



## This is it!

**NO** more waiting, waiting, waiting - Australian Business Events Expo (ABEE) and the Sydney Events Showcase is just two days away at the Sydney Convention & Exhibition Centre.



If you're a meeting planner, PCO, EA or PA, where you have to be everywhere all the time, looking and feeling brilliant on no sleep and cope with multiple personalities, be sure to catch the delightful Amanda Gore at the Event Seminar Program where you're sure to find your inner joy at her "WAKE UP to what really matters! At work and at home!"

It promises to be a life changing session full of great tips you'll use for life, whilst having a laugh!

Then there's - Metrics: The X-Factor in Experiential Design with speakers - Grant Whitehouse, digital creative director, George P Johnson; Michael Fidler, marketing operations manager, IBM Australia/New Zealand and Andrew Spalding, ceo, MSP.

Daydream Island, who are exhibiting with Cruise Whitsundays on stand C33, report having a stellar 18 months in its C&I business, recording a more than 200% increase in room nights from this market in 2012.

An increase in conference groups booking Daydream for sole use has increased.

Karen Maher, Daydream Island's business development manager said, "We have been delighted by the calibre of companies coming to Daydream and the positive feedback they're providing."

Also in attendance is the BEN team so remember to come and meet us on Stand B42 - you will see life couldn't be sweeter! - Jill.

## Train-ing NSW nurses

IT was all aboard the Nurses Express when the team at Mercure Sydney Central thought out of left field to solve a transport dilemma for the NSW Nurses & Midwives Association.



The conundrum for the hotel was what do you do when the conference group wanted to use the hotel for accommodation, but had booked an event venue 20 kilometres away?

Easy - hire a train.

As the hotel is right next to Central Station, the idea for an 'express solution' saw the group expressed to the event.

The Mercure Sydney Central has been 'home' to the NSW Nurses & Midwives Association for its annual conference accommodation for a number of years because of its central location and its proximity to their usual conference venue - the Royal Randwick Racecourse events centre.

However, with the Randwick centre being renovated, there was a need to shift the venue to Rosehill Gardens, without shifting their accommodation base.

What's more, for each day of the three days of the conference (7-9 August) a dedicated train was organised with Cityrail to leave from Central at 7.35am, with stops at selected stations to gather up the 400 delegates to deliver them to Rosehill Gardens at 8.05am in time for a full-day's conferencing.

"The solution is not only incredibly efficient in terms of getting them to and from the venue speedily, but it also takes

hundreds of cars off the road at peak times," says Mercure general manager, Greg Brady.

"We had our team aboard to serve food and refreshments like trains of old, plus there was Polaroid cameras available so that delegates would have lasting memories long after the conference is over."

It's a good illustration of how venues need to go one step further if they want to keep conferences.

## Win with BEN survey

IT'S now 18 months since **BEN** launched, and we'd love to get your feedback on what has become Australia's favourite business events publication.

A \$100 gift card is up for grabs for readers who complete a brief online survey about your preferences - to complete the poll **CLICK HERE**, with the winner to be announced next week.

## Accor clarifies winner

**ACCOR** has issued a statement about the winner of 1 million Le Club Accorhotels loyalty points earlier this year.

**IAN** Booth from the Australasian Corrosion Association (ACA) was the winner, and Accor has clarified that "the points belong to Mr Booth the individual and not the Association."

## Murray created md at Trippas White Group

**JOSEPH**

Murray has been appointed as the Trippas White Group's new managing director.



Murray who joined the Trippas White Group in 2008 as chief financial officer moved into the role of chief operating officer in 2011 in preparation for the transition to managing director.

Brien Trippas, the restaurant and catering group's co-founder and former md, moves into the newly created position of executive chairman to further develop strategic relationships and the firm's growth strategy.

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# business events news

12th August 2013

## Emirates bespoke experience

THOSE seeking unsurpassed luxury in travel can now book a tailor-made experience on Emirates Executive, the



ultra-spacious Airbus 319 aircraft, which can now be booked on [www.emirates-executive.com](http://www.emirates-executive.com).

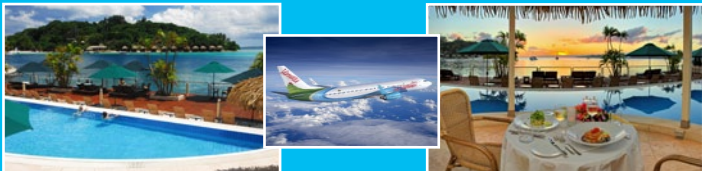
A video available on the website in English and Arabic offers a glimpse of the bespoke experience through a video that takes the customer on a journey showcasing the aircraft and offers an insight into its premium features.

