



## Welcome to BEN!

SO this is it – numero uno – the start of things to come.



You are one of more than 50,000 recipients to receive this first edition of BEN, which is also being sent to *Travel Daily* readers – so hopefully you won't all be given to responding at once!

However, we do welcome your comments, your breaking news, your stories, your (clean) jokes, your splendid ideas and your function and famil photos.

From your already enthusiastic response to our launch and our preview issues of BEN, we are well placed to become the key medium for professional conference organisers, hoteliers, venue managers, government organisations, suppliers and other industry people to keep in touch with what is going on in the sector.

BEN will be published three times a week and distributed by email to subscribers across the industry every Monday, Wednesday and Friday.

Chill out, take a break and enjoy your read, we are going to have a lot of fun together.

*Business Events News* joins the team at *Travel Daily*, Australia's leading travel trade newsletter, with other group publications including *Cruise Weekly*, keeping the trade and consumers informed about the fast-growing cruise industry.

I look forward to hearing from you, so please email me on [jill@businesseventsnews.com.au](mailto:jill@businesseventsnews.com.au).

## van Amerongen's grand designs

TON van Amerongen chief executive, Sydney Convention and Exhibition Centre (SCEC) predicted today that another big year was expected at the Centre as the NSW Government considers concepts for a much larger conference and events precinct at Darling Harbour.

"At the Centre we are attracting major international conferences and events not just because of our city's well-known appeal, but also because of the innovation, professionalism and creativity we offer event organisers," he said.

The Centre's preparation for dozens of events for a thousand delegates or more during 2012 include many from within the city's traditional strength areas of science and medicine.

Top events scheduled include the 3000-delegate *International Hypertension Congress* in September, the 2000-delegate *International Symposium on Atherosclerosis* in March, the 2000-delegate *International Congress of Dietetics* in September and the 1250-delegate *Asian Oceanian Congress of Radiology* in August.

Mr Van Amerongen revealed that some of the big-name lifestyle exhibitions to be held

during the year would include expos inspired by popular TV shows such as *Grand Designs Live* which is expected to be one of Sydney's top 10 exhibitions when it returns for a second year in October.

Other major lifestyle expos will include the *Australian Fitness and Health Expo* in April, the *Mind Body Spirit Sydney Festival* in May and *Zumba 2012* in April.

Meanwhile, the *Australian International Motor Show*, *Sydney International Boat Show*, *Sydney Home Show* and the *Good Food and Wine Show* will retain their places as the biggest annual events on the Centre's calendar, joined by newcomer *Sexpo 2012*.

## Port Douglas steps up

ATTENDING AIME for the first time this year will be Port Douglas Incentives, a self funded, specialist advisory group of dedicated business tourism and events specialists with commercial interests and operations in the Port Douglas and Daintree region.

Chairperson, Natalie Johnson will represent the group, who will share a stand with Business Events Cairns and Great Barrier Reef.

"This is the first time Port Douglas Incentives has attended such an important trade show," she said, adding, "With so much competition in the market place, we want to ensure Port Douglas is still top of mind for PCO's, corporates and DMC's for their clients in the coming year."

Port Douglas Incentives will be exhibiting at AIME stand 2924.

## Happy 20th DMS

DMS Destination Management Services is celebrating its 20th birthday this year, with founder Leila Fiedler hosting partners from around the globe at events in Sydney as well as Melbourne in the lead-up to AIME.

For more details on DMS see the special flyer on **page five**.

## Sheraton on the Park targets MICE

SYDNEY'S Sheraton on the Park Hotel is continuing its strong focus on the business tourism sector, which now comprises about 43% of its total annual turnover.

MD Sean Hunt told *BEN* that this year the property is expecting to handle more than 50,000 group room nights.

As well as a significant domestic market, Hunt said that the Sheraton on the Park is also focusing on ensuring it can handle expected growth from China, with more than 40 Mandarin-speaking staff.

The hotel is featured in *Business Events News'* first ever video, produced by respected TV journalist Barry Matheson.

The video interview with Hunt is now online and can be viewed by clicking the logo at right or at our website  [www.businesseventsnews.com.au](http://www.businesseventsnews.com.au)

## GCCEC's free wi-fi

AS client demand for wi-fi increases, the Gold Coast Convention and Exhibition Centre (GCCEC) is making it easier for delegates on the go to stay connected with free wi-fi.

