



Monday MICE update

IN today's
issue -
Hamilton



Island's \$4 million upgrade to its Premium Palm Bungalows; Wolgan Valley with its sights set on the local meetings market, has a 'rewarding' MICE offer and the Gold Coast Convention & Exhibition Centre launches its world beating, high definition projection screen.

Welcome to another week of interesting MICE news - Jill.

Virgin Atlantic lets the Cow out of the shed

virgin atlantic



This week,
**Business
Events
News** is giving



readers the chance to win a pampering gift pack of Cowshed skin products courtesy of Virgin Atlantic.

For over 26 years, Virgin Atlantic has been one of the world's leading long haul airlines. The carrier's dedicated Groups Sales team offers tailor made solutions to meet the needs and objectives of its clients.

For your chance to win, simply be the first to answer the following question to -

comp@businessesnews.com.au

**How many adults
make a group in
Premium Economy?**

Hint: www.vsflyinghub.com

virgin atlantic  

Wolgan Valley rewards MICE

WORTHY of serious consideration is the exceptional and exclusive MICE industry offer being made by Wolgan Valley Resort & Spa.

The 6-star resort, set within the Blue Mountains World Heritage area is giving a complimentary two night stay for each group booking.

The deal also includes breakfast, lunch and dinner daily, selected regional wine & beer with meals, wireless internet and two on-site nature based activities per day.

MICE planners can take advantage of this offer by booking a minimum of five suites for at least two nights.

The offer is valid for all bookings made by 31 Aug, and travel before 19 Dec - call 02 9290 9733.

The award-winning resort which received a strong number of local and international bookings for luxury conferences and events over the past two years, admits it's domestic market, "has surpassed all our expectations."

Visiting meetings and events groups are continually surprised that they can experience world-class luxury just three hours from Sydney; and it is often that they become repeat customers for



both business and leisure, said general manager Joost Heymeijer.

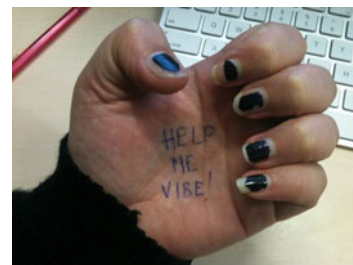
Pictured is the Wolgan Valley Resort and Spa's 1832 Heritage Homestead set up for an event.

Vibe pampers Peta

CONGRATULATIONS to Peta Berezcky, Scenic tours for being the winner of a pamper package courtesy of Vibe Hotels as exclusively seen in **Business Events News**.

Berezcky has won an overnight escape for two adults in a guest room, buffet breakfast, late check out and an exclusively designed mini Vibe nail kit at any Vibe Hotel across Australia.

Her winning answer was:
It has been a very long time since I took a time out for myself- and my nails! Look at the proof below



Crowne cools down

THE Crowne Plaza Bangkok Lumpini Park is offering one of three complimentary upgrades when booking a full day meeting package with a minimum of 15 delegates, on bookings and meetings in Apr.

The 'Songkran Cool Down' deal includes a choice of either a morning coffee break; afternoon homemade ice cream or an afterhours drinks package - email catering-cpbkk@ihg.com.



RYANAIR, the Irish airline is being investigated by the Irish Aviation Authority due to concerns that it is not allowing passengers to sit in the emergency rows if they don't pay a £10 (\$16) fee, reports *TNT Magazine*.

It's not out of the ordinary for there to be an extra charge for emergency row seats, owing to the extra leg room.

But, under Ryanair's policy, if nobody pays, then the seats remain empty.

Yet, nearby passengers are still expected to man the exit door in case of emergency.

SIR Richard Branson blogged the news that there's soon to be a new man on the moon when Hollywood actor Ashton Kutcher became Virgin Galactic's 500th customer on Monday.

In his blog Branson said "I gave Ashton a quick call to congratulate and welcome him.

"He is as thrilled as we are at the prospect of being among the first to cross the final frontier (and back)."

Kutcher joins the list of celebrities who have signed up for the space flights including Tom Hanks, Brad Pitt, Angelina Jolie and Katy Perry.

BE afraid, be very afraid. Your next team building course may involve rounding up sheep!

Business professionals in Britain are literally flocking to a course that teaches them how to be 'sheep dogs'.

The \$3000 Raising the Baa course helps groups develop their teamwork skills by jointly rounding up a flock of unruly sheep & guiding them into a pen.

