



Best practices

HERE are some top tips from global meeting planners when organising an event:

- Bring a spare everything.
- Always ask and remember people's names.
- Never, ever assume – ask questions.
- Walk through an event in your client's shoes.
- Always arrive early and bring a change of clothes.
- Arm yourself with niceness, sensitivity and an aura of cooperation.
- And, from a vendor's point of view, "Don't hire me if you don't trust me!"



The Star to be an events star

WORLDHOTELS, the hotel group of which Sydney's The Star is a member, promises that the harbourside property will offer "an event centre like no other" when current development work finishes early next year.

Scheduled to open in January 2013, The Star's purpose-built event and entertainment centre will have seating for up to 1000 banquet style and 3000 in a tiered auditorium, or accommodate 4000 in concert-style, according to Worldhotels executive vice president Asia-



Pacific, Roland Jegge.

He said that Worldhotels affiliates across the region are setting world-class benchmarks for MICE venues and facilities, the result of recent new investments targeting conferences and events in Australia, Taiwan and Malaysia.

In Taipei a US\$2 million upgrade of the ballroom at The Howard Plaza Hotel Taipei can handle up to 700 guests for cocktails and 500 in banquet style.

Upgrading also extends to renovation of AV technology plus 131 guestrooms, executive rooms and the hotel's executive floor.

In Kuala Lumpur, the five star One World Hotel Petaling Jaya with 5,000 sqm of meeting space, scooped the 2012 Asia Pacific Hotel Awards as Best Convention Hotel in Malaysia and the region.

"Many of our Asia-Pacific affiliate hotels take great pride in their world-class facilities for prestigious MICE events – with One World Hotel representing the entire region challenging for the title of World's Best Convention Hotel later this year," said Jegge.

Rydge's write stuff

AUSTRALIAN best-selling author Matthew Reilly (pictured) was the keynote speaker last weekend when Rydges Tradewinds Cairns hosted this year's Cairns Tropical Writers Festival.



The hotel held a range of events such as the Paronella Park's Literary Dinner as well as a series of workshops and master classes crossing all genres from social media and crime writing to song writing, short stories and fast fiction.

A popular workshop focused on the key to comedy writing by TV personality and former *Doug Anthony All Stars* stalwart, Tim Ferguson.

According to event manager, Sarah Collins, Cairns Tropical Writers Festival was delighted to have Rydges Tradewinds on board as main venue sponsor.

"The team at Rydges Tradewinds were extremely helpful and worked hard to ensure a smooth flowing and truly wonderful event," she said.

Collins added that the organisers of the festival felt "privileged to have celebrated the wonder of words in a perfect tropical setting".

Mosey along for NT Muster

THEY'RE gathering some of the best operators in the Top End and they're headin' for the big smoke of our finest cities for the 2012 Northern Territory Meetings Muster roadshow.

Ten of the Northern Territory's leading Business Events operators will haul into Brisbane, Canberra, Sydney, Melbourne and Adelaide, from 22-26 October.

Staged as networking events, attendees will learn more about the NT, meet key suppliers and be in the running to win a mess of fantastic door prizes.

Both the Darwin and Alice Springs Convention Centres will be showcasing their state-of-the-art facilities, with Alice Springs also focusing on the new 66 room hotel wing which recently opened at their sister property, Lasseters Hotel Casino

Accommodation suppliers will include the comprehensive Intercontinental Hotels Group NT as well as Darwin-based Toga Hospitality NT.

SKYCITY Darwin will be talking about their sparkling new five star resort, AAT Kings and

Territory Discoveries will provide plenty of activity and touring suggestions for planners and the Darwin Turf Club will be promoting their venue for off-site functions and meetings.

Fusion Exhibition & Hire Services will elaborate on their impressive track record in events whilst Voyages Indigenous Tourism Australia will be introducing the new and exciting Uluru Meeting Place.

The NT Muster is open to attendance by professional conference organisers, destination management companies, event planners, in-house meeting organisers, association and corporate decision makers in each city.

A diverse range of fantastic door prizes will be on offer, and in Sydney a gift pack of beautiful Paspaley pearl earrings, an Mbantua Art Gallery painting and a beautiful Zara crocodile skin sling pouch will be won by a lucky attendee.

See the **last page** of today's **Business Events News** to register or go to ntconventions.com.au.



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crumbs!

KEEP your eyes open should you be travelling to Chicago's O'Hare International Airport, you just might see goats grazing on the grass verge.

