



PAPAIOEA
PALMERSTON
NORTH
CITY



Manawatū Convention Bureau

What is the Manawatū Convention Bureau?

Convention Bureaux are a national service providing on-the-ground support and advice to event organisers.

Manawatu Convention Bureau looks after 30 venues in both Palmy and Manawatū and a range of services, including catering, audio-visual providers, and photographers.

Part of the Marketing team, looked after by the Marketing Manager and the Business and Marcomms co-ordinator.



How the Manawatū Convention Bureau supports the industry



Bidding for business events



Organising and hosting famils



Providing marketing support and promotional assets



Facilitating conference and business events advisory group.

What are these events?



Meetings or seminars



Incentives



Conferences or conventions



Exhibitions or trade shows

We're showing off our region

- 21 leads this financial year, as of March
- 10 successful bids ranging from 14pax to 250pax
- We have had bids out for events over 600 people so it varies significantly on the event size.
- We attend multiple tradeshow per year – speaking with national and international representatives for conference and business events.



We're targeting specific types of events

Conferences

- 100 – 500 delegates
- 2 + night events
- Local and domestic delegates

Training, workshops and meetings

- 10 – 100 delegates
- Local and domestic delegates



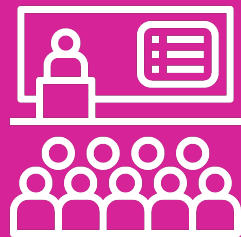
Gastroenterology Conference bid details



20 venues pitched



**15 bespoke
partner packages**



400 delegates



3 day conference

How much were conferences worth to Palmy Venues in 2023?

- Conferences made up just under 5% of Palmy Venue's events but generated 53.5% of the year's total economic benefit.
- Meetings and seminars make up 64% of their business.
- The 15 conferences held at Palmy Venues generated over \$2.7M of economic benefit for the city.
- Each conference attendee generated, on average, \$1,081 of economic benefit for the city. In comparison, someone attending a social event generated, on average, \$90 of economic benefit.

