



MEETINGS



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MEETINGS back and better than ever in 2021

New Zealand's [MEETINGS 2021](#) is confirmed for 2 and 3 June in Auckland, with its Hosted Buyer Programme launching early in 2021.

Organised by Business Events Industry Aotearoa (BEIA), MEETINGS has always been a much-anticipated date on the business events calendar.

BEIA Chief Executive, Lisa Hopkins says next year's event will be critical for reigniting the industry and updating buyers on the latest venues and unique experiences across the country.

"With our trans-Tasman travel bubble looking to open next year, MEETINGS will be celebrating the return of Australian hosted buyers back to Aotearoa New Zealand, and we can promise them a huge welcome," she says.

MEETINGS is known as is a must-attend trade exhibition and networking event for all conference, meeting and incentive organisers booking business in New Zealand. In 2020, for the first time in 25 years, it was cancelled due to COVID.

"Our industry has continued to stage a large number of successful business events in New Zealand since restrictions lifted, bringing a huge level of confidence back into the industry. Now we are setting our sights on the return of international business events to destinations around the country, with the positive economic and social influences they bring," she says.

"MEETINGS 2021 will be the pinnacle of all our efforts, connecting hundreds of highly-qualified business event organisers with New Zealand's leading suppliers and regions. We can't wait to share our manaakitanga (warm hospitality) with industry leaders."

For the first time, in 2021 all MEETINGS' Hosted Buyers from Australia and New Zealand will have the opportunity to experience more of New Zealand with eight regions on offer for MEETINGS' pre- and post-familiarisation programme.

“As well, our Hosted Buyer programme includes a carefully curated pre-scheduled appointments diary, access to exclusive networking events, complimentary flights and accommodation.

“We will have as many buyers as possible in person, but we will also have opportunity for the rest of the world to connect with exhibitors in a digital format. Business events are years in the planning, so we must continue to keep our future visitors engaged and focused on bringing their event to New Zealand,” Ms Hopkins says.

MEETINGS 2021 will be held at ASB Showgrounds Auckland on Wednesday 2 and Thursday 3 June. The following year, in mid-2022, MEETINGS will be hosted in Ōtautahi Christchurch at the city's new convention centre, Te Pae Christchurch.

Hosted buyer registrations for MEETINGS 2021 will open in January 2021.

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About [Business Events Industry Aotearoa \(BEIA\)](#) — formerly CINZ

- BEIA is the official, membership-based association of New Zealand's conference and business events industry with more than 450 members across a broad range of sectors.
- It takes a leadership role in increasing meetings, incentives, conference and events business for the benefit of its members, principal stakeholders and the New Zealand economy.
- BEIA works to actively promote the sector, providing advocacy with central government and offering assistance, information, professional development and real business opportunities to its members.

About [MEETINGS](#)

- MEETINGS is New Zealand's largest business events trade exhibition.
- Auckland is host city for MEETINGS 2021, and the event takes place at ASB Showgrounds on 2 and 3 June
- BEIA owns and manages the event, which has been run annually since 1997, except in 2020.
- Air New Zealand is Principal Sponsor for MEETINGS 2021, renewing its ongoing commitment to the sector and to the hosted buyer and media programmes.
- Other major sponsors include ASB Showgrounds, Peek Exhibition, EventsAIR, and Auckland Convention Bureau.
- Exhibitors and buyers will hold more than 6,000 meetings during the two days of pre-scheduled appointments and social networking events.