



We're so excited

WE just can't hide it so.....

Welcome to **BEN's** special ABEE and Sydney Event Showcase edition, which for today is available both on-line and in hardcopy at the show in Hall Four at the Sydney Convention and Exhibition Centre.

Visit our stand B42 and go in the draw to win a night at the impressive Sebel Pier One Sydney, in a Harbour View balcony suite.

Breakfast is included and so is a bottle of Taittinger champagne.

All this fabulousness adds up to a prize valued at \$950.

Plus read **BEN** and be in the running to win a trip for two to Vanuatu - details today on p3.

This generous prize includes airfares and five nights accommodation.

Talk to us about the competition or check your copy of **BEN** in any edition during August and September.

MEANWHILE on Sunday, the Mudgee Wine & Food Fair was held on Balmoral Beach Reserve, a day that spoke of the summer's glorious promise (that is until winter blew back in again on Monday).

A forerunner to Mudgee's Wine and Food Festival, which runs until 29 September, it was an event that showcased the extraordinary range of produce that is offered in the region.

Home to more than 40 cellar doors, it's where the Parklands Resort and Conference Centre has a capacity for 1200 guests and the Robert Stein Vineyard has a new restaurant opening in October - Jill.

EEAA's Power of Exhibitions

A new national advocacy campaign was launched yesterday by the Exhibition and Event Association of Australasia (EEAA) on the Power of Exhibitions.

EEAA president Domenic Genua said the campaign would help build awareness and the reputation of the industry as a driver of economic activity.

There are two tiers to the new campaign: the first being the 'effectiveness of exhibitions as a marketing channel' and the other 'about the flow on effects,' Joyce DiMascio ce EEAA explained at the launch breakfast.

Lending his support to the events and exhibition industry was NSW Deputy Premier Andrew Stoner who said "Sydney cannot be closed to the exhibition and events industry," adding that the new Sydney Exhibition Centre @ Glebe Island has announced it will offer 25,000 square metres of space for exhibitions during the three years the Sydney Convention and Exhibition Centre will be closed effective from the end of this year - **see more on page three.**

'The Power of Exhibitions' video, which can be seen by [clicking here](#), shows a number of exhibitors and buyers talking about what they get out of exhibitions and events.

"Exhibitions are a marketer's dream, they bring together buyers and sellers face-to-face, the buyers are prequalified and they are there to do business" DiMascio said.

Geoff Donaghy, group director



Domenic Genua, president EEAA; Joyce DiMascio, chief executive, EEAA; Andrew Stoner, NSW Deputy Premier

convention centres, AEG Ogden, agreed adding "it's deeply embedded for people to want to do things together rather than virtually...if you want true engagement you have to meet".

The main features highlighted in the video include: driving business to other sales channels - like retail and loyalty clubs; accelerating the sales process with new wholesale customers; helping businesses get into domestic and export markets - especially smaller companies that are regionally based and that can't or don't want to get retail through the big supermarkets; and generating benefits in the visitor economy by bringing in new people as attendees, exhibitors, buyers, organisers and contractors.

In the 2011-2012 financial year the EEAA's Market Monitor Insights found that EEAA members organised 136 events including 12 new events and 22,898 exhibitors participated in events arranged by EEAA members.

Looking forward the Monitor found that 27 new events were expected in 2013 representing a 35% increase in the number of events, and 60% of organisers are expecting to hold at least one new exhibition in 2013.

Potts joins Trump

WITH an aggressive global growth strategy and a strong focus on Asia-Pacific, Lisa Potts has joined Trump Hotel Collection as senior vp sales and marketing.

The 25-year hospitality industry veteran who will oversee all of the brand's sales and marketing strategies and initiatives, brings to her role a wealth of experience.

"She will be a key player for us as we expand the Trump Hotel Collection brand on a global basis," said Jim Petrus, coo.

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POINTS**
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Darling Harbour

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business events news

14th August 2013

Turnbull joins SeaLink

FORMER

Sydney Lord Mayor Lucy Hughes Turnbull AO and wife of Liberal Party Shadow Minister Malcolm



Turnbull, has been appointed as a director of tourism and transport operator SeaLink Travel Group.

The appointment comes as SeaLink expands its operations into the Northern Territory after being awarded the contract to provide ferry services to Mandorah by the NT government (commencing 1 September).

SeaLink chairman, Giuliano Ursini, said they had conducted an extensive search to find a director of Turnbull's calibre.

