

1 October - 31 December 2021

Market Overview & Insights

The following report outlines the key activity and results of the Queenstown Convention Bureau for Quarter 2 (October–December 2021) of 2021–2022 financial year.

This report includes insights from the managers, and lead generation by market. We display how the leads were generated, the source from which the business originated and reasons any events were lost.

An activity summary from the Bureau includes a breakdown of sales calls, tradeshow appointments, networking meetings/updates, site inspection participants and famil participants.

In this report we also provide a running annual summary of total leads, the breakdown of conference vs incentive and our activity summary. In our pipeline reports confirmed business from the last 12 months that has occurred, all future confirmed business on record and a summary of all prospective business is also outlined.

Finally, the calendar of events outlines the activities the Queenstown Convention Bureau will undertake for the upcoming financial year. It also indicates which industry partners we are working with (if any) for each event.



KIRAN NAMBIAR
Business Development
Director

Happy new year, hope you had a good break and some well-deserved rest over the holidays. Last quarter Sophie Archibald left the team and we welcomed Sarah McDonald into the role. We also had the QCB Advisory Board elections last quarter, please click [here](#) to learn more about your QCB Advisory Board members for 2022-23.

This quarter is shaping up well, for the New Zealand market we have an event confirmed with EA Inc to present Queenstown as a Business Events destination to 50 EAs & PAs in Auckland in February. QCB are participating at the Office PA show in Auckland in March. And the team are recruiting promising buyers for the Air NZ Corporate End User Famil we are hosting in the first week of April. We have close to 60 Queenstown products keen to be involved in the famil, we are hoping to be able to accommodate everyone interested within the famil itinerary, the trade show with appointments or the networking event.

In Australia, last quarter QCB appointed Clockwise Consulting for sales representation and this quarter are working on the appointment of a specialised B2B PR Agency to raise the profile of Queenstown as a Business Events destination within Aussie corporate companies.



JANA KINGSTON
Business Development Manager
- Australia & North America

Q2 in Australia started off well with the easing of restrictions signalling the long-awaited return of business events, particularly in NSW and VIC where people could travel freely over the border.

October saw NSW hit the 80% double vaccination target with VIC not far behind. Internationally from 1 November, fully vaccinated Australians were able to travel overseas without exemption.

For most of November buyer sentiment was positive, with pent up demand for in-person events after nearly 2 years of virtual interaction. The Business Events industry were looking forward to greater domestic movement for national (multi-state) events and buyers were considering short haul international destinations as a real possibility for February onwards in 2022, indicating corporates are keen to invest in travel. The anticipation of the reinstatement of the trans-Tasman bubble from early 2022 manifested in strong lead numbers from Australian buyers.

However, by December with the first cases of the Omicron variant being detected in Australia there was a slight shift back into the unknown when it comes to travel for Business Events. The New Zealand Government's announcement that vaccinated non-citizens will be barred until at least 30 April 2022,



SARAH McDONALD
NZ Business Development
& Marketing Manager

Happy new year, and what a year 2022 is shaping up to be for the QCB team, as well as with opportunities for you as members. With the year that was behind us, we are ready to hit the ground running with plenty of planned activity to showcase Queenstown as a premier Business Events destination.

For those that I haven't met yet, I am Sarah McDonald and am so pleased to have joined the Destination Queenstown team as QCB Business Development & Marketing Manager.

Since starting in mid November we've published our latest incentive material to strengthen the profile of Queenstown as the Ultimate Incentive Adventure. [Click here](#) to view our hero video and PDF guide on our QCB website.

We have also started the RFP process to engage with an Australian based PR agency to support Jana and the activity planned within the Australian Business Events strategy. The successful agency will be appointed this quarter for activity to begin in market very soon. Watch this space!

Market Overview & Insights

...Continued from page 1

For additional information, the Members Area of the Destination Queenstown website houses reports from the managers on processes, tradeshows and sales calls. Find them [here](#) to get more insights and details on specific markets, the trips we carry out and the way the Bureau operates.

KIRAN NAMBIAR

As most of you know, we have a casual WhatsApp group for QCB members to stay connected, if you want to join this group, please send a WhatsApp message from your phone to 0276113188. Based on your feedback, we are adding a new column in this report starting next Quarter to summarise staffing changes within our C&I business community in town. Please feel free to send new appointments and/or personnel changes in your business to kirann@queenstownNz.nz if you would like it to be included in this column.

The comms for the next QCB members update on Thursday, February 17 will be sent out shortly, hoping to see you there if not earlier. Thank you for your constant support to QCB.

JANA KINGSTON

and they will still need to self-isolate for seven days, resulted in large numbers of postponements and increased interest back to Australian destinations as well as Fiji for events that were scheduled for NZ in Q1 & Q2 2022. So, while there is intention, little action is being taken at this time to progress RFPs as the situation remains too uncertain.

Interestingly, American Express Meetings & Events – released a new report predicting that in-person meeting levels will return to pre-pandemic levels within two years. The 11th annual Global Meetings and Events Forecast surveyed meetings and events professionals, with a strong majority (67%) forecasting significant recovery in 2022. 81% of events are expected to have an in-person element, while 64% of those surveyed cited increased budgets for next year. Refer to [link](#) for more details.

Additionally a sample survey sent to SITE ANZ board members (agencies) on demand for international incentives for 2022 and beyond revealed inquiries received for the following destinations – New Zealand, Fiji, Hawaii, North America, Singapore, Thailand, Ireland, Germany, France, Prague, Dubai, South Africa & Vanuatu. So the interest and demand are there – we just need to NZ government to review the border policy ASAP.

SARAH McDONALD

This quarter the QCB will be in Auckland hosting an event for EA inc, attending the Office EA/PA show in March and catching up with our Auckland based clients. We are also getting prepared for our Remarkable famill with Air New Zealand where we will be hosting 15-20 corporate end users from Sunday 3 April to Wednesday 6 April. Thanks to all those of you that have expressed interest in being involved with this famill, it's going to be an awesome four days.

