

Media Statement



25 September 2023

Business Events Adelaide to welcome the PCOA Conference 2023 to Adelaide

After an eight-year absence, the Professional Conference Organisers Association (PCOA) annual conference is returning to Adelaide in 2023.

Scheduled for 10 to 12 December, the city is expected to play host to 450 business event colleagues, who in turn manage events that attract over 160,000 business event attendees each year. It provides an ideal opportunity for Adelaide to demonstrate why it is Australia's best connected and most flexible business event destination, and for PCO's, conference and event managers to experience for themselves how the city has evolved into a vibrant hub of innovation and creativity.

'As someone who lived and worked in the city some years ago, I am delighted to be bringing PCOA 2023 to Adelaide' said PCOA Councillor (NSW) Council Member Karen Sainsbury of Cornerstone Events. 'Adelaide has grown to encompass all the big city infrastructure expected of a business event destination but has lost none of its boutique appeal'.

Maxine Tod from the PCOA added, 'After a site inspection, Team Adelaide's cooperative spirit stood out. This is without a doubt a business event city'.

As part of this PCOA experience, *Business Events Adelaide* has organised post-event familiarisations, including visits to new or redeveloped venues, innovation districts, and regions including the Adelaide Hills and Barossa Valley, providing an opportunity for business event bookers to gain deeper insights into the state's thriving business events ecosystem.

Mr Damien Kitto, CEO of *Business Events Adelaide*, said, 'We look forward to welcoming PCOA delegates, and showcasing our clean, green and connected city. We promise a memorable experience that highlights the evolution of the business events sector in our state, and demonstrating to these influencing buyers the environmental, cultural and economic advantages of choosing Adelaide for their future business events'.

For more information about the PCOA 2023 Conference, go to www.businesseventsadelaide.com.au

Media attendance at PCOA 2023 is welcome.

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