Every move is captured on camera and they are later given a review of their performance.



Flight Centre Group Travel's award

FLIGHT Centre Group Travel has for the third consecutive year won the award for 'Support Services' at the 2011 Victorian Meetings and Events Australia (MEA) awards.



Marketing and development manager Carly Adler said the award was a fantastic effort for the Melbourne based team.

Adler advised that for the past two years, the awards won were for 'Travel Services' and this year their category changed to 'Support Services'.

"We are extremely grateful for the ongoing support and loyalty

of our clients and colleagues, who make it possible for us to keep our passion for travel alive each day," she said.

Flight Centre Group Travel are now finalists at the 2011 MEA National Awards which takes place at the SCEC on 24 April.

Pictured from left are: Vanessa Armstrong, Carly Adler and Ashley Awramenko.

WIN A 2-NIGHT ULURU ENCOUNTER



To celebrate the \$10million redevelopment of Ayers Rock Resort's Uluru Meeting Place conference centre **Voyages** is offering a great prize to **Business Events News** readers.

The Uluru Meeting Place will feature striking contemporary interiors that reflect the Indigenous heritage of the location. Facilities include a new ballroom that can comfortably seat 420 people as well as a second ballroom that seats over 300. These two rooms combined can create a large area that is ideal for events and trade shows.

The prize includes two return economy airfares to Ayers Rock Resort from the winners nearest Australian capital city, return airport transfers, two nights accommodation in a newly refurbished room at the Sails in the Desert Hotel, dinner at the intimate Tali Wiru fine dining experience and a Desert Awakenings Small Group Sunrise tour.

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 on Friday 30th March to: voyagescomp@businesseventsnews.com.au

The most creative answer will win this fantastic prize.

In 25 words or less tell us what Uluru means to you



AYER'S ROCK RESORT



business events news

Click here for terms & conditions

Considering: Scandinavia



EMIRATES flies there, our Princess Mary is royalty there and our Aussie chefs just happen to operate some of the best restaurants there.

We're talking about Scandinavia, a name which is often used to denote Finland, Sweden, Norway, Denmark and Iceland.

Yet, Finland and Iceland are Nordic countries while Scandinavia denotes the geographic area made up of Sweden, Norway and Denmark.

Long regarded as aspirational destinations for business events, they offer exceptional summer and winter nature and wilderness

experiences; historic and cultural attractions, including world leading cuisine and sustainable and eco-friendly programs.

Leila Feidler whose company Destination Marketing Services (DMS) is the representative office for First United, specialists in events and incentives in Scandinavian said, "In the post GFC world Nordic values resonate more with the corporate world such as their concern with the environment and also their advancement in implementing social and economic policies."

Each of these countries have their own individual uniqueness. eg Finland's forests and 180,000 lakes, Denmark's storybook villages, Greenland's icy landscapes and glaciers, Iceland's active volcanos and spectacular waterfalls and Norway's fjords.

There are few places where you can experience the Midnight Sun, see the Northern Lights, sail through Sweden's island archipelago or sauna in luxurious forest cabins.

Then there are the cultural experiences; the Viking history, the famed Nordic cuisine and the fairy tale world of Hans Christian Andersen.

Pluses include, English as a second language, a low incidence of crime, reliable "on time" and "at an agreed price", suppliers and a fast and easy access between Nordic countries, with only Reykjavik more than a 70 minute flight from most major cities in the region.

For more information on the Northern Europe destination or additional details about Destination Marketing Services, email the Managing Director Leila Fielder at - leila.feidler@destinationmarketing.com.au.

Cedar Creek special

A **UNIQUE** autumn/winter conference special, is being offered by Cedar Creek Lodges in the Gold Coast Hinterland.

Providing the utmost comfort, finest hospitality and rewarding adventure team building activities, the \$209pp package consists of tea and coffee, lunch, stand-alone conference room with natural light including full set-up choice, conference equipment, data projector, screen, whiteboard, flip chart and, free high speed wireless internet connection.

A choice of dinner options include a two course dinner or BBQ buffet in the newly refurbished Rainforest Restaurant & Lounge Bar or pizza buffet cooked fresh from the Terrace Kiosk's wood fired pizza oven, twin share accommodation in newly refurbished Premium rooms, breakfast with the birds BBQ, evening interactive trivia challenge followed by music from our 'Nightlife' virtual DJ.

See - cedarcreeklodges.com.au.



