

The Connection 2024 Event Calendar

Date	Event
14 March 2024 11.00am to 12.00pm	Webinar: CYBERSECURITY – The Commercial Challenge of Our Generation <i>Supported by Matthews Folbigg Lawyers</i>
10 April 2024 11.30am to 2.30pm	Business Leader Luncheon: Economic Insights for Western Sydney
April 2024 After 5.00pm	After Work Member Meet Up
May 2024 11.30am to 2.30pm	State of the Region <i>Supported by Liverpool City Council</i> <i>*Sponsorship packages available</i>
June 2024 11.00am to 12.00pm	Webinar
June 2024 7.15am to 9.30am	Breakfast Masterclass
June 2024 8.30am to 1.30pm	Strategic Matching Event: Meet the Buyer
July 2024 11.00am to 12.00pm	Webinar
August 2024 7.15am to 9.30am	Breakfast Masterclass
August 2024 11.30am to 2.30pm	Women's Business Networking Event
September 2024 After 5.00pm	After Work Member Meet Up
September 2024 7.15am to 9.30am	Breakfast Masterclass
October 2024 11.30am to 2.30pm	Business Leader Luncheon
November 2024 8.30am to 1.30pm	Strategic Matching Event: Meet the Buyer
November 2024 11.00am to 12.00pm	Webinar
November 2024 7.15am to 9.30am	Breakfast Masterclass
December 2024 11.00am to 11.45am	Annual General Meeting 2024

For event partner enquiries and opportunities, contact events@wsbc.org.au

About The Connection Events

The Connection's highly regarded and respected events are an exclusive opportunity to expand your organisation's exposure to a wide variety of businesses from across Western Sydney. Our events calendar for 2024 is bigger than ever, providing you with more opportunities to connect and grow your organisation by leveraging from our network.

State of the Region Lunch Address by The Premier of New South Wales

The State of the Region Address is The Connection's most prestigious event of the year. Its core focus is to update Western Sydney businesses on the activities of the State Government with the annual address by The Premier of New South Wales.

Typically attracting between 500 and 600 attendees from small to large sized businesses within the Greater Western Sydney region, as well as across the Sydney CBD, it provides an ideal opportunity for businesses to generate new leads, connect and develop personal relationships with key influential business leaders, showcase products and services and increase and leverage business profile and growth.

Meet the Buyer

The Connection is helping Western Sydney SME's win business in this, once in a generation, investment boom through our Strategic Matching Events: Meet The Buyer which are held across the region.

Our Strategic Matching Events are designed to maximise SME's exposure to potential procurers from across the region and help SMEs create new business connections by scheduling several 15-minute face-to-face meetings with procurers over a half day event

Our Strategic Matching Events provide SMEs with information on how to do business with the attending organisations, upcoming projects or procurement needs that the attending organisations may have and how/where to find the attending organisations project and procurement information.

Typical attracting 100-150 attendees, and is open to members, who receive preferential rates, complimentary seating and other opportunities, as well as non-members.

Business Leaders Luncheon

The Connection's Business Leader Luncheon is one of The Connection's most popular and desired events on our calendar. Our luncheons provide attendees an excellent opportunity to connect and engage with influential business leaders, peers, and organisations from across Western Sydney. In addition, this forum ensures that delegates keep up-to-date with what's going on in the region.

Typically attracting between 200 to 250 attendees, this luncheon features high profile guest speakers with subject matter experience that focuses on issues that relate to businesses. Registration is open to members, who receive preferential rates, complimentary seating and other opportunities, as well as non-members.

Women's Business Networking Event

This new event being introduced in 2024 will celebrate women in business and showcase some of our female industry leaders. The afternoon tea will feature a well-known female keynote speaker, some reminders about women's health, and offer some much-needed time out for a couple of hours.

The Connection anticipates that this event will attract 150 attendees, and will be open to members, who receive preferential rates, complimentary seating, as well as non-members.

Breakfast Masterclass

The Connection has partnered with our members to deliver a Breakfast Masterclass Series designed to support our members in growing their business. The series focuses on delivering professional development opportunities in areas such as leadership, marketing and sales.

This event is specifically tailored to ensure that attendees receive valuable content that they can take back to their workplace and implement their learnings. Running from 7.30 – 9.00am, it also ensures minimal impact to a working day so delegates can still get into the office after the breakfast concludes.

Typical attracting 60-80 attendees, and is open to members, who receive preferential rates, complimentary seating, as well as non-members.

After Work Member Meet-Up

This new event being introduced in 2024 will provide our members and guests with an opportunity to network in a relaxed atmosphere in order to expand their network and connect with other businesses from across Western Sydney.

The Connection anticipates that this event will attract up to 80 attendees, and will be open to members, who receive preferential rates, complimentary seating, as well as non-members.

Webinar

Western Sydney Business Connection webinars serve as dynamic forums where industry leaders, businesses, and professionals converge to explore, learn, and collaborate.

Our webinars offer a unique platform for thought leadership, knowledge exchange, and networking, connecting sponsors with a diverse and engaged audience.

Typical attracting 80-180 attendees, and is open to members, who receive complimentary registrations, as well as non-members.

Interested in Becoming An Event Partner?

The Connection's Event Partner Program is an ideal opportunity to gain maximum exposure, credibility and lead generation for your business. WSBC is the leading corporate event provider in Western Sydney, providing access to influential business leaders and key decision makers from a wide range of businesses in a relaxed networking environment.

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