

## The Connection 2024 Event Calendar

Date	Event
<b>15 February 2024</b> 7.15am to 9.30am	<b>Breakfast Masterclass:</b> <b>Empowering High-Performance Teams in this New Era</b> <i>Supported by World Class Teams</i>
<b>4 March 2024</b>	<b>Sydney Water Purified Recycled Water Plant Tour</b> <i>Supported by Sydney Water</i>
<b>14 March 2024</b> 11.00am to 12.00pm	<b>Webinar</b> <i>Supported by Matthews Folbigg Lawyers</i>
<b>March 2024</b> 11.30am to 2.30pm	<b>Business Leader Luncheon</b>
<b>April 2024</b> 7.15am to 9.30am	<b>Breakfast Masterclass</b>
<b>April 2024</b> After 5.00pm	<b>After Work Member Meet Up</b>
<b>May 2024</b> 11.30am to 2.30pm	<b>State of the Region</b> <i>Supported by Liverpool City Council</i> <i>*Sponsorship packages available</i>
<b>June 2024</b> 11.00am to 12.00pm	<b>Webinar</b>
<b>June 2024</b> 7.15am to 9.30am	<b>Breakfast Masterclass</b>
<b>June 2024</b> 8.30am to 1.30pm	<b>Strategic Matching Event: Meet the Buyer</b>
<b>July 2024</b> 11.00am to 12.00pm	<b>Webinar</b>
<b>August 2024</b> 7.15am to 9.30am	<b>Breakfast Masterclass</b>
<b>August 2024</b> 11.30am to 2.30pm	<b>Women's Business Networking Event</b>
<b>September 2024</b> After 5.00pm	<b>After Work Member Meet Up</b>
<b>September 2024</b> 7.15am to 9.30am	<b>Breakfast Masterclass</b>
<b>October 2024</b> 11.30am to 2.30pm	<b>Business Leader Luncheon</b>
<b>November 2024</b> 8.30am to 1.30pm	<b>Strategic Matching Event: Meet the Buyer</b>
<b>November 2024</b> 11.00am to 12.00pm	<b>Webinar</b>
<b>November 2024</b> 7.15am to 9.30am	<b>Breakfast Masterclass</b>
<b>December 2024</b> 11.00am to 11.45am	<b>Annual General Meeting 2024</b>

For event partner enquiries and opportunities, contact [events@wsbc.org.au](mailto: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.

**For event partner enquiries and opportunities contact [events@wsbc.org.au](mailto:events@wsbc.org.au)**