



In the swim

ANY place I hang my hat is home, especially if it's in one of the 11 Marine Life Ocean World Park suites (below) with windows that look into the depths of Singapore's newest attraction, which opened last week.



With a myriad of activities for guests, the Marine Life Park at Sentosa allows visitors to snorkel amongst thousands of brightly colored tropical fish, hop in an intertube to tour the 620m Adventure River which includes an underground grotto or experience the fun and excitement of exhilarating water slides and a wave pool.

Sensational Sentosa also allows visitors to conference like a rock star at the Hard Rock Hotel - featuring great event spaces, 30 function rooms and one of Asia's largest ballrooms, with seating for a staggering 6500 guests - Jill.



Window on the water...

Perth conference digs deep

THE Perth Convention Bureau (PCB) was an important catalyst in the birth of the Inaugural Australian Resources Conference and Trade Show (ARC 2012), held at the Perth Convention and Exhibition Centre (PCEC) in November.

A joint initiative of the Australian Securities Exchange & the *Australian Financial Review* and endorsed by the Western Australian Government and Commonwealth Department of Resources and Energy, the event drew 900 participants from Asia Pacific in the resources and investment field.

Professional conference organiser arinex worked alongside the ASX to launch ARC 2012, build the brand and a cutting-edge program, and take it to market.

An impressive lineup of keynote speakers included WA Premier Colin Barnett, Federal Resources Minister Martin Ferguson, Rio Tinto Australia md David Pever, BHP Billiton's president of Iron Ore Jimmy Wilson and ASX ceo Elmer Funke Kupper.

With a theme of "Digging Deep: Prolonging the Boom", ARC 2012

addressed a host of issues – maximising investment, global competition, and a supply and demand outlook.

"Inaugural meetings take a lot of effort, however working with the ASX team is a powerful combination of network and marketing know-how with PCO expertise.

"The combination of our respective areas of expertise was a benchmark example of best practice management.

"ARC 2012 was always destined to be a winner with the attitudes of both parties so passionate and determined to deliver a premier event" said Roslyn McLeod, managing director of arinex.

A key feature of the event was an Investors Exchange, allowing investors to meet a range of small to mid-cap ASX listed companies.

"Conferences like ARC 2012 remind us that the business events industry is important to ensure Australia is a leader on the international economic platform," McLeod added.

She thanked partners including WA, the Perth Convention Bureau, the PCEC, Crown Perth, AV Partners and Perth Expo Hire who combined in a "benchmark example of best practice".

Congratulations Kara



KARA Conroy of CiEvents is the lucky winner of the Spicers Groups competition seen in *BEN* last week.

She has won a two night mid week stay plus breakfast at Spicers Hidden Vale for her creative answer to last week's question **What is so unique about the location of Spicers Hidden Vale?** Her answer was:

Spicers Hidden Vale's location is situated amongst natural exquisiteness. Raw culture, history & beauty sums it up to perfection.

This week *Business Events News* is giving readers the chance to win a one night stay at Crowne Plaza Norwest in a balcony room with buffet breakfast and sparkling wine, plus a 1.5 hour couple spa treatment at La Sante Medi Spa.

See the competition box below for details on how to enter and a chance to win this great prize.

Winter re-elected to ICCA board

GOLD Coast Tourism ceo Martin Winter has been re-elected to the International Congress and Convention Association (ICCA) Board of Directors headquartered in Europe.

ICCA is a network of 950 specialist suppliers from 87 countries and the peak industry body for business tourism and Winter's two-year extension to the ICCA board will allow the Gold Coast a strong voice among the movers and shakers of the industry and facilitate a strong position of global influence.

Reinforcing Winter's leadership throughout Australasia, he will continue in his role as regional chairman representing ICCA's Asia Pacific region.

"The current challenges for the business events tourism industry are felt universally throughout the world, but the road ahead is most reliant on pinpointing the major strengths of each destination," said Winter.

"At the same time, it is exciting for Asia-Pacific nations to continue to play a leading hand, providing input into the future development of the convention industry.

"At a local level, the Gold Coast will benefit directly from the shared knowledge of the latest global developments and opportunities."

Australia is also represented on the ICCA board of directors by Leigh Harry, ceo, Tourism Victoria.

WIN a Luxury Spa Weekend at La Sante Medi Spa & Crowne Plaza Norwest



This week *Business Events News* is offering one lucky reader the chance to win a Luxury Spa Weekend for two courtesy of JC Travel Professionals, La Sante Medi Spa & Crowne Plaza Norwest.



The prize includes one night's accommodation at the Crowne Plaza Norwest in a balcony room with buffet breakfast and sparkling wine, plus a 1.5 hour couple spa treatment at La Sante Medi Spa, valued at \$700.

