



Australian Business Events Expo

As the organisers of the **Australian Business Events Expo (ABEE)**, the only nationally focussed business events show, we understand our responsibility to deliver an opportunity for suppliers and buyers to come together to plan, compare, meet and buy.

The world of business events is dynamic and extremely busy; so the chance to come face-to-face is vital to ensure the industry stays up-to-date and inspired. The buyers who attend the Expo come to compare and make decisions for the suppliers and direction of their business events.

More than ever, event suppliers now face the challenge of delivering effective messages to potential clients on the benefits of their wares, while event buyers are measuring their return on investment more closely.

The 'new normal' or life after the GFC has created a new landscape for business events. With reduced budgets and the immersion of social media webinars and video-conferencing, the role, shape and style of business events is certainly shifting.

We know that business events generate

a substantial amount of revenue for local businesses and the tourism industry. In 2008, 7.3 million international and domestic business events travellers spent \$5.7 billion in Australia, according to **Business Events Sydney (BES)**. As the government body responsible for marketing Sydney as a business events destination, BES recently released empirical evidence of the value of business events to the Australian economy ('Beyond Tourism Benefits' by Ian Stuart, BES). However, how do companies continue to benefit from business events?

Business events provide an important platform for networking, exchanging knowledge and generating ideas. Delegates also benefit from the opportunity to build and foster relationships and enhance their professional development.

An increasingly significant role of business events is their influence on funding, sponsorship and government support. By demonstrating their full value and raising awareness of their particular industry sectors are more likely to receive monetary support and international status through the attraction of influential visitors and exposure in the media.

Suppliers need to keep their offerings interesting and appealing to a wide variety of buyers, which makes the Australian Business Events Expo such a dynamic platform. Event professionals will see some real innovations on the floor and they will find all their resources in the one place at the one time.

We are creating a unique opportunity for our exhibitors as the expo provides the chance to present their products and services to their audience. In this respect, when the industry rallies together and contributes to a successful show, a

ripple effect is felt. The Australian Business Events Expo is a strong show it drives confidence in corporate buyers all over the country.

To expand the national reach of the expo and grant hosted buyers more access to regional conference centres, we are bringing more convention bureaus from diverse locations to exhibit this year.

Supporting the event is a hard-hitting, national and international visitor marketing campaign. This includes a Hosted Buyer & VIP program delivering serious, qualified buyers from Sydney, the rest of Australia. The focus with ABEE is to provide exhibitors not only with a stand within the show but rather a marketing mix for the event industry supplier, so they can maximise the return on their investment and don't waste their marketing budget.

While we strive to get people through the doors we also put a major emphasis on the relationships with our exhibitors. We make use of the new tools to maximise our clients' exposure through social media, web presence, inclusion in our extensive marketing and PR campaign and tickets to social networking functions.

We're grateful to the many event industry leaders and our media partners in Australia, who have supported and assisted the Expo over a number of years; with their continued support the Australian business events industry will grow from strength to strength.

A special thank you to Gabrielle Stephens, a mentor, advisor and teacher – a woman who has shown us everything there is to know about business events in Australia.

The Australian Business Events Expo returns to the Sydney Convention and Exhibition Centre on August 10-11 for the third time.