La Traviata sings Sydney's praises



WHEN it comes to staging events, Sydney knows how to turn it on and they certainly did on Saturday night when Handa Opera on Sydney Harbour - La Traviata, burst into life - its spectacular backdrop, the Sydney Harbour Bridge and Opera House.

Even if you have no particular love for opera, this tragic love story and its glorious Verdi arias is

as spellbinding visually as it is a feast for the ears.

An \$11.5m production, it is being staged for three weeks only until 15 April, at Mrs Macquarie's Point, Royal Botanic Gardens.

Monumental in its staging and effects (singers arrive by bud-lit boats) it features a full orchestra, magnificent sets and stunning 1950's costumes.

Dazzling effects include a 9-metre chandelier sparkling with Swarovski crystals, suspended above the purpose-built stage and a dazzling fireworks display organised by pyrotechnician, Fortunato Foti responsible for Sydney's New Years Eve.

Drinks, dining and travel packages are available, the perfect centrepiece for a corporate event or client reward or for just an amazing night out with friends.

Pre-performance dining packages include antipasto platter upon arrival, main course, dessert and a selection of premium beverages.

Tickets start from \$75pp to \$350 for a Platinum ticket.

Platinum Ticket holders see La Traviata from the best seats in the house - Premium Reserve and receive a souvenir program.

Then enjoy interval drinks in the exclusive Platinum Lounge, a luxurious bar with views over the stage and Sydney Harbour.

To find out more or to book packages - see showbiz.com.au/opera-on-sydney-harbour/.

GCCEC to launch projectors

A NEW in-house AV system to be launched by the Gold Coast Convention & Exhibition Centre (GCCEC) on 01 July, is said to be set to bring the Centre in line with others around the world.

This new addition to the Centre's in-house audio equipment, boasts a projection screen that measures 27m wide by 5.5m high, showcasing vision created by 3 Barco HDX W14 high definition projectors.

These three projector images are blended by using the encore system to create a single crystal clear image.

The GCCEC's AV sales manager, Paul Wilson said the new projector would change the event experience for visitors.

"We now have the technology to deliver sharper vision, unsurpassed at the Centre in size and quality, to create an exceptional and vivid experience for visitors."

Advertising in BEN:

• cost-effective • targeted • easy

For details call us today

1300 799 220



Hamilton's \$4M refurb

ADDING weight to Hamilton island's multi faceted rooms inventory, Palm Bungalows first phase of its \$4m refurbishment to its Premium Palm Bungalows has been completed.



The freestanding bungalows are described as bright, sleek and airy and able to accommodate a maximum of three adults plus a complimentary rollaway bed.

Additionally, guest have access to an expandable kitchenette with microwave, bar-fridge and tea and coffee, making them ideal for in-room entertaining and relaxation.

Luxurious yet affordable, these bungalows retain the relaxed simplicity of a 'back to nature' private retreat, 30% of which have been refurbished and are now available, with 60% to be completed by the spring and the remainder in 2013.

Miami's MICE upgrade

MIAMI Airport Convention Centre has undergone a US\$15m refurb project that includes the remodelling of the Trade Show and Exhibition Facility; Social Function Ballroom and Educational Conference Centre with state of the art technology and 40 breakout rooms.

Ben on BEN



Each month Business Manager for inPlace Recruitment Ben will be writing his observations from the recruiter's perspective to help job hunters find the perfect job.

Ben has over 15 years working in 5 star hotels and the MICE industry and has worked on some of Australia's biggest events.

RECRUITMENT

within the event management industry has been

competitive for many years and shows no signs of slowing down. The moment the word 'event' appears in a job title, you are guaranteed to have 10 times as many applications as you would for other positions.

One challenge job seekers face is the many different types of events positions each with completely different skill sets from one another.

So how do you stand out? First, you need to determine if your experience relates to the job vacancy. If the position is for an event producer and you are a weddings expert, this may not be the right fit. Second, read the job ad carefully and address the essential criteria outlined. Your application should clearly demonstrate your experience with similar tasks in another role. Finally, if you have an online portfolio, include it in your application to support what you have described.



CONTACT US:

Publisher

Bruce Piper

Contributors

Bruce Piper, Chantel Long

Advertising: advertising@businesseventsnews.com.au

P: 1300 799 220 **F:** 1300 799 221

PO Box 1010 Epping, NSW, 1710

Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly & Pharmacy Daily.