

#BE  
SPOKE  
EXPER  
IENCES



AGENT 86  
*Experiences*

Curating **unforgettable** Business  
Events & Incentive Travel Programs  
in Byron Bay and Northern Rivers.

Our **purpose** is to craft magical, tailored experiences that surprise and delight, creating lasting memories.

**Agent 86 Experiences** is a premier Destination Management Company (DMC) with over 20 years of experience, providing tailor-made event solutions in Byron Bay and Northern Rivers NSW.

We specialise in creating bespoke experiences that reflect the unique culture and natural beauty of the region. Our dedicated team ensures seamless execution from planning to delivery, offering services that include corporate events, incentive travel, team-building retreats, and luxury experiences.



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# Choosing Agent 86 Experiences means partnering with a local expert that understands the pulse of Byron Bay and Northern Rivers NSW.

Maximising the effectiveness of business and incentive travel demands a strategic perspective that looks beyond simple metrics or entertainment.

Your trip should be designed to reflect your business objectives and thoughtfully address the needs of your participants.



# Whether it's an incentive or conference, we ensure **every** aspect of your event is flawless, leaving a lasting impact.

Partnering with a Destination Management Consultant (DMC) for business events and incentives offers several advantages over handling it yourself, especially for complex, high-stakes events like conferences or incentive trips.



## Collaboration

We believe in the power of enduring relationships - clients and participants, fostering genuine connection that enhance the magic of our experiences.

## Integrity

Our integrity is unwavering, grounded in honesty and transparency in all our interactions.

## Creativity

We celebrate the unconventional, nurturing bold ideas that transform the unattainable into reality.

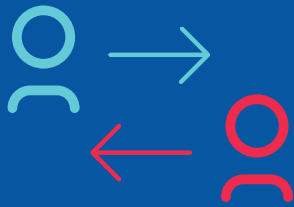
## Investigation

We collect insightful intelligence to design the most unforgettable experiences for our audience.

# Data that Matters

95%

of people say face-to-face meetings are key to successful long-term relationships in their workplace or industry, underscoring their importance in building strong professional connections.<sup>1</sup>



Incentive travel boosts sales productivity by an average of **18%** and delivers an average ROI of

112%<sup>2</sup>



Companies implementing non-cash rewards, such as incentive travel, experience revenue increases three times higher than those without such programs.<sup>3</sup>



Engaging professional event planners and Destination Management Companies (DMCs) offers significant advantages, particularly in streamlining the planning process and enhancing event quality.

A notable benefit is the considerable time savings: **collaborating** with a **DMC** consolidates planning efforts through a single partner, thereby reducing the time spent on research, planning, and logistics.<sup>4</sup>



# Event Planning and Management



Complete event conceptualisation, planning, and execution



Venue selection, setup, and technical support



Supplier and vendor coordination



Registration and on-site support



Post-event analysis and reporting



# Incentive Travel Programs



Custom-designed itineraries tailored to reward top performers



Unique local experiences such as excursions, luxury dining, and cultural activities



Full logistics management, including transportation and accommodation



# Tailored Corporate Events & Exclusive Experiences



Tailored programs designed to foster team engagement and collaboration



Activity based experiences focused on leadership, communication, and performance improvement



High-end venues and accommodation with a focus on wellness and relaxation



# Local Expertise



Extensive knowledge of the Byron Bay and Northern Rivers region



Strong local partnerships for access to exclusive experiences



A commitment to sustainable tourism and supporting local communities



## Key Achievements

Managed Coverforce Executive Summit, a 4 day conference with over 130 attendees from around Australia, hosted at Sunrise Beach, Byron Bay.

Delivered high-profile programs for clients such as Coverforce, NZME and Realestate.co.nz with activities including curated partner activities and a bespoke mini music festival.

Leveraged local accommodation suppliers, venues, chefs, and artistic talent to craft a world-class, tailor-made gala experience.



## Testimonials

Agent 86 Experiences were our DMC supplier for a hugely successful event recently, bringing over 100 people together over 3 days for a programme that included an entirely bespoke mini-festival - and it was a seamless experience from start to finish. The team go above and beyond, finding unique touchpoints and letting us in on local secrets to make everyone who attended feel like they truly saw the best of Byron and Northern Rivers. What I particularly appreciate about working with the team is there is no "one size fits all" - they work dynamically with our own team to ensure nothing falls through the cracks and can effortlessly pick up elements of event organisation outside of a strictly DMC scope, such as registration, accommodation, and collateral.

"Regardless of whether they were pivoting plans due to weather changes, packing in an event, liaising with local suppliers, or coordinating activity days, the team were incredibly professional but not without a sense of humour. The key to pulling off any successful event is a blend of experience, creativity, problem-solving and attention to detail - something Agent 86 Experiences has in spades."

**Amanda Coffey | Executive General Manager Marketing  
Coverforce Pty Ltd**

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## Testimonials

Agent 86 has a level of detail and care that I have not seen displayed by any other event or experience company. From the beginning stages of providing the ideas for the experience right through to the post analysis after the experience every detail was attended to. Adding to that every event that we have run with Agent 86 has come in within budget and surpassed expectations of what would be delivered. Attendees are constantly “blown away’ with every detail and there are many many details. Agent 86 has a large network of contacts and can access artists and venues that others are unable to utilise.

“Ultimately any event needs a dedicated crew that will ensure your delegates are surprised, delighted and impressed at every turn. You can be assured that you will receive this when you employ Agent 86 and Petrina Maxwell. Petrina is an absolute pleasure to deal with, completely professional and incredibly creative. Petrina’s ability to simultaneously co-ordinate multiple suppliers, venues, musicians, caterers and delegates is phenomenal. Even when the weather doesn’t play ball she is in there boots and all making the entire last-minute re-organisation look like it was exactly the way that the experience was planned in the first place. I would have no hesitation in recommending Agent 86 to anyone looking for creative, well-constructed and unique experiences.”

**Jenny Fromén | Head of Incentives and Development**  
**NZME**

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# Your Vision, Our Expertise

## Flexible Collaboration, Tailored Support

Whether you need light-touch support or full event management, we adapt to your needs.

## Consult & Support

We collaborate with your team, providing insights, local expertise, and vendor connections.

## Co-Manage

Share responsibilities with us for seamless execution.

## Full-Service Management

Let us handle everything, from planning to delivery, ensuring a stress-free experience.

## Your Event, Your Way

From curated itineraries to on-the-ground logistics, we work with you to create an unforgettable experience.

## Local Experts, Global Standards

Leverage our deep regional knowledge and industry expertise to elevate your event.

## Famils\*

Getting a feel for the destination, from hotel to the local food will put you at ease about your upcoming event. Or, if you aren't sure about which hotel, why not try them out prior to making a final decision.

\*Timeframe allowing



# #BE SPOKE EXPER IENCES

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