We will also be getting prepared for Meetings 2022 being hosted in the newly open Te Pae in Christchurch, 15-16 June. Over the next few months, we will be preparing our site stand, as well as encouraging, promoting and organising the popular pre and post Meetings famills.

It was great to meet so many of you during my first six weeks in the role. I am so excited to be part of this great team and QCB community. I look forward to connecting with those of you that I haven't had the chance to meet yet very soon.

Total Leads







This table reflects the leads generated within the quarter and their current status (won/lost/in progress) and compares the figures with the same quarter in the previous financial year. Year end totals are also provided with a comparison against last financial year.

"In progress" means a decision is still pending on the piece of business. Leads cancelled are those that are cancelled after initially confirming. Leads postponed are those that were generated and postponed within the same quarter. The won/lost figures are low as the status of a lead rarely becomes confirmed/lost within the same quarter it was generated.

For Quarter 2 a total of 43 leads have been generated. Considering that Auckland, our largest domestic market source was in various levels of travel restrictions majority of this quarter 43 is an encouraging result.

Building on a strong performance in Quarter 1 Australia has generated 21 leads this quarter – twice the same period last year indicating that appetite to travel offshore from the Australian market when travel restrictions ease.

Total Overview

| | NEW ZEALAND | | AUSTRALIA | | REST OF WORLD | | Q2 TOTAL | | YTD TOTAL | |
|---|-------------|----------|-----------|----------|---------------|----------|----------|----------|-----------|-------|
| | Q2 20-21 | Q2 21-22 | Q2 20-21 | Q2 21-22 | Q2 20-21 | Q2 21-22 | Q2 20-21 | Q2 21-22 | 20-21 | 21-22 |
| GENERATED  | 30 | 20 | 13 | 21 | 4 | 2 | 47 | 43 | 83 | 89 |
| WON  | 3 | 7 | 2 | 2 | 1 | 0 | 6 | 9 | 19 | 20 |
| LOST  | 4 | 0 | 1 | 0 | 1 | 0 | 6 | 0 | 14 | 4 |
| CANCELLED  | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| POSTPONED  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| IN PROGRESS  | 23 | 12 | 10 | 19 | 2 | 2 | 35 | 33 | 50 | 63 |

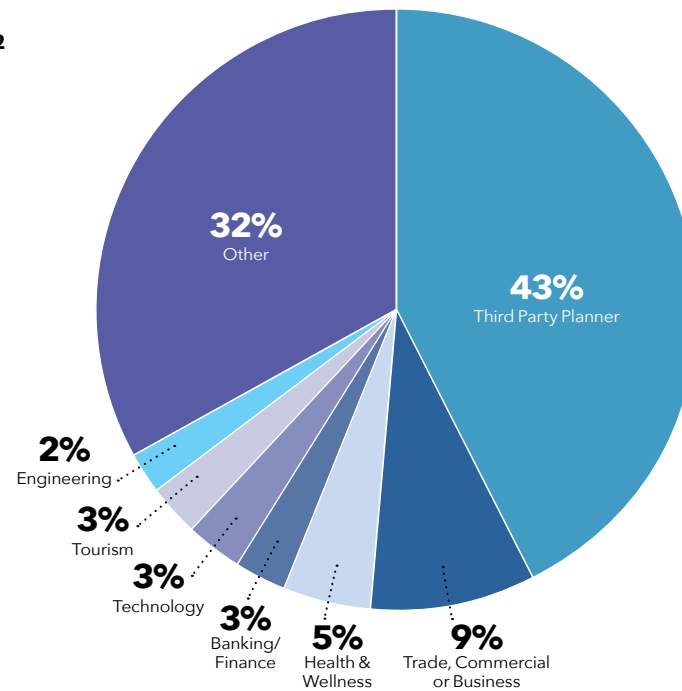
Market Segmentation

This chart shows the market segment from which leads have been generated over the last 3 months (1st October–31st December) and the last 12 months (1st January 2021 to 31st December 2021). In the last 12 months the “other” segment with 4 leads or less associated encompasses:

- Educational (4)
- Government (4)
- Real Estate (4)
- IT (4)
- Retail (4)
- Insurance (4)
- Agriculture/ Farming (4)
- FMCG (3)
- Medical/ Dental (3)
- Transportation (3)
- Athletic & Sports/Recreation (3)
- Direct Sales (3)
- Cultural, Fine Arts, Libraries (3)
- Pharmaceutical (3)
- Environmental (2)
- Charity (2)
- Marketing/ PR/ Advertising (2)
- Manufacturing (2)
- Legal (1)

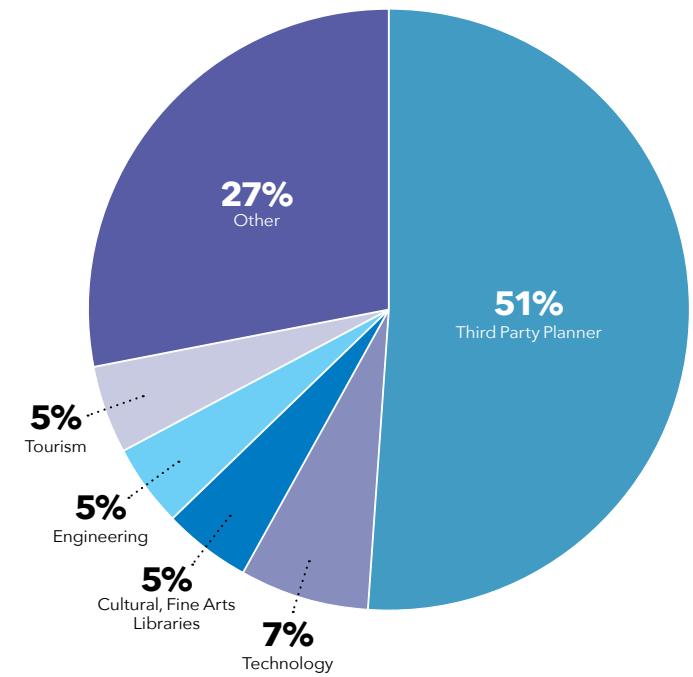
This Quarter the majority of leads were generated through third party planners with 22 leads generated in total.