Adnan Kazim, Emirates' divisional senior vp, planning, aeropolitical and industry affairs said, "We have seen an increasing demand in the private travel segment, especially in the Middle

East and Europe as well as in markets such as India, Russia and China, and with Emirates Executive, we are looking to tap into this niche market with the high-quality of service and attention to detail associated with Emirates."

Designed to seat up to 12 passengers, it combines a work area and a rest zone with two large sofas surrounding four mechanically activated tables and two 42" HD LCD screens, and a second area comprising 10 private suites each with a fully lie flat seat and a 32" HD LCD screen.

## WIN A TRIP FOR TWO TO VANUATU



During the months of August and September, **BEN** is giving one lucky reader the chance to win an amazing holiday for two people to Vanuatu, courtesy of **Air Vanuatu and the Grand Hotel & Casino**.

The prize includes Air Vanuatu return airfares from Syd/Bne/Mel to Port Vila, and five nights accommodation in a Harbour View Room including breakfast daily at the Grand Hotel and Casino.

Air Vanuatu offers daily flights from Australia, just over 3 hours away. Complimentary inflight service and the friendliest smiles in the Pacific!

Grand Hotel and Casino offers a relaxing yet sophisticated setting, in a prime waterfront location in the heart of Port Vila. The hotel is central to Port Vila's business and entertainment district and just 200 metres to the markets. The Grand's business facilities cater well for small groups and conferences. With water views from every room, the hotel also features an outdoor pool, Aromessence Day Spa, Crystals Restaurant and Hemisphere Bar. The Grand Casino also offers the very best in gaming facilities.

**Q1. Name the Australian cities from which Air Vanuatu flies to Port Vila**

Email your answers to: [vanuatu@businesseventsnews.com.au](mailto:vanuatu@businesseventsnews.com.au)

Click here for terms & conditions

Hint: [www.airvanuatu.com](http://www.airvanuatu.com)



## Visit us at ABEF on stand B42



Go in the draw to win a night at the Sebel Pier One, Sydney including breakfast for two and a bottle of Champagne.

## Association Day debuts at IT&CMA

AN inaugural Association Day is being organised by TTG Events to debut at IT&CMA and CTW Asia-Pacific, in collaboration with four of the world's authorities on Associations and Association Management on 2 October.

The Association Day will comprise of forums delivered by the four collaborators – Kenes Asia, International Congress & Convention Association (ICCA), Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE) – as well as business presentations by Convention Visitor Bureaux and networking sessions.

"We are acknowledging the importance of Associations in the MICE industry through this dedicated one-day program for Association Executives.

With the calibre of organisations leading this initiative, the Association Day at IT&CMA and CTW Asia-Pacific is probably the best platform for Association Professionals to learn management best practices, and consider destinations, products and services for their next international conference," said Darren Ng, managing director of TTG Asia Media – the company behind TTG Events, organisers of IT&CMA and CTW Asia-Pacific.

For more information, please visit [www.itcma.com](http://www.itcma.com).

## Best of Shangri-La's

**CONFIRM** a minimum of 50 delegates and a two day residential conference at Shangri-La Hotel, The Marina, Cairns between now and 30 April 2014, and enjoy three complimentary nights at the luxurious Shangri-La Hotel, Sydney or three nights in the Royal Suite at Shangri-La Hotel, The Marina, Cairns.

Applicable for all new enquiries, contact Darlene Holdsworth at [darlene.holdsworth@shangri-la.com](mailto:darlene.holdsworth@shangri-la.com) and quote "Best of Both Worlds".



**PHOOEY**, to meagre discounts, complimentary afternoon teas and room upgrades when the UAE headquartered JA Resorts & Hotels is offering gold, diamonds and iPads to be won by GCC travel agents in their summer incentive program.

Available at a trio of Dubai properties, they include the JA Oasis Beach Tower, JA Palm Tree Court and The Residence at JA Palm Tree Court.

Valid until 30 September, the online program is giving away thousands of dollars worth of loot to the region's most proactive bookers.

"The incentive program is playing a crucial role in communicating the different JA experiences has on offer, and the exciting rewards on offer have got agents talking about us – and booking JA properties - from Kuwait City to Riyadh," said an hotel spokesperson.

For instance, agents can bag an iPad when booking 100 room nights or a diamond for 150 nights at The Residence at JA Palm Tree Court or gold for 300 nights at JA Oasis Beach Tower.

## Medieval not mediocre

**KRYAL** Castle, which reopened its doors to the land of medieval adventure in March, after a multi-million dollar redevelopment, has a new Medieval Dinner Show perfect for a group event.