From this week, all visitors at the Centre will be able to browse the internet and check emails from wherever they are within the venue, free of charge.

The GCCEC's general manager Adrienne Readings, said the initiative will meet conferencing expectations and technological support requirements, making it easy for conferencing clients and exhibitors to stay connected.



Australia's centre of events



Call the Centre on 02 9282 5000, visit us on [www.scec.com.au](http://www.scec.com.au), or read our blog by scanning the QR code with your smartphone.



# SAA celebrates MICE



**ABOVE:** Earlier this week South African Airways farewelled its long-time head of Australasia, Thevan Krishna, who during his time at the helm of the carrier has overseen the travel for hundreds of groups travelling to experience South Africa's unique conference and incentive experiences.

Krishna spoke of the many highlights of his career, including meeting Her Majesty Queen Elizabeth on a number of occasions, as well as helping escort Nelson Mandela on several trips to Australia and the UK.

A special function included guests from across the industry, including Eric Lewanavanu, business tourism manager for South African Tourism.

He's pictured with Tracy Thomas from South African Airways, who is your 'go-to' person for incentive and group flights to South Africa.

## GainingEdge recruits

**MEETINGS** industry consulting company GainingEdge has appointed Graziela Padoin as business development consultant for Latin America, based in Porto Alegre, Brazil.

CEO Gary Grimmer said GainingEdge saw Latin America as a major growth centre for convention & meetings business.

"The industry there is developing rapidly and associations are showing more interest in that part of the world.

"We're looking for clients in Latin America who want a competitive edge - we want to make a contribution to the success of the industry there."

Part of Ms Padoin's focus is to develop business links for two of GainingEdge's clients, the Greater Houston Convention & Visitors Bureau and Simpleview, which offers CRM and internet marketing services to DMOs.

# All aboard for cruise incentives

**SOME** would say the Cruise industry's tilt at the corporate and incentive market is long overdue, so it is heartening to learn that Silversea will launch a new range of corporate packages and incentive group products at AIME next month.

Specialists in creating unparalleled rewards programs for its own loyal past guests, the cruise line is able to accommodate a variety of corporate events with extraordinary flair and value.

Luxury all suite ocean view accommodation (with personal butler service), fine food and wine, outstanding service, 24 hour room service, all gratuities, entertainment and meeting

facilities, plus the allure of the chosen travel destination

Karen Christensen, general manager Australia and New Zealand said, "Our all-inclusive fares make Silversea perfect for incentive groups.

"Depending on which ship and destination clients choose we can cater for 132 to 540 guests."

Net rates start at US\$2,566 per person for a seven day cruise itinerary, with Silversea options in Europe, Asia, Alaska or even South America and the Caribbean.

"Our corporate and incentive sales experts are ready, available, and eager to assist corporate meeting planners attending AIME," said Ms Christensen.

## WIN A WEEKEND AWAY AT MEDINA

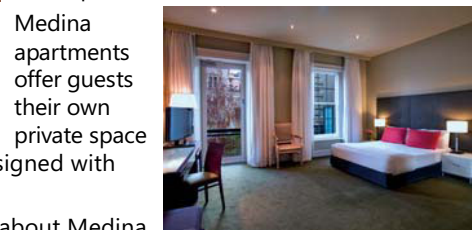


To celebrate the launch of Australia's newest business tourism publication, **Business Events News**, as well as **Medina Apartment Hotels'** 30th birthday, we are giving one lucky reader the chance to win a weekend away for two adults in a one bedroom apartment at a Medina Apartment Hotel of choice across Australia!

A premier Australian brand, Medina is known and loved for its commitment to classic and sleek apartment hotel accommodation.



**APARTMENT HOTELS** and each has been designed with elegance and style.



Medina apartments offer guests their own private space

For more information about Medina Apartment Hotels or to book, visit: [www.medina.com.au](http://www.medina.com.au)

All you need to do to be in the running to win this great prize, is to email your answer to the below question by COB next Friday 10th Feb to: [medinacomp@businesseventsnews.com.au](mailto:medinacomp@businesseventsnews.com.au).

The most creative answer will win!



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## Swissôtel gets set for meetings

**SWISSOTEL** Sydney, in order to keep up with the increasing demand for CBD 5-star conferences and meetings, has entered the New Year with a refurbishment to its concept and design.

Appealing to large-scale, medium sized and intimate size events, the hotel's transformation includes new audio visual equipment and the appointment of experienced audio visual company AVPartners™ as their in-house technical partner.