Last 12 months



| | |
|----------------------------------|---------------|
| THIRD PARTY PLANNER 91 | TECHNOLOGY 6 |
| TRADE, COMMERCIAL OR BUSINESS 19 | TOURISM 6 |
| HEALTH & WELLNESS 10 | ENGINEERING 5 |
| BANKING/FINANCE 6 | OTHER 70 |

Last 3 months









| | |
|---------------------------------|---------------|
| THIRD PARTY PLANNER 22 | ENGINEERING 2 |
| TECHNOLOGY 3 | TOURISM 2 |
| CULTURAL, FINE ARTS LIBRARIES 2 | OTHER 12 |

Business Event Type

This table breaks down the leads generated this quarter into conferences, incentives or groups and the number of delegates.






Of the 43 leads generated this quarter the majority are conferences with 20 total leads and 3577 attendees. Close behind this quarter is incentives with 16 leads and 1,316 attendees, likely due to the increase in interest from Australian clients.

| | Conference | | Incentive | | Groups | | Meetings | | Totals | |
|---|------------|-----------|-----------|-----------|--------|-----------|----------|-----------|--------|-----------|
| | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES |
| GENERATED  | 20 | 3577 | 16 | 1316 | 2 | 600 | 5 | 290 | 43 | 5783 |
| WON  | 7 | 1177 | 1 | 400 | 0 | 0 | 1 | 50 | 9 | 1627 |
| LOST  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CANCELLED  | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 25 | 1 | 25 |
| POSTPONED  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| IN PROGRESS  | 13 | 2400 | 15 | 916 | 2 | 600 | 3 | 215 | 33 | 4131 |

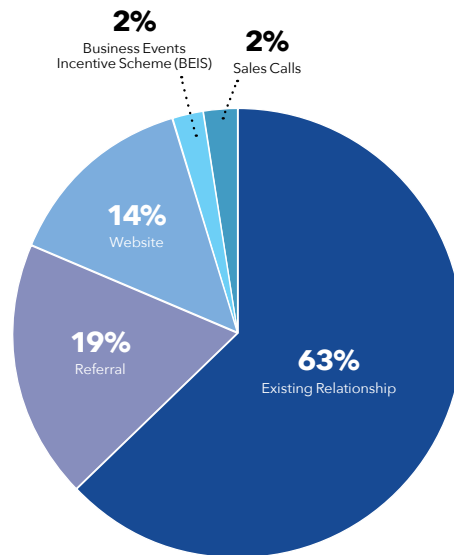
Group Size

This table breaks down the number of leads generated this quarter into the brackets of the different group size.

This quarter the majority of leads generated sat in the <50 pax size with a total of 13 leads in this bracket. The 51-100 bracket had a total of 9 leads and the 250> bracket had 6.

| Number of Leads Generated | | | | |
|---|---|---|---|---|
| DELEGATES | NEW ZEALAND | AUSTRALIA | REST OF WORLD | TOTAL |
|  |  |  |  |  |
| < 50 | 3 | 10 | 0 | 13 |
| 51 to 100 | 5 | 3 | 1 | 9 |
| 101 to 150 | 5 | 2 | 0 | 7 |
| 151 to 200 | 2 | 3 | 0 | 5 |
| 200 to 250 | 1 | 1 | 1 | 3 |
| > 250 | 4 | 2 | 0 | 6 |
| TOTAL | 20 | 21 | 2 | 43 |

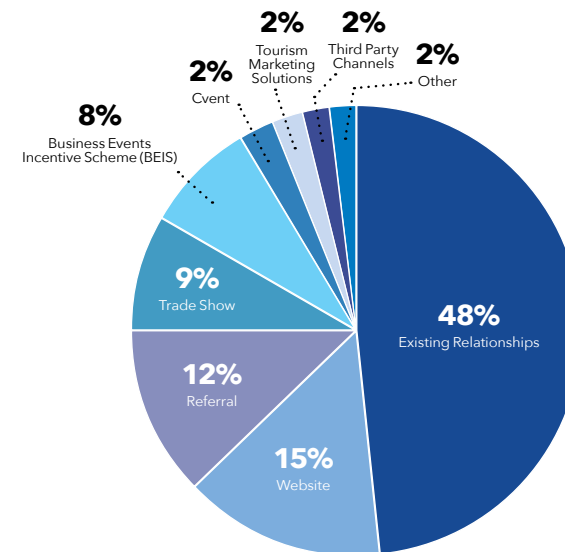
Source by Channel Last 3 Months



This chart illustrates a breakdown of the channel from which leads are sourced for Q2 FY21–22.

Existing relationships play a vital role in generating leads providing 27 leads with referrals generating the second most leads for the quarter with 8 leads, followed by the website with 6 leads generated.

Source by Channel Last 12 Months



This chart illustrates a breakdown of the channel from which leads are sourced for all leads generated from 1 January – 31 December 2021.

These figures reflect all leads that have been generated in the last 12 months. In total there have been 213 leads generated. We can see that there are three main types of lead generation sources – existing relationships (48% of leads), the website (either through the RFP, direct phone call or direct email from a client) (15%) and referrals (12%).

Source by Account Category

Associations, Corporate, PCO/Incentive House:

This graph shows the breakdown of the lead source for all leads generated this financial year to date (1 July-31 December 2021).