At \$79 per person, the King and Queen of Kryal Castle, which resides just outside Ballarat only one hour outside Melbourne, are bringing the Middle Ages back to life whilst providing a three-course interactive evening and a glass of mead.

And you don't have to return to Melbourne for accommodation since 17 luxury on-site Castle Suites have been completely refurbished.

Find out more on [www.kryalcastle.com.au](http://www.kryalcastle.com.au).



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12th August 2013

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## Nairobi's fire flies



A fire that gutted the arrival hall at Nairobi's Jomo Kenyatta International Airport and disrupted all airlines' schedules last Wednesday has been partially opened with the resumption of international flights on Thursday.

Some level of discomfort and delays are being experienced as officials improvise immigration and luggage routines.

While reports of looting by first responders to the blaze have circulated, authorities are working to ensure safety and security is being maintained while normal operations are restored.

## Sail away specials

**CORPORATE** Explore, based in Auckland and the Bay of Islands, the area's largest group provider of marine based options, has a range of specials, including a Sunrise Sailing special priced from \$55pp and valid until May 2014, a Winter Sailing special also from \$55pp and valid June-July 2014 and an Early Bird Christmas Special from \$23pp, valid for Christmas functions in November or December and booked before 30 September.

Corporate Explore, a division of Explore NZ, have a diverse selection of high performance sail and cruise vessels and can tailor an experience for any group size, from a small VIP and meeting group, through to conference & incentive groups of up to 1000.

Email - [info@corporateexplore.co.nz](mailto:info@corporateexplore.co.nz).

## WIN an overnight luxury Romance Package

This week *BEN* is offering one lucky reader the chance to win a luxury Romance Package courtesy of JC Travel Professionals and North Sydney Harbourview Hotel.

The prize includes: a one night stay in a deluxe harbour view room, premium Australian sparkling wine and chocolates, chocolate dipped strawberries, a three course dinner for two in LB's Restaurant, full room service breakfast for two, a '2 for 1' drinks voucher, 12pm late check-out and car parking.



To win tell us in 25 words or less why you deserve this Luxury Romance Package?

Email: [comp@businessesnews.com.au](mailto:comp@businessesnews.com.au)  
Terms and conditions apply



## Getting to Know: Gallipoli, Turkey

by: Bruce Piper

**TURKEY'S** Gallipoli Peninsula is an iconic destination for Australian groups, with the ANZAC legend firmly embedded in the Aussie psyche. A visit here is certain to move hearts and minds, as the tragedy and futility of war and so many young lives lost really hits home.

Gallipoli is located about five hours drive south from Istanbul, and provides a moving contrast to this cosmopolitan city. On a visit last week *BEN* travelled with guided holiday operator Trafalgar, which can provide customised itineraries and has significant local expertise. As well as the memorials, the scenery here is stunning, with wide expanses of blue sky above the sparkling surrounding waterways.

Our group was guided with the expert assistance of historian Kenan Cilik, who is a retired Turkish academic specialising in the Gallipoli campaigns. His encyclopaedic knowledge, which has been utilised by many dignitaries including Australian Governor-General Quentin Bryce and other world leaders, provided a unique insight into the bloody battles which have been memorialised in the ANZAC Day ceremonies each year.

An itinerary in this area would allow for half a day to travel from Istanbul, with the afternoon spent taking in the memorials maintained by the Australian War Graves Commission at ANZAC Cove, Lone Pine and other nearby locations. Afterwards, an array of waterfront restaurants offer spectacular fresh seafood and are very welcoming to groups both large and small.

Gallipoli is located on the Dardanelles, a key strategic waterway linking the Mediterranean to the Black Sea via the Sea of Marmara and Istanbul's Golden Horn, and groups can stay just across the Dardanelles in Cannakale on the Asian coast of Turkey, accessed by a short vehicle ferry ride.

Cannakale is also close to the historic city of Troy, which is now a major archaeological site, having been home to scores of civilisations over the centuries. The "wooden horse" from the 2004 Brad Pitt movie *Troy* is displayed on the waterfront of Cannakale, and a visit to Troy is also a must-do.

Those with more time can head onwards to the east, following the coast of Asia Minor towards cities such as Bergama (Pergamum) and Izmir (Smyrna), which is close to Ephesus, an ancient township which now boasts some excellently preserved and restored artefacts.

Our Trafalgar group also had the unique experience of a meal in the homes of locals from a tiny farming township, where the forty participants were divided into small groups of five or six and enjoyed hospitality in the living rooms of the villagers - quite unforgettable.





business events news

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ABEE for a  
sweet offer  
Stand B42  
SCEC  
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