To win tell us in 25 words or less why you deserve this Luxury Spa Weekend away?

Email: comp@businesseventsnews.com.au

Click here for terms and conditions





Taking a starring role



A key group of more than 150 executive and personal assistants from across Sydney were treated to an exclusive experience of The Star's new 5-star hotel, The Darling and the soon to open Events Centre.

Hosted by The Star's managing director, Frederic Luvisutto and The Star's sales team, last Wednesday evening, Jakki Temple The Star's executive director of sales highlighted the priority of connecting with the right people.

"A large portion of the bookings we take for corporate events throughout The Star's event spaces come from executive and personal assistants who are commonly swamped with other tasks," Temple said.

The event took place in the lobby of The Darling hotel, with its impressive columns to The Star's glass roof, and ten metre

long rugs which were designed by Australian fashionista Akira Isogawa.

Guests toured some of the suites in the hotel and experienced a birds-eye view of the new Event Centre and the city skyline backdrop from the balcony of the hotel rooms.

Caroline Beinke, general manager marketing and sponsorship at Australian Hotels Association (NSW) expressed her excitement about the possibilities.

"The Event Centre is going to allow us to be more creative in the way that we put our events together as the size, features, technology and sales team are so flexible for a host of our different sized events."

Bookings are now being taken for the Event Centre, which is set to open in January 2013.

AYANA's new gm

ED Linsley has been appointed general manager of Bali's AYANA Resort and Spa at Jimbaran Bay.

Linsley, a veteran industry leader with more than 22 years experience in hotels and resorts, was previously resort manager of Four Seasons Resort Bali, before moving to Vietnam last year as gm of The Nam Hai Resort.

Linsley says he was drawn back to Bali by its people, and the opportunity to be part of what he considers a most visionary and inspiring hotel management company, Capella Hotel Group.

"You Choose" deal

SHERATON on the Park in Sydney is one of over 100 Starwood properties in the Asia Pacific to participate in the "You Choose" meeting deal.

Book by 31 Dec for a meeting held on or before 31 Dec 2013, to enjoy 5% off guest room charges, a signing bonus of 1,000 Starpoints per 10 room nights booked and a choice of two value adds.

To qualify for the package at the Sheraton on the Park, a minimum booking of 10 peak room nights is required.

Room rates start at A\$250.

Demand creates new services

WIDE-BODY Qantas Airbus A330s are to be used on all weekday Sydney-Perth and Melbourne-Perth services as Qantas continues to meet demand for business and premium travel on the routes.

Qantas Domestic ceo Lyell Strambi, who unveiled the new aircraft last week, described them as offering superior space, making them ideal for longer flights.

The new Qantas A330 is configured with 36 seats in Business and 268 seats in Economy.

Airbus has installed the latest Panasonic on-demand in-flight entertainment and laptop power in every seat.



Amadeus finds hidden savings

RECENT activity-based costing analysis of the travel spend of nine corporations at 11 locations in France, Belgium, the Netherlands, the UK and Ireland and conducted by consultancy company Hermes for travel IT firm Amadeus, has revealed hidden saving opportunities for travel managers.

The report highlighted that seven out of 10 travel managers planned to reduce their spending by 25%, yet had no clear strategy to achieve their objectives.

Based on a small sample of corporations, the key findings have been summarised in an easy-to-understand infographic, demonstrating the savings potential and various ways in which travel managers can achieve their objective.

Initiatives suggested include more use of self booking tools, use of low-cost-carriers, driving policy compliance and measuring the performance of systems.

See <http://bit.ly/tvlsavings>.



AN experiment to shift 500 million tonnes of trapped sand and silt in the Grand Canyon began last week after the Colorado River flooded the iconic landmark's ecosystem.

River outlet tubes were opened to rebuild beaches and restore fish habitat in the Arizona gorge.

The flow of 1190 cubic metres a second lasted 24 hours.

MEANWHILE we've heard of asking for a doctor during a flight, but a pilot?

Travellers aboard a US-Germany Lufthansa flight this week were fortunate that an off-duty captain from a US carrier was on board when the co-pilot suffered a severe migraine.

The passenger was drafted in to assist the other flight crew land the plane when it diverted to Dublin airport.

Tasty B.I.T. for Kessler

SYDNEY-BASED Tourism Portfolio has been appointed to represent Brazilian Incentives & Tourism (B.I.T) in Australia.

One as of Brazil's leading Destination Management Companies, based in Rio de Janeiro, they have until now focused strongly on Europe and the US, with clients including global brands such as Porsche, Peugeot, VW, Siemens, Bosch and Microsoft.