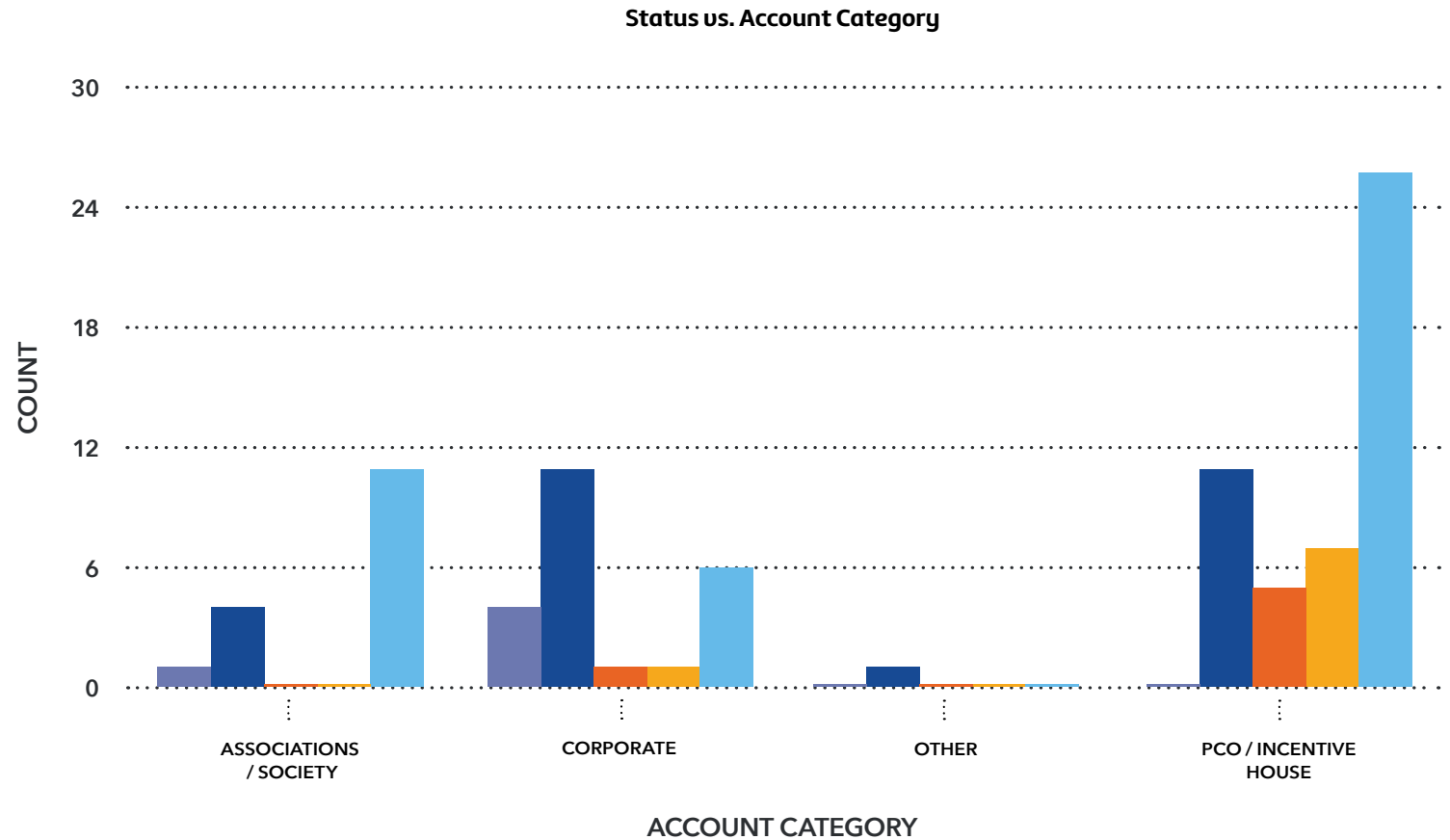
This quarter the breakdown of the 43 leads generated is as follows:

Associations: 9

Corporate Companies: 9

PCO/Incentive House: 25

Other: 0



(YE) TOTAL = 89

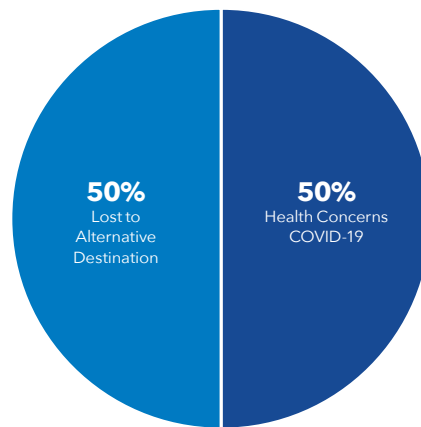


Lost Reasons

The chart on the right highlights the reasons business events have been lost for the destination for leads generated in the last 12 months and on the left leads lost in the last three months. A reminder that “lost” business is an event for which we sent a proposal to the client but it was never confirmed for Queenstown.

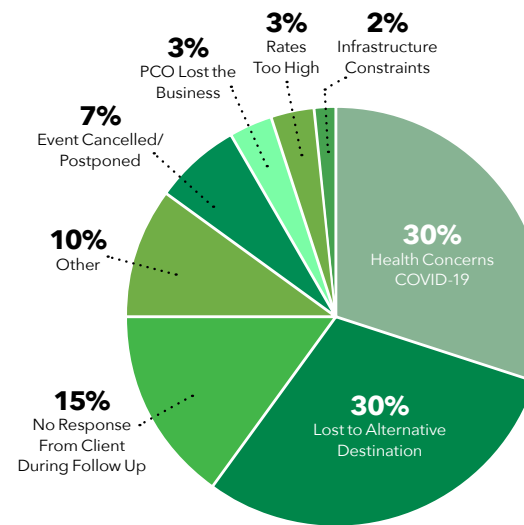
In Quarter 2 FY21-22 a total of 6 leads were lost that were generated in the quarter. Where possible the Bureau have worked hard to ensure that any clients were postponed but in some cases that as not possible and its particularly hard to encourage a postponement when the event wasn't even completely confirmed for Queenstown.

Lost in the Last 3 Months



Based on leads lost from
1 October 2021 – 31 December 2021

Lost in the Last 12 Months



Based on leads lost from
1 January 2021 – 31 December 2021

The lost lead categories we report on are:

- Hotel / meeting space not available
- Rates too high
- Dates not available
- Infrastructure constraints
- Event cancelled / postponed
- PCO lost the business
- Lost to alternative destination
- No air service
- Budget cuts
- No response from client to follow ups
- Health concerns - COVID-19

Bureau Activity Summary (Quarter 2)

Sales Calls:

103 sales calls were completed in Australia. Largely this was due to a new partnership with Clockwise, a partner that DQ is working who completed 63 calls on behalf of the QCB. Jana also completed 40 in-person sales calls, both in Melbourne and Sydney, as well as hosting a key account lunch in Sydney and partnering with BEIA on networking lunch in Melbourne

Networking Meeting/ Update:

10 meetings were completed on behalf of the QCB by our Australian partners Clockwise.