"With a brand new look and feel to the hotel, we look forward to reintroducing our new meeting spaces to our guests and business clients, and we hope to see an increase of new and repeat business from our improved facilities and new attractive

meeting packages" said Daniel Fueglistner, general manager of Swissôtel Sydney.

A second stage renovation to include four meetings rooms on Level 9, two dining outlets and the Swiss Executive Club Lounge, begins in March.

### Regal HK super savings

**HERE'S** a bargain for travellers passing through Hong Kong, Shanghai or Chengdu before 31 March, with Regal Hotels International promoting "Super Savings Regal Connected Business Travellers" offers at its six hotels.

The deal includes free breakfast for two, internet access, 3pm late check out and in Hong Kong, free shuttle bus airport transfers - details [rhl.sales@regalhotel.com](mailto:rhl.sales@regalhotel.com).

### Bali's uber-luxury

**A NEW** five-star Bali property, Semara Luxury Villa Resort Uluwatu, described as the "epitome of tropical indulgence for corporate guests," has entered the Bali MICE market with a program of events and executive incentives.

Positioned high on the limestone cliffs of the Bukit Peninsula, each of the seven 2200 square metre villas boasts spectacular Indian Ocean cliff top views and includes a private chef, butler, car and driver as well as luxurious décor, custom designed furniture and a 25m infinity pool.

Rates start from USD\$1870 per five-bedroom villa, per night for up to 10 clients including private butler, chef and housekeeping attendants; use of car and driver for 12 hours per day; grocery pre-ordering facility, 24 hour in villa dining available and complimentary wifi.

Spa treatments, tennis courts, snorkelling, kayaking, a state of the art gymnasium and eight cliff-edge 25m infinity pools, complete the stunning picture.

For more information see [www.semarauluwatu.com](http://www.semarauluwatu.com)



**FORGET** the caffeine fix to keep eyelids from drooping through those long, long, meetings; ANAYA has a much better idea.

The luxury, 5-star Bali resort can incorporate a 15-minute Spa Break into their full and half day meeting packages.

A glass of water and an energising shoulder massage to ease out the tension is definitely the way to go.

What's more, there's no juggling coffee cups!

**THE LATEST** service innovation by the upmarket Rosewood hotel group in the USA is a 24-hour "fragrance butler".

There's no need to take your own perfume, because guests can summon the butler who presents a selection of colognes on a sterling silver tray.

The company said it's a response to rising airline baggage fees plus security rules which ban the carriage of liquids

## GETTING TO KNOW: BHUTAN

Bhutan, a landlocked State at the eastern end of the Himalayas may seem an unlikely MICE destination, yet when LG Electronics Australia held an incentive there in June last year, it was not just a first for LG, but part of a broader push by the tour operator, Bhutan & Beyond and Sydney based TMC TravelForce to build MICE business to this mystical Dragon Kingdom.

The group of sixty top air-conditioning sales staff plus three escorts was the largest incentive journey ever hosted by the Himalayan Kingdom.

The journey was made possible by Bhutan's ongoing development of world-class tourist infrastructure and luxury hotel properties, and LG Electronics (Air Conditioning) general manager Ian Robertson's keen interest in the country, in motor bike riding and his knowledge that Bhutan has the infrastructure and support to ride there.

Participants travelled from Australia to Bangkok on Thai International with one and two night stopovers, continuing to Paro Airport on Drukair.

Bhutan & Beyond handled the group seats and ticketing directly with the country's national airline.

They then spent a total of four nights in the five-star Zhiwa Ling Resort in Paro Valley and two nights at the five-star Taj Tashi Hotel in Thimphu.

The group travelled in three Toyota Coaster coaches and three support vehicles. In addition to drivers, the company also supplied seven guides, ensuring the group received significant support and the benefit of local knowledge.

Participants experienced a wide range of cultural sightseeing in Bhutan, and took part in a number of unique activities specifically organised for the group. This include riding Royal Enfield Bullets (organised in conjunction with a local charity, the Dragon Riders Motorcycle Club); playing golf at the world's highest golf course – the Royal Thimphu; taking Bhutanese cooking classes; a mountain bike excursion from Bhutan's highest road; hiking to Buddhist monasteries and nunneries; and spa and meditation treatments.





# business events news

1st February 2012

## Embracing BEN!

Thanks for your testimonials - we feel very welcome!

