is more than just an economic driver
4. Increased competition globally
5. Issues which are not unique – carbon, people, funding, data
6. It is time for a national strategy, and for that work, we need to be in lockstep

**EXPERIENCE
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STEERING COMMITTEE



Lisa Hopkins
BEIA



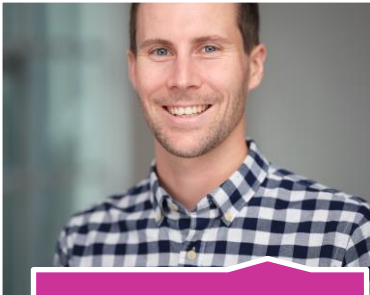
Prue Daly
NZICC



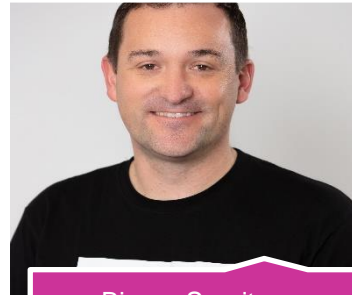
Ross Steele
Te Pae Christchurch



Tracey Thomas
Conference Innovators



Sam Holdich
Weta
Workshop



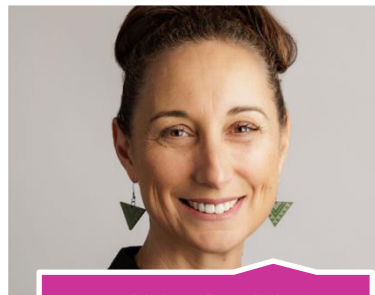
Bjoern Spreitzer
Tourism New Zealand



Jenny Simpson
Air New Zealand



Mat Woods
Destination Queenstown



Kylee Daniel
NZ Maori Tourism



Iain Ganner
ACCOR



Sooz Sawbridge
Facilitator/Consultant

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APPROACH

1. Industry strategy, facilitated by BEIA appointed an independent to lead the work
2. Interviews with almost 50 stakeholders. Common themes and unique ones
 - Stakeholders are from a broad base, including Convention Bureau, SME's, Government departments
3. Steering Committee review of feedback
4. Broader engagement with the sector
5. 10-year strategy with annual review and deep review at three years



AOTEAROA NEW ZEALAND EVENT PLANNER'S GUIDE

View the 30th Edition of the BEIA Planner online.

[Read More](#)

THE TIME
FOR
CHANGE

ACTION

1. Went out to bid for a new solution including our website
2. Continuing conversation with Tomahawk
3. Idea is to develop The Planner within the website – with all roads leading to the Planner
4. Not all members were well represented
5. Look and feel – too much like a glossy advertorial
6. Costly

OUTCOME

1. Still in its infancy, but zeroing on look and feel
2. Purposely designed for the customer
3. Idea is to develop The Planner within the website – with all roads leading to the Planner
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