Site Inspection Participants:

Two site inspections were completed hosting 5 individuals, both from the domestic market.

Famil Participants:

The QCB hosted Sam Allen and Leonie Ashford from Tourism New Zealand's Business Events team on a two day famil while they were down to speak at the QCB quarterly update.

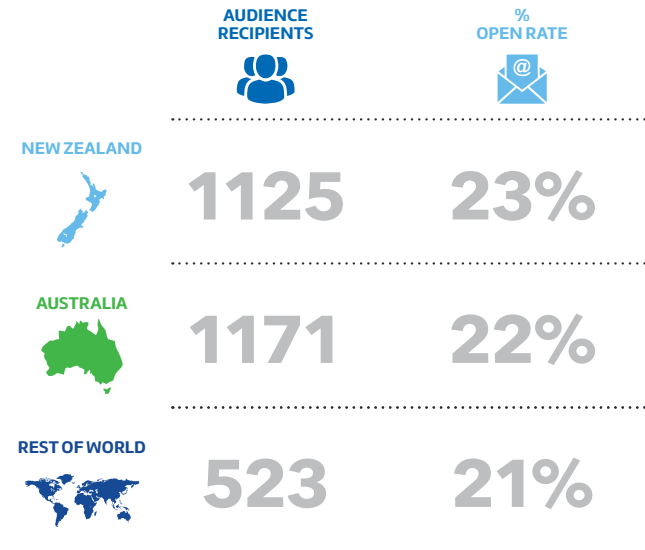
Summary Overview

| |  NEW ZEALAND |  AUSTRALIA |  REST OF WORLD |  QUARTER TOTAL | |  YE TOTAL | |
|--|--|---|---|---|----------|--|-------|
| | | | | Q2 20-21 | Q2 21-22 | 20-21 | 21-22 |
|  SALES CALLS | 8 | 103 | 0 | 85 | 111 | 177 | 121 |
|  TRADE SHOW APPOINTMENTS | 0 | 0 | 0 | 12 | 0 | 12 | 0 |
|  NETWORKING MEETING/ UPDATE | 0 | 10 | 0 | 22 | 10 | 22 | 10 |
|  SITE INSPECTION PARTICIPANTS | 5 | 0 | 0 | 12 | 5 | 21 | 11 |
|  FAMIL PARTICIPANTS | 2 | 0 | 0 | 0 | 2 | 17 | 2 |

QCB Report Digital/Online Presence

Bureau Remarks Reach

This breakdown explains the reach of our seasonal "Bureau Remarks" newsletter/ update that goes out to our industry contacts at the start of every season. We sent out our Summer Remarks in the first week of December. We segmented our audience into different geographic markets with our communications and tailored our messaging to be appropriate for the audience. The three audiences are New Zealand, Australia and Rest of World. A link to the Bureau Summer Remarks 2021 can be found [here](#).



LinkedIn

QCB established a dedicated LinkedIn presence in July 2020. The primary objectives of the [LinkedIn](#) page are to build a network of engaged event planning professionals as well as frequently run sponsored mini campaign styled posts to grow awareness of Queenstown as a business event destination.

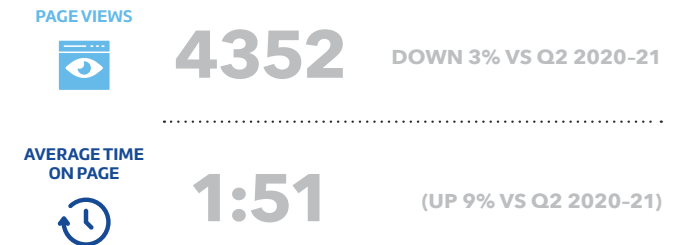
TOTAL POSTS IN QUARTER (ORGANIC AND SPONSORED): **21**

TOTAL IMPRESSIONS (ORGANIC AND SPONSORED): **64,353**

FOLLOWER AUDIENCE GROWTH: **6%** (807 TO 853 FOLLOWERS)