"Her expertise will be particularly important as we grow the business in the key Sydney market following the recent acquisition of Captain Cook Cruises," Ursini said.

Four Points \$20m refurb

THE 683-room, 17-suite, Darling Harbour hotel, Four Points by Sheraton Sydney, recently awarded Superior Hotel Accommodation of the Year at the 2013 TAA Awards for Excellence, has added four new Heritage meeting rooms.

The new additions now give Four Points 21 meeting spaces and an additional 300 square metres of new space, thus taking their available space to approximately 2000sqm.

Located on the hotel's ground floor, opposite the Grand Ballroom overlooking the Heritage Atrium, the new meeting rooms offer modern facilities set amongst one of Sydney's oldest Heritage listed buildings on Sussex Street.

The rooms are part of a \$20 million refurbishment due to be completed in September, which will



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see all guest rooms upgraded with modern additions such as renovated bathrooms, contemporary furnishings, state of the art lighting & wifi internet.

The hotel has also completed improvements to The Corn Exchange Restaurant and its outdoor Terrace, a makeover to the Grand Ballroom and also the addition of 'Bar Eleven', a brand new rooftop bar located on level 11 with expansive views of Darling Harbour.

Don't forget to check out Four Points by Sheraton Sydney's Day Delegate offer on **page one** and to visit their stand No. J32 at ABEE today & Thursday.



SilverNeedle truffles

SILVERNEEDLE Hotels, who are exhibiting at ABEE today and tomorrow, will have their very own executive chef, Peter Washbourne from Chiefly Wollongong, showcasing his masterful cooking skills and his truffles at the Taste Kitchen.

He will demonstrate how Australian grown truffles can be used to create exotic and unique dishes and share his knowledge on their origins and enlighten taste buds with mouthwateringly good sweet and savoury dishes, including a Saffron Pasta with Winter Truffles and a Tarago Valley Triple Cream Brie and Truffle Honey.

Catch him at both a live session today and teaching a cookery class at the Interactive Kitchen on Thursday.

A competition to win a Day Delegate Conference for up to 25 people at any SilverNeedle Hotel of your choice is also being offered at the interactive kitchen to all exhibition visitors.

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business events news

14th August 2013



crumbs!

CHEAPFLIGHTS.COM.AU, on the lookout for some of the world's more bizarre food festivals has found some in the USA devoted to the unconventional uses of normal foods as well as cooking roadkill, bugs and surprising body parts.

For instance, Roadkill Cook-Off, Marlinton in West Virginia on 28 September features the sort of animals found flattened on US roads.

The actual roadkill isn't used in the dishes but they include porcupine stew, marinated bear and tacos filled with armadillo.

Fancy something a little crunchier? The annual BugFest in Raleigh is sponsored by the North Carolina Museum of Natural Sciences.

Another September event, it encourages participants to try bug-inspired foods. Some of last year's popular dishes included superworm enchiladas and cinnamon-sugar crickets.

Or there's the Testicle Festival in Clinton, Montana named for one of the main dishes served - bull testicles.

Participants at last year's festival ate an average of 50kg of bull and bison testicles served deep-fried or beer-battered.

Glebe Island's blank canvas

SYDNEY Exhibition Centre @ Glebe Island will be like a "blank canvas" with the interim facility for exhibitions and events already attracting strong support from event organisers.

Malu Barrios, speaking to the industry yesterday, announced a new purpose built hard-walled facility will be built on Glebe Island offering up to 25,000 square metres of space with five fully enclosed halls that will be able to house exhibitions during the three year development of the International Convention Centre (ICC Sydney) and ICC Exhibition at Darling Harbour.

The pavilion style facility is scheduled to be finished by January with the first show to open in February.

The four permanent halls will provide between 2,000-9,600sqm each and can be hired separately, or for one large event.

An additional 5,000sqm can be added as a temporary expansion for larger exhibitions.

Services offered on the site will include catering, ATMs, wifi, power, waste and water services.

In addition to 1000 car spaces, free transportation to Glebe Island will be offered on event days with a regular scheduled



event ferry from Darling Harbour and shuttle buses from Central Station.

Pop up cafes and restaurants will also be available.

BESydney recently launched the Sydney Exhibition Centre @ Glebe Island website which features transport and accommodation maps, as well as social media.

