

# Office PA & Event Planner Show 2022

## Report

August 2022

**Destination Queenstown**

PO Box 353, Queenstown 9348, New Zealand

+64 3 441 0700

## 1. Introduction

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### Event background

Held over two days, The Office, PA & Event Planners Show brings a wide range of sponsors and exhibitors together with New Zealand's Office Managers/Administrators, Event Planners and EAs/PAs to facilitate conversations and foster commercial relationships. This event was coordinated by Brightstar.

After a postponement in March 2022 due to covid 19, this event was held at the Cordis Hotel on 30 & 31 August 2022. See full programme of the event [here](#).

While this event was encouraged as in person attendance, Brightstar also offered online participation and recorded all speaker session that could be accessed online for up to a month after the event.

QCB exhibited at the show as a premium sponsor and had a variety of touch points at the event to encourage as many interaction opportunities with attendees as possible:

- **Exhibition space:** QCB has a stand on the exhibition floor where delegates could interact with us during breaks. Our stand had prime location close to a catering station and the main stage area.
- **Leader board prize sponsorship:** Thanks to the generous support of our membership, a 4-night luxury Queenstown trip was the 1<sup>st</sup> place prize for the event. The attendee who gains the most points through interaction on the event app will be the prize recipient. This activity meant we received the full database of attendees to the show with opt-in permissions to communicate after event.
- **Hosted clinic session:** QCB was invited to host a clinic session at the event. This was a new addition to the programme giving selected sponsors an opportunity to educate small groups of attendees on their services in a workshop/informal manner. Sarah hosted a 30-minute session on "Working with Destinations" to share the services of the Queenstown Convention Bureau.

### Sales Calls

In addition to attending Office PA & Event Planners show, undertook a day of sales calls, site visits of members Auckland properties as potential future venues for hosted event in Auckland.

From the sales calls we generated 3 leads and 2 opportunities to connect with wider PCO teams at future team days/meetings.

## 2. Market Background

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Although international borders have reopened, it is important for QCB to maintain engagement and position of Queenstown as a business events destination for the domestic market. By continuing to encourage a baseline of domestic business events, this will keep a steady stream of interest and income for our C&I membership while international markets are recovering.

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### 3. Objectives

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As identified in the QCB domestic strategy, a key target audience segment is PAs & EAs across a variety of industry sectors. By attending this event, QCB had the opportunity to network and educate this segment on bureau services, growing the domestic QCB database for future outreach and opportunities.

This event is one of the few dedicated shows in New Zealand that gathers this market segment.

### 4. Show attendance & Sales Appointments

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The Office PA & Event Planner show generated 255 registrations with EAs, PAs, office managers and event planner representatives from a variety of corporate companies, associations/societies, and government agencies such as:

Buddle Findlay, Lifewise, AUT Events, Canterbury Clinic Network, Kainga Ora – Home and Communities, Genesis Energy, Auckland Council, 2degrees mobile, Ingram Micro NZ, PowerNet Ltd, Bapcor NZ, Kordia Group, Health New Zealand, Xplor, NZTA, Motive events, Salvation Army, BNZ, Infrastructure NZ, Downer, Lime & Soda, Beca, Lesmills, AA insurance and Māori television to name a few.

We also took advantage of being in Auckland and coordinated sales call with some of our attendees on our April domestic famil, as well as meeting with Auckland Convention Bureau, Proinvest sales team (Holiday Inn Express & Voco), Motive events (PCO), Sudima sales team, Conference innovators (PCO), TNZ Business Events team and BEIA.

QCB also attended the BEIA networking drinks held after the second day of the show at the Cordis Hotel Bar.

### 5. Insights & Summary

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From those that we spoke to on the show floor, there was positive sentiment around the attraction of hosting events outside of Auckland, yet many admitted that they had limited in their knowledge of the regions and weren't aware that our (or other bureaus) services exist. There is still a lot of education required in this market but plenty of potential opportunities to do so.

Through the elevated sponsorship and in supplying the top leader board prize, we received the full database of all those registered (in-person and online) for follow up connection and database growth. This activity has resulted in over 150 new contacts into our domestic QCB database.

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With some of our scheduled sales calls cancelling last minute, it is evident that our PCO contacts are still very time poor and have limited availability. Most are attempting to scale up teams, but limited resource paired with high enquiry volumes, sales calls are low priority for them currently. I am hoping that as teams grow, that there will be more opportunity in the latter half of the year to educate on our services and assist with RFPs, especially for new event managers to companies and industry.

Overall, the trip was a success as our key objectives for the activity were achieved. This key target audience of PAs & EAs across industry sectors will remain important for QCB and our membership as a base level of domestic business while international markets recover.

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## 6. Activity Imagery



Queenstown Convention Bureau stand



Sarah McDonald & Sophie Koehler on QCB stand



Office PA, EA and Event Planner show – main stage



BEIA Networking drinks – Cordis Hotel, Tuesday 30 Aug

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Domestic famil 2022 catch up – Monday 29 Aug

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