Website

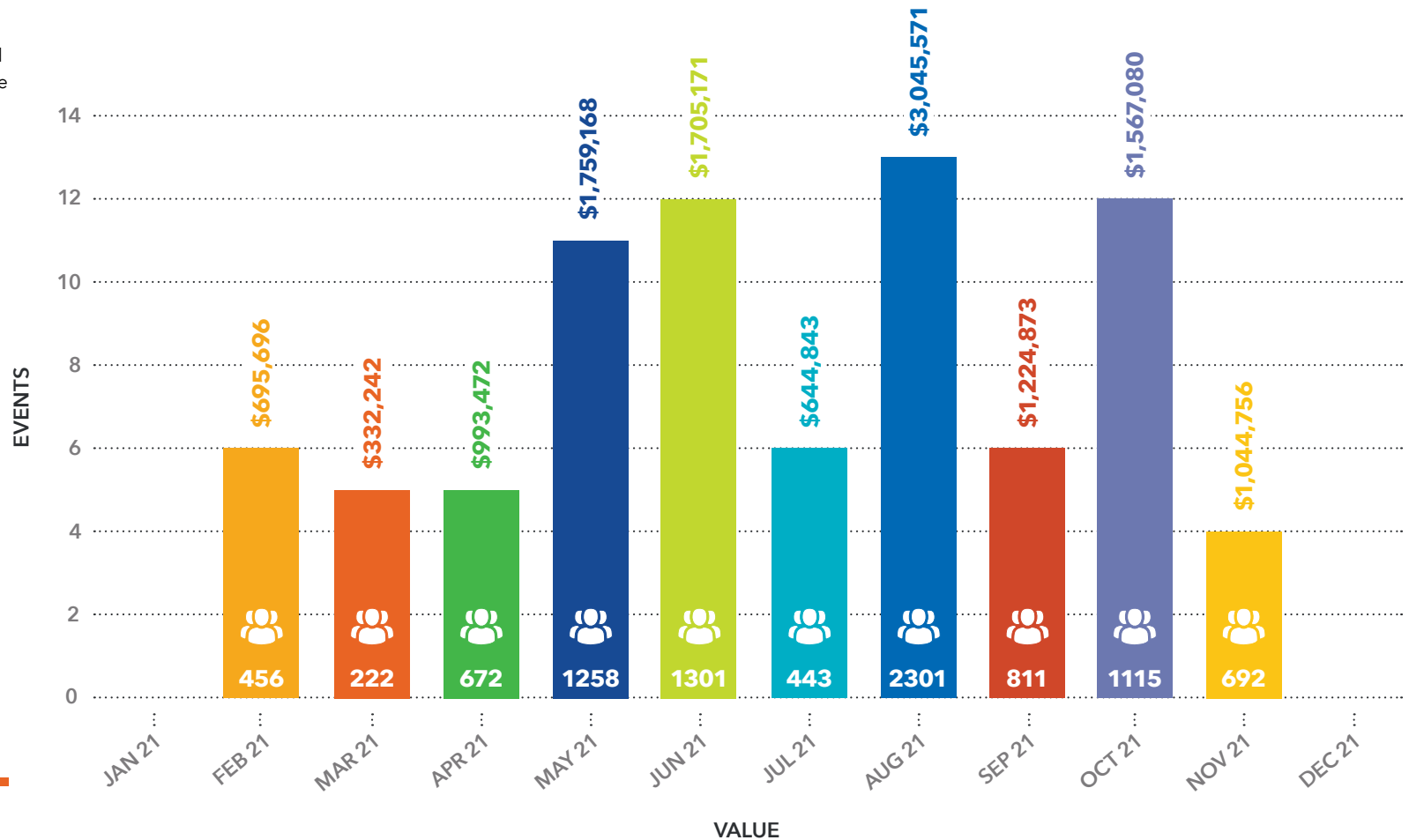
The below two metrics are a performance gauge of the [/event-planning](#) pages housed on the Destination Queenstown website.



Events Held in last 12 Months

This table shows the number of business events that the bureau were involved in confirming in the last 12 months.

The Convention Bureau has been involved in confirming a total of 80 events that have occurred in the last 12 months (1 January 2021-31 December 2021) in Queenstown. This brought 9271 delegates to the area and was worth approximately \$13 million.



TOTAL EVENTS = 80
TOTAL ATTENDEES = 9,271
TOTAL VALUE = \$13 MILL

Events Confirmed

This table has been split into the current quarter and the upcoming 8 quarters. It indicates the number of events confirmed for each period, the total number of attendees and the estimated economic value.

Please note the economic value differs depending on the source of the lead (e.g. domestic, international, Australia) as delegate spend varies accordingly. The calculations are based on MBIE research and reflects the same calculations TNZ use in their reporting to ensure consistency and comparability.

Calculations are as follows;

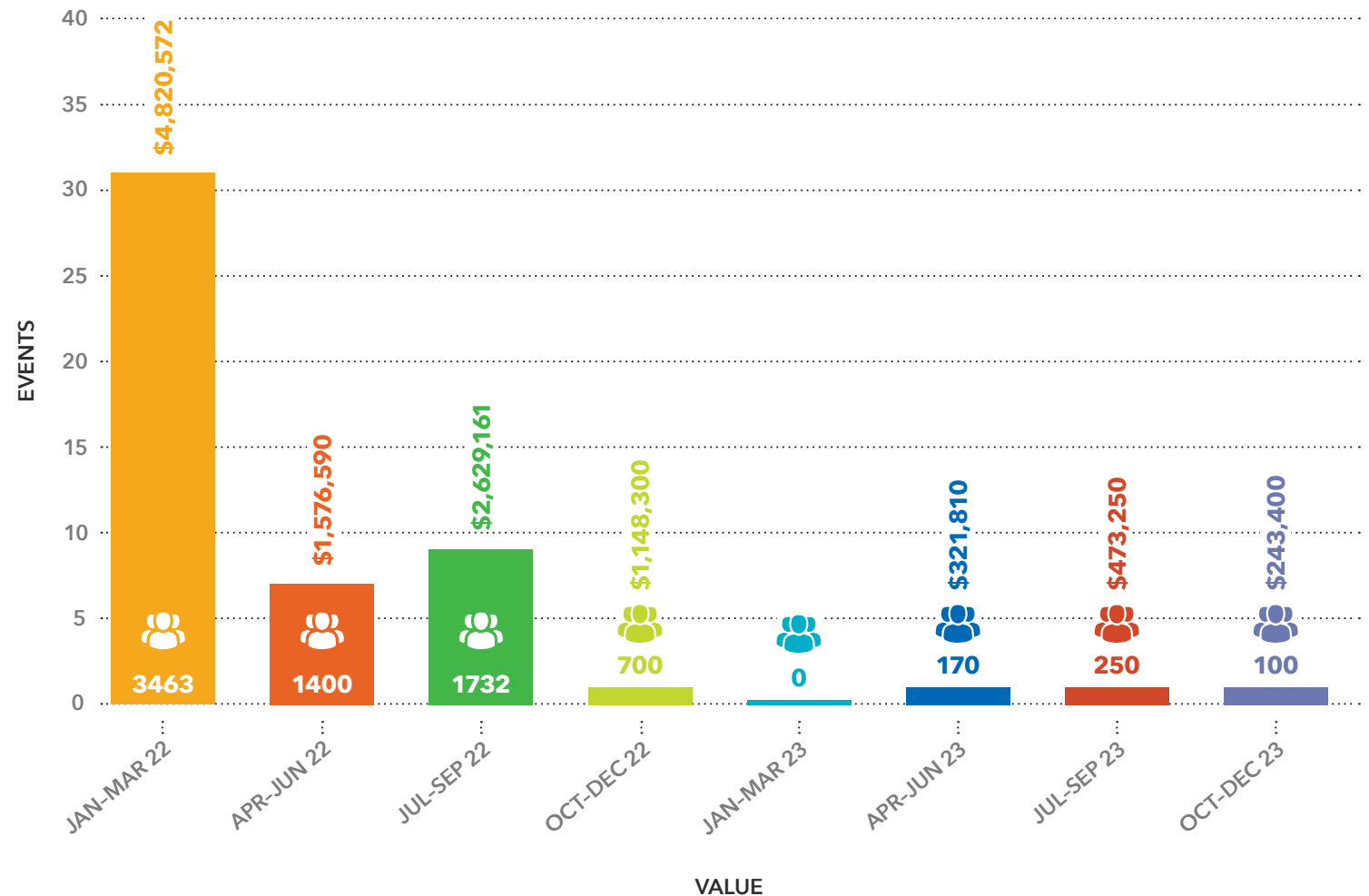
Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

