

Queenstown Convention Bureau Post-event Report

Get Global Tradeshow

20 July 2018 - Sydney

Destination Queenstown

PO Box 353, Queenstown 9348, New Zealand

+64 3 441 0700

1. Event details

DATE

Friday 20 July 2018

LOCATION

Sydney International Convention Centre (ICC)

EVENT OVERVIEW

Get Global is a one-day show in its second year. The show was established by Gary Bender and Donna Kessler, both well-known and well connected in the Business Events industry. The show is a new concept with a fluid networking format.

The exhibition layout of Get Global is open plan (no traditional booths), theming is done by the organisers, there are no PSAs/Appointments, and no hosted buyers.

Therefore, the buyers can meet with who they want, for how long they want.

EVENT SPONSORSHIP

- a) Prizes worth over \$220,000 drawn at intervals during the day
- b) F&B – Lunchtime drinks sponsored by Las Vegas, Coffee sponsored by Air NZ, Post-event drinks sponsored by Tourism NZ, Exponet sponsored theming

2. Buyer/exhibitor information and statistics

NUMBER OF BUYERS TO SHOW (based on registrations)

- 214 buyers attended (from 153 different companies)
- 82% buyers do business under 250 pax
- 18% buyers do business over 250 pax
- 87% Sydney based buyers, last year was 96%, so an improvement on buyers from interstate and NZ
- Quality –major players/decision makers/influencers. Higher number of corporates this year (approx. 20%)

NUMBER OF TOTAL EXHIBITORS

- 140 international exhibitors from 20 different countries (88 in 2017), no domestic exhibitors allowed
- 18 exhibitors were from NZ

NEW ZEALAND EXHIBITORS

- Auckland Convention Bureau
- Business Events Waikato
- Venues Wellington
- Christchurch & Canterbury Convention Bureau
- Claudelands Conference and Exhibition Centre
- Conventions & Incentives New Zealand

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- Cordis Auckland
- Crowne Plaza Queenstown
- Destination Rotorua Business Events
- Heritage & CityLife Hotels
- Hobbiton Movie Set™
- Matakauri Lodge (Robertson Lodges)
- Millennium Hotels & Resorts
- Queenstown Convention Bureau
- Real Journeys
- SkyCity Auckland Convention Centre
- Te Pae Christchurch Convention Centre
- Tourism New Zealand

3. Key benefits to exhibiting as part of NZ region

- Meet buyers in a relaxed environment
- Brand exposure via signage, app and Get Global newsletters
- Exposure in CINZ/TNZ direct email to 1300 contacts on CINZ database promoting NZ's participation
- TNZ Sponsored post-event drinks 4.30 to 6pm. Villa Maria wines, NZ inspired canapés, Korero and Kai – “Conversation Over Food” showcasing a specially carved table, and dynamic Maori cultural performance
- Air New Zealand sponsored coffee stand
- Prize of ‘a once in a lifetime’ trip to New Zealand. The prize package included return flights for two, plus a domestic flight within New Zealand, 12 nights’ accommodation and a selection of fantastic activities to choose from

4. Buyer engagements

- Met/networked with 25 buyers (7 corporates or associations, 18 PCOs)
- 1 lead –Incentive for 185 pax Feb/March 2020
- 2 potential leads to follow up
- 1 potential buyer for Dec 2018 famil

5. Outcomes /Feedback/Recommendations

- The show is quite expensive for a 1-day event with no fixed appointments
- Good database received post-event
- The vast majority of buyers I saw were people I already have very good ongoing relationships with. It was great to catch up with them but I didn't need to be there to do it.
- The position of the NZ regional stand was not as good as 2017. We were right at the back of the room and foot traffic throughout the day was pretty light. Based on the sponsorship paid by TNZ for the post-event drinks, NZ should have had a better position
- Feedback from buyers is that they like the relaxed format and they want to see even more destinations next year. From an exhibitor perspective, I do not think this format is the most beneficial for us as we are reliant on buyers choosing to come to our area

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