Apparently, a bid has been put out for someone to supply goats to trim the grass.

They are also believed to be looking for a goat herder.

A spokesperson for sustainability at the Chicago Department of Aviation says Chicago is looking at a pilot programme of getting 30 goats to eat the grass and weeds in one hard-to-mow area.

What's more, it's not such an unusual sight as Atlanta's airport recently started using goats to trim their grass, and San Francisco has been using goats for years!

Crown's top tip

TIPPED to be the place to see and be seen during Melbourne's Spring Racing Carnival is Crown Melbourne who are showcasing a host of Spring Racing offers.

Perfect locations for those who want the excitement of races to extend beyond the track are Crown's three hotels – Crown Towers, Crown Metropal and Crown Promenade have packages from \$395 including accom and breakfast for two.

Guests can be amongst the first to experience the newly renovated Crown Spa offering 17 opulent treatment rooms, luxury La Prairie products and stunning hair, nail and make up treatments.



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Smiling for the sunshine



ABOVE: The sunbeams from the faces of this foursome at the recent Business Events Cairns and Great Barrier Reef roadshow are almost as bright as the real thing.

From left: Shelagh Murphy, Sunlover; Shauna Lep, Capita; Bronwyn Cleary, OSC; and Rosie Douglas, Business Events Cairns &

Great Barrier Reef director of business events.

The organisation is hosting the annual Sell TNQ familiarisation program from 02-05 Nov, with activities including a Great Barrier Reef experience, dining under the stars on a deserted beach, and getting up close and personal with the local wildlife.

Applications close Fri 28 Sep at www.businesseventscairns.org.au.

Centre Stories winner

RUTH Lilian from L&R Contract Business Services has been named the winner of the recent Sydney Convention & Exhibition Centre's 'Centre Stories' video competition, in which the industry was invited to recount their memories of the SCEC during the recent Australian Business Events Expo.

Ruth recalled a Melbourne Cup celebration during the 1996 World Congress on Menopause - see the video online now at www.businesseventsnews.com.au.

Kangaroo Island comp

OOPS! We made a bit of a blunder with the final question in our fabulous Southern Ocean Lodge competition in last Fri's **Business Events News**.

A technical glitch meant that the last question wasn't actually included in the competition box - so the good news is that you still have until close of business tomorrow to get your entries in.

The final creative question, which is shown in the (now correct) competition box on the next page, is "In 25 words or less tell us why Southern Ocean Lodge would be an exceptional venue for your client's next conference/event".

Get your competition answers in for the opportunity to win an amazing Southern Ocean Lodge experience, courtesy of Baillie Lodges.

All of the competition questions are also listed on our website at www.businesseventsnews.com.au.



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiters 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.

I'VE been mulling over what the Recruitment & Consulting Services Association (RCSA) had discussed at their annual conference about the need to work on your personal online brand.



There was even talk that the 'resume' will be a thing of the past within 5 - 10 years.

Social media is the way to promote yourself online and establish your personal brand.

It's the latest (but not always the greatest) way to get noticed. There is however an art to it.

Keeping posts short and relevant is key and don't fall into the trap that many people do of mistaking LinkedIn for another Facebook.

Social media gives you a great opportunity to show there is more to you than just an employment history.

Show the person behind your profile.

Companies are using it to promote themselves, so why not do the same?

It's only a matter of time before they find you!

Prepay for more bags

CONFERENCE organisers with lots of luggage can now pre-pay Qantas excess baggage charges for up to five items online before departure.

The system at www.qantas.com is available up to three hours before departure and travellers can also use frequent flyer points for luggage costs.



Chinese Life hops along

IT was one of the largest meetings on the Sydney Convention and Exhibition Centre's 2012 calendar, with the Chinese Life Insurance Congress attracting close to 3000 delegates, and the centre



hosting plenary and breakout meetings as well as the opening ceremony and awards evening.

The Centre Technical Production and Design team organised an array of acts, starting with two 2.5m tall bouncing kangaroos which greeted delegates as they arrived at Sydney Airport.

Meeting the brief, the team also created an impressive 30-metre wide stage for the Bayside Auditorium, spanned by a huge Sydney Harbour Bridge and framed with Chinese Life banners.