Australian delegates = number of attendees x \$1893 which is average dollar spend per stay.

International delegates = number of attendees x \$2434 which is average dollar spend per stay.

** these figures are for accommodation and all on-ground costs but do not include the air component









TOTAL EVENTS = 52
TOTAL ATTENDEES = 7,815
TOTAL VALUE = \$11 MILL



Prospective Events

This table breaks down the number of leads generated and attendees for future confirmed events by market where the group is from. New Zealand is not surprisingly our largest source of both events and attendee numbers currently.

Number of Leads Generated and Attendees by Market

| | New Zealand | | Australia | | International | | Total | |
|--------------|---|--|---|---|---|---|---|---|
| | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES |
| |  |  |  |  |  |  |  |  |
| JAN-MAR 2022 | 23 | 2007 | 5 | 400 | 0 | 0 | 28 | 2407 |
| APR-JUN 2022 | 4 | 540 | 1 | 120 | 0 | 0 | 5 | 660 |
| JUL-SEP 2022 | 3 | 700 | 4 | 595 | 0 | 0 | 7 | 1295 |
| OCT-DEC 2022 | 1 | 400 | 1 | 300 | 0 | 0 | 2 | 700 |
| OCT-DEC 2023 | 0 | 0 | 0 | 0 | 1 | 100 | 1 | 100 |

Prospective Events

This table shows there are currently 75 pieces of prospective business in the pipeline for Queenstown with an estimated economic value of almost \$18 million.

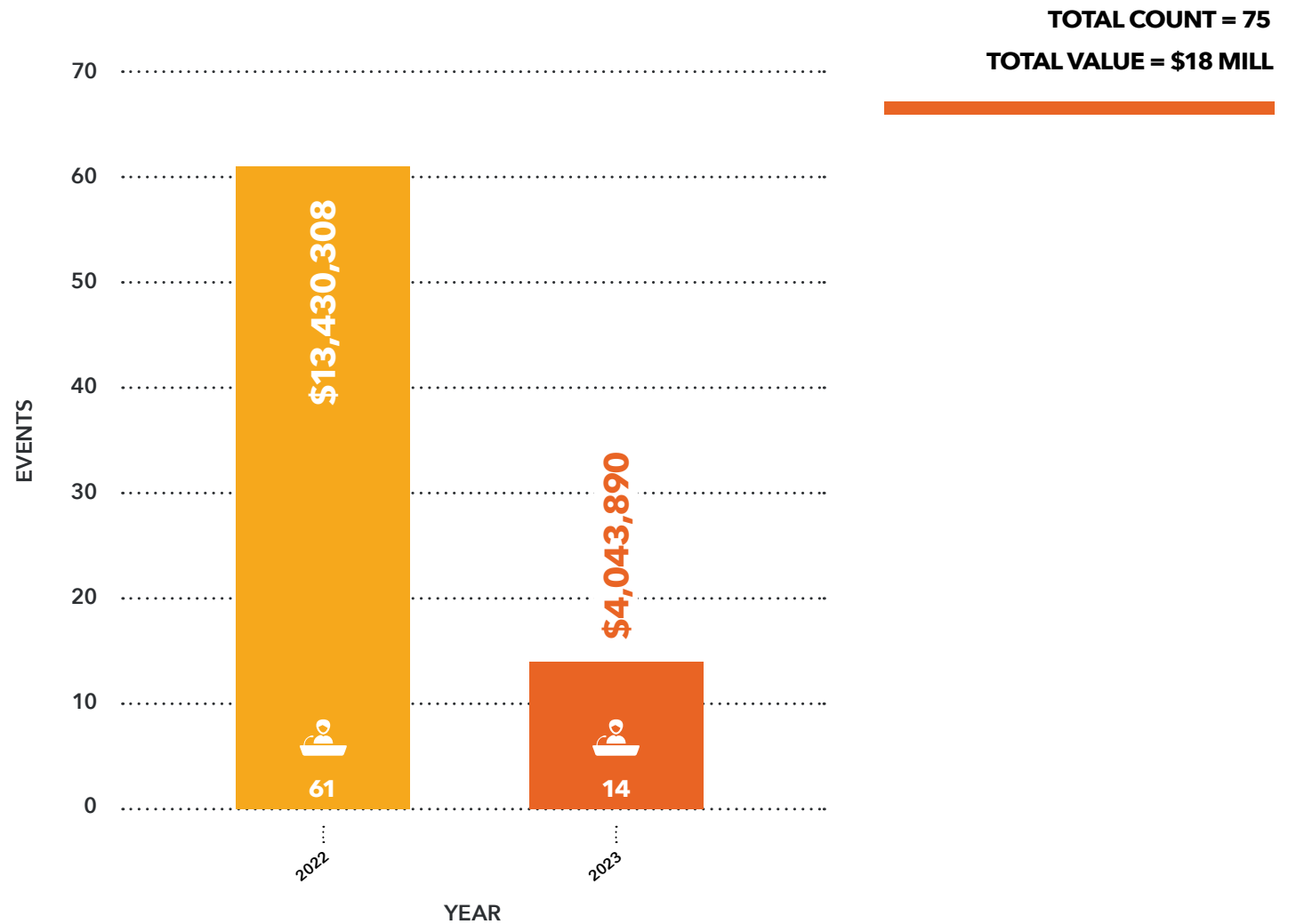
Calculations are as follows;

Domestic delegates = number of attendees x \$1,451 which is average dollar spend per stay.