"I have no doubt that Business Events News will come to play an integral role in the MICE arena of digital media." - Jane Milojevic, managing director, InSight PR & Communication Pty Ltd.

"I'm really excited to at last get regular, relevant news for the MICE industry, especially bits that I can read on the go. From one Ben to another, congratulations on the launch and we wish the BEN team all the very best for a very successful publication" - Ben Alcott, Damn Good Productions.

"The Gold Coast Convention Bureau welcomes the addition of Business Events News on to the MICE media landscape and we look forward to gaining industry insights, while making worthy contributions to this new service." - Jacqui Taylor, director - Business Events, Gold Coast Convention Bureau.

## GCEC appointments

THE Gold Coast Convention and Exhibition Centre has appointed Sally Hein as their new sales mgr, and sales executive Missy Ivan who will look after local corporate meetings & banquets.

## MO goes online

THE Mandarin Oriental hotel group's publication MO has launched an online version of their Conde Nast magazine highlighting the best dining experiences, spa treatments, destination getaways and interviews with the Group's celebrity fans.

It combines stunning photography and a clean, uncluttered and stylish design.

Details at [destinationMO.info](http://destinationMO.info).

# Paratuberculosis field trips

**TECHNICAL** tours to Menangle and Arthursleigh are to be part of the 11th International Colloquium on Paratuberculosis being held in Sydney from 5 - 10 Feb 2012.

The event, secured by Business Events Sydney (BES) & the Uni. of Sydney's Faculty of Veterinary Science, is being managed by professional conference organiser, Concept Event Management.

More than 260 experts in Paratuberculosis (a chronic bacterial disease that is particularly relevant to the Australian agriculture industry) will attend the event, some of whom will travel to the NSW Centre for Animal and Plant Biosecurity at Elizabeth Macarthur Agricultural Institute (EMAI) in Menangle, while another group visits a large, modern, commercial sheep and beef grazing property in the

Southern Highlands.

Delegates on both tours will get an authentic regional NSW experience that includes a typical Aussie BBQ lunch with produce sourced from local properties. The Arthursleigh Technical Tour also takes in a heritage-listed wool shed, whip cracking, sheep shearing and a wine tour.

"Business Events Sydney is observing a growing number of international conventions and conferences, particularly those with a scientific or medical focus, incorporating regional tours into their programs," said BES acting ceo Lyn Lewis-Smith.

"Regional NSW boasts some of the State's leading specialist facilities, brightest minds and best practice, and showcasing this not only enriches conference programs, but boosts our State's profile as the Asia-Pacific innovation hub," she said.

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\*Conditions apply.



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  - Breakfast served in Tamarind
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  - Connectivity lounge - complimentary 30 mins internet for all delegates
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[www.pullmanhotels.com](http://www.pullmanhotels.com)  
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- Flexible meeting spaces
- Tropical resort in an idyllic location nestled between the reef and rainforest
- A multitude of outdoor areas from the beach to the golf course that can cater for team building with a difference!

See us at AIME 2012 - Stand 1904



Designed for natural living

\*Conditions apply.



# WE'RE CELEBRATING TWO DECADES OF SUCCESS!

*In 2012 Destination Marketing Services (DMS) is celebrating a very special anniversary – 20 years as a leader in the Australian/ New Zealand business events industry.*

We are proud of our achievements and would like to thank our destination management partners in over 60 countries and our clients in Australia and New Zealand for their support over the last two decades.

**Our aim:** to connect our Australian and New Zealand clients with the world's most rewarding and exotic destinations.

**Our Services:**

- **Comprehensive website** - featuring destination profiles and information, sample itineraries and contacts for quality destination management companies in over 60 countries worldwide
- **Regular visits and updates** - our account managers can provide you with latest news on destinations, products and services
- **Liaison and follow up** - between our Australian/New Zealand clients and DMCs to ensure delivery of highly creative and customised programs - our guarantee of quality.
- **Familiarisation visits** - to key international destinations, new places are coming online all the time.
- **Participation in DMS Annual Workshops** - a one-stop opportunity for clients to connect with many of the best DMC companies from around the world
- **Access to latest market intelligence** - what's new, what's hot, what's not - in the international business events market.
- **Specialist advisory service** - we'll help you to win the business!



So when preparing your next business pitch contact the team at DMS – it's our anniversary year and together, we would like to celebrate our joint success.

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