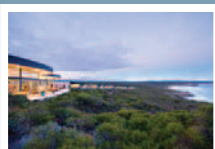
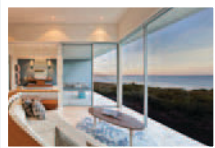
They also created a 3D model Sydney Opera House (above) -

measuring eight metres long and more than three metres high for the Parkside Foyer, providing a popular photo backdrop.

The two day event featured a wide range of performances including a pipe band, a father and daughter duet, an aerial acrobatics act and a spectacular drumming group.

Centre ceo Ton van Amerongen said, "This was a wonderful opportunity to demonstrate the creativity and professionalism of the Centre's team to an international audience and also showcase our fantastic location."

Win a luxury stay at Southern Ocean Lodge



During the months of August and September, *Business Events News* is giving one lucky reader the chance to win an amazing two-night stay at the exclusive Southern Ocean Lodge, Kangaroo Island courtesy of Baillie Lodges.

The prize includes two-nights accommodation for two people in a Flinders Suite with breakfast, lunch and dinner daily, open bar with premium wines and spirits, in-suite bar, signature experiences and return island airport transfers.

To be in the running simply answer the 17 questions and the final creative answer which will be featured in *BEN* on 21 September.

The person who answers ALL the questions and has the most creative response will win.

Email your answers to:

baillielodges@businessesnews.com.au

Q18: In 25 words or less, tell us why Southern Ocean Lodge would be an exceptional venue for your client's next conference/event.

[Click here for Terms and Conditions](#)

Macau comes to Sydney

IF MACAU is on your radar for a conference or event, the opportunity to experience the destination is closer at hand than you think.

The Macau Festival is being held 20-21 October in Tumbalong Park at Sydney's Darling Harbour, an event that is part of Macau Food Week at Sydney's Sheraton on the Park's newly upgraded Feast restaurant.

The colourful open-air event, promises to be jam-packed with non-stop entertainment and free activities for the young, while a cluster of food stalls will be selling such delicacies as chorizo rolls, Spanish meatball rolls, spicy peri peri, Portuguese chicken and tasty egg tarts.

What's more, visitors stand a chance to win a holiday for two to Macau, flying Virgin Atlantic and staying at the plush new Sheraton Macau on the Cotai Strip - the biggest Sheraton Hotel in the world which opened last week.

Get a new AIME look

HARRY the Hirer is letting everyone know that AIME 2013 is not far off, and it's time for those wanting exhibition stands to consider their needs for this premier event.

What's more Harry would love the opportunity to put a design and quote together.

"To stand out from the competition you need to be bold, courageous and creative, but most of all memorable," they say. Check out Harry's website at www.harrythehirer.com.au.

Destination Asia roles

DESTINATION Asia in Bangkok has announced three senior executive appointments - Nicholas Mulley as group chief operating officer and executive director of Destination Asia China; Linda Wang as managing director of Destination Asia China; and Annette Graf as general manager of Destination Asia Burma.

Future business events leader

THERE was much excitement last week at Business Events Sydney's (BESydney) when sales research executive Christina Barton was selected as one of the 20 future leaders to attend the International Congress and Convention Association (ICCA) Forum for Young Professionals (FYP) at the EIBTM in Barcelona.

The FYP takes place 24-27 Nov, themed on the topic of 'Meetings Industry Change Agents', aiming to help young professionals better understand and respond to the rapidly changing landscape.

Lyn Lewis-Smith, ceo of BESydney, says "We are over the moon that Christina will be participating in this year's FYP.

"The FYP is an incredible opportunity for young professionals to broaden their perspective, innovate and



practice what we preach - the value of face-to-face connections and collaboration.

Barton said she was particularly interested in discussing emerging events and markets, as well as getting the perspective of others on the challenges and opportunities offered by Australia's unique event proposition

Barton will stay on after the FYP and join BESydney's Europe-based team on the Sydney stand at EIBTM.

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

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INVITATION

NT MUSTER; DISCOVER, CONNECT, INSPIRE



DISCOVER why the NT should be the first place you think of when deciding your next event. **CONNECT** with the local professionals who do what it takes to make it happen! **INSPIRE** your team to bring their next event to the NT with the knowledge you gain and the contacts you make at NT Meetings Muster 2012.

We have mustered our top meetings and event suppliers to embark on a road show around Australia, bringing the NT to you. Join us and MC Russell Robertson as we share the reasons why the NT holds such great opportunities for your next conference, incentive, meeting, exhibition or product launch.

CLICK HERE TO REGISTER

CONTACT US: Visit our Website for more inspiration, or drop us a line.

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