Tourism Portfolio director Donna Kessler says B.I.T. is now determined to expand its presence in the Australian market.

"South America is an exotic and exciting destination offering friendly people, excellent cuisine, unforgettable natural attractions and incredible contrasts," says Kessler.

"But it also provides genuine value for money, outstanding service levels and high-quality shows and events that will appeal strongly to the Australian market," she added.

See tourismportfolio.com.au



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Harbour Grand's new packages

A full day package for HK\$660 per person and a half day for HK\$550 is being offered by Hong Kong's luxurious Harbour Grand Kowloon hotel.

The offer is part of a new range of inclusive packages the hotel has released for meetings and conferences during 2013.

Both deals include buffet or western set menu luncheons, coffee breaks and a range of electronic presentation equipment, stationery and other amenities.

The hotel with 10,000sqft of function space, a pillarless Grand Ballroom catering for up to 600 people (cocktails) and 550 theatre-style and three fully equipped function rooms also has special accommodation rates for groups attending events.

More information available at www.harbour-plaza.com.



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Moreton Hire online

THE NEW EXHIBITOR EXPERIENCE

WITH the official launch of their online exhibitor portal this month, Moreton Hire is set to take the conventional exhibitor form to the next level by placing it on the web.

Creating a significantly more efficient and streamlined process for exhibitors, the website is now the premium platform for exhibitors to hire online, browse ideas, design their own booth area and input their show requirements all in one place.

Moreton Hire's exhibition manager, Kevin Smith said, "At Moreton Hire, we are constantly looking for new ways to innovate and improve our service.

"The portal is customisable to show specific content and a one-stop-shop for exhibitors.

"It is going live for multiple Moreton Hire built exhibitions." Coo, Roger Motteram, commented, "By continuously supporting our industry partners, we are hoping to create growth and sustainability for the exhibition and event markets."

Tourism Malaysia new local director

MOHD Roslan Abdullah will replace Shahrin Mokhtar as the director for Tourism Malaysia Australia.

Roslan, who has worked with Tourism Malaysia for 16 years, spearheading the Tourism Malaysia offices in Delhi and Sabah for most of this time, says he is excited to resume the position with Tourism Malaysia Australia.

After more than six years of service at Tourism Malaysia in Sydney, Shahrin Mokhtar will take up a position with Tourism Malaysia in Kuala Lumpur.

Grays' Say

Peter Gray, managing partner of Motivating People, presents a regular *Business Events News* feature on current issues in the MICE industry.



ANTI-SOCIAL NETWORKING

Little did Martin Cooper, a Motorola researcher and executive, know what the future held when, on 3rd April 1973, he made the first mobile telephone call from a handheld device.

These days the modern incarnation of that first 'handheld device' - the smart phone - accompanies those who possess one almost everywhere.

And, in some cases, that's not good news!

I recently attended a very well organised famil which included two semi-formal evening functions.

At one we were seated on long tables, at the other on rounds of eight.

On both occasions there were some, hosted at considerable expense to the respective sponsors, who spent more time texting than talking to anyone else around them.

This raises the spectre that at some point in the future an industry dining experience could simply be a number of people

sharing a meal but very little else with the others at the table.

The purpose of a 'networking function' (unless the definition has changed recently) is for people to discuss topics of mutual interest with each other.

Social networking, on the other hand, seems to be the opposite.

Twitter and similar applications appear to be promoting communication with everyone but those present (unless they're on the same network).

Not only do I find it discourteous to use a mobile phone at a dinner organised as a networking function but to spend most of the time using it to exchange text messages with others is clearly insulting.

Peter Gray is an independent motivation and meetings consultant who can be contacted at: peter.gray@motivatingpeople.net.



'ello, 'ello, what's this then?

HERE'S an arresting offer - a 1930s Police Station in the heart of Greenwich has re-opened as the Mercure London Greenwich.

Created out of the former police "Section House", the elegantly renovated and restored, 145 room hotel with

authentic architecture and contemporary design has a two storey extension added at roof level with 'floor to ceiling' glass rooms that provide far-reaching views over the city.

Its location is a stone's throw from world famous tourist attractions, including the Cutty Sark, O2 Arena and Skyline and in close proximity to the business hub of Canary Wharf and close transport links to London City Airport, make it a convenient choice for business guests, with private meeting rooms, a fully equipped gym and free wifi for

all guests plus a world of team building activities within walking distance.

Michael Rebeiro, the hotel's general manager commented that "having the opportunity to renovate a previously redundant building - especially one with such history and character - has made this opening really exciting.

"Our hotel is perfect for leisure and business guests with its ideal location and design led renovation."

Stays at the newly opened Mercure are available from £129.00 per room per night.