Australian delegates = number of attendees x \$1893 which is average dollar spend per stay.

International delegates = number of attendees x \$2434 which is average dollar spend per stay.









** these figures are for accommodation and all on-ground costs but do not include the air component



Prospective Events

This table breaks down the number of leads generated and attendees for all future prospective events by market where the group is from.

Number of Leads Generated and Attendees by Market

| | New Zealand | | Australia | | International | | Total | |
|--------------|---|---|---|---|---|---|---|---|
| | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES | EVENTS | ATTENDEES |
| |  |  |  |  |  |  |  |  |
| JAN-MAR 2022 | 4 | 188 | 0 | 0 | 0 | 0 | 4 | 188 |
| APR-JUN 2022 | 9 | 910 | 7 | 454 | 1 | 115 | 17 | 1479 |
| JUL-SEP 2022 | 4 | 280 | 15 | 2776 | 4 | 800 | 23 | 3856 |
| OCT-DEC 2022 | 4 | 540 | 6 | 898 | 0 | 0 | 10 | 1438 |
| JAN-MAR 2023 | 2 | 700 | 4 | 575 | 0 | 0 | 6 | 1275 |
| APR-JUN 2023 | 1 | 120 | 1 | 55 | 0 | 0 | 2 | 175 |
| JUL-SEP 2023 | 2 | 450 | 0 | 0 | 0 | 0 | 2 | 450 |
| OCT-DEC 2023 | 1 | 300 | 1 | 200 | 1 | 80 | 3 | 580 |

Business Events Data Programme

The Business Events Data Programme measures business event activity in New Zealand and is compiled by Fresh Info and funded by Business Events Industry Aotearoa, the Regional Convention Bureaux and MBIE. This program takes the place of the Business Events Activity Survey, quarter 3 (July-September) full results can be found [HERE](#).

Key insights from the Quarter 3 (July – September) results include:

- Queenstown held 69 events for the quarter
- Queenstown hosted 6,500 delegates resulting in 16,900 delegate days

Further Insights & Information

Useful links for more Destination Queenstown insights

[Tourism Insights and Stats](#)

Useful links for more industry insights

Ministry of Business, Innovation and Employment (MBIE)

[Business Events Activity Survey](#) is an outcome of the [Business Events Research Programme](#)

[International Visitor Survey](#)

[International Visitor Arrivals](#)

[Accommodation Data Programme](#)

[Business Events Industry Aotearoa](#)

[Industry Research & Statistics](#)

[Tourism New Zealand Business Events \(TNZ\)](#)

[Markets & Stats](#)

[Visitor Profile Tool](#)

TNZ also publish interesting articles [click here](#) to view.

QCB Report

Calendar of Events

Calendar of Events

| | | | | |
|-----------------|-------------|--|--------------|------------------|
| FEB 2022 | 2 FEBRUARY | DQ AUSTRALIA VIRTUAL ROADSHOW | ONLINE | TRADE TEAM |
| | 14 FEBRUARY | SITE CONF & GET LOCAL | SYDNEY | QCB TEAM |
| | 17 FEBRUARY | QCB MEMBERS UPDATE | QUEENSTOWN | QCB TEAM |
| | 22 FEBRUARY | TNZ ENGAGEMNT HUI | QUEENSTOWN | QCB & TRADE |
| MAR 2022 | MARCH | QCB & TRADE EDM AUTUMN REMARKS COMMUNICATIONS SENT OUT | QUEENSTOWN | QCB & TRADE TEAM |
| | 8-9 MARCH | OFFICE EA & PA SHOW | AUCKLAND | QCB TEAM |
| | 21-23 MARCH | AIME MELBOURNE | MELBOURNE | QCB TEAM |
| | 23-24 MARCH | TNZ REGIONAL SHOWCASE | SYDNEY | TRADE TEAM |
| | MARCH | SALES CALLS | BRISBANE | QCB TEAM |
| APR 2022 | 5-6 APRIL | IBTM SINGAPORE | SINGAPORE | QCB TEAM |
| | 3-6 APRIL | QCB AIR NZ DOMESTIC FAMIL | QUEENSTOWN | QCB TEAM |
| | 15 APRIL | TRADE STREAM ON DEMAND AUTUMN TRAINING SENT OUT | ONLINE | TRADE TEAM |
| | 3-8 APRIL | MOUNTAIN TRAVEL SYMPOSIUM | USA | TRADE TEAM |
| MAY 2022 | MAY | QCB MEMBERS UPDATE | QUEENSTOWN | QCB TEAM |
| | MAY | KIWI LINK NORTH AMERICA 2022 | USA | TRADE TEAM |
| | 4-6 MAY | TNZ BUSINESS EVENTS AUSTRALIA ROADSHOW | AUSTRALIA | QCB TEAM |
| | 17-19 MAY | TRENT HUI | AUCKLAND | TRADE TEAM |
| JUN 2022 | JUNE | QCB & TRADE EDM WINTER REMARKS COMMUNICATIONS SENT OUT | ONLINE | QCB & TRADE TEAM |
| | JUNE | QCB AIR NZ DOMESTIC FAMIL | QUEENSTOWN | QCB TEAM |
| | 15-16 JUNE | MEETINGS 2022 | CHRISTCHURCH | QCB TEAM |
| | JUNE | AUSTRALIA PRE/POST MEETINGS 2022 FAMIL | QUEENSTOWN | QCB TEAM |
| | JUNE | AUSTRALIA DIRECT SELLING ASSOCIATION CONFERENCE (BEIA) | AUSTRALIA | QCB TEAM |
| | 18 JUNE | NZ GROCERY BALL | AUCKLAND | QCB TEAM |