Lyn Lewis-Smith, BESydney's ceo said, "BE Sydney has been working closely with the industry for many months on the new facility's branding and marketing and we will manage the consumer awareness campaign until the operators, AEG Ogden, take over at the end of 2013".

For more on the project see sydneyexhibitioncentre.com.au.

Visit us at ABEE 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.

Wilson joins InterContinental Fiji

SÉBASTIEN Wilson has been appointed as director of finance & business support at the InterContinental Fiji Golf Resort & Spa.

In welcoming Wilson, Scott Williams, the hotel's general manager said, "He brings a wealth of knowledge and experience to the team which will be integral in driving the financial performance of the resort, and delivering the InterContinental guest experience".

Responsible for establishing financial strategies to maximise the economic performance of InterContinental Fiji, as well



as Holiday Inn Suva, he brings with him more than 14 years of experience with InterContinental Hotels Group.

Golf landmark at Royal Melbourne

THE World Cup of Golf, first played in 1953 and one of the oldest and most prestigious global golf team events in the world, is being held this year 18-24 November at The Royal Melbourne Golf Club.

Tournament promoter IMG, has announced the launch of two- and four-night travel packages for fans interested in being a part of this unique golf tournament.

David Rollo, vice president of Golf IMG Australia said, "With a new format and eligibility similar to the 2016 Olympic Games, along with the event moving to Royal Melbourne – a true golf landmark – the World Cup of Golf

will host some of the game's best players.

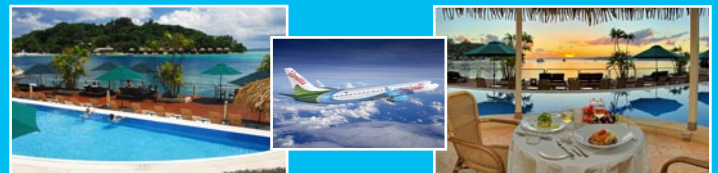
"Fans making the trip will be treated to the best the game has to offer," he said.

The two and four-night packages include admission to the tournament, return transfers to The Royal Melbourne Golf Club on days of attendance, as well as accommodation at a selection of hotels.

With an \$8 million total purse the field will include sixty players, with eligibility taken from the Official World Golf Ranking.

For more information see <http://worldcup.pgatour.com/hospitality.aspx>.

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.

Q2. What is the name of the Grand Hotel's bar which offers views of the Harbour?

Email each of the daily questions and the final creative response by Friday 20 September to: vanuatu@businesseventsnews.com.au

Click here for terms & conditions

Hint: www.grandvanuatu.com





business events news

14th August 2013

Geelong shines in the rain

MORE than 120 conference and meeting organisers defied a wet and miserable Melbourne night to attend Business Events Geelong's meetings market last week.



Held at the Showtime Event Centre at South Wharf, convention bureau manager, Terry Hickey, said he was thrilled with the success of what has become an annual event.

"We had around 30 regional operators showcasing their world-class facilities to a bevy of high profile event organisers re-confirming just why Geelong, the Bellarine and Great Ocean Road continues to be a popular destination for conferences and events," he said.

"The Great Ocean Roadshow is a concept that is designed to connect the people who run our professional products and services, with conference organisers planning future meetings."

Some of the guests arrived at the event via water taxi, while all were escorted along a red carpet entrance lined by a Ferrari, Lamborghini and Maserati supplied by Big Stick Adventures.

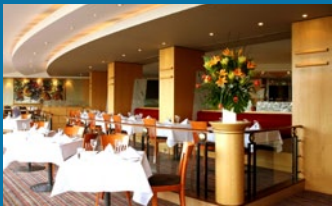
A highlight was a guest performance by *The Voice* contestant Imogen Brough.

Prizes drawn on the night included two major regional experiences, part of a generous pool of giveaways donated by members of the business events industry, totalling \$15,000.

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.



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Sitting Pretty

British Airways Business Class

Welcome to Sitting Pretty, our regular review of experiences up the front of the plane.

British Airways recently beefed up its presence between London and Sydney via Singapore with a brand new B777-300 jetliner after ending its code-share operation with Qantas on the Kangaroo Route. **Business Events News** flew from Sydney to Singapore on the plane in Club World, BA's name for Business Class, to check it out.

THE SEAT

12F in the middle row, facing backwards. Once seated, crew hand out chilled glasses of Taittinger French champagne and the latest British newspapers. On the left, **BEN's** fellow pax is facing forward, so you can't help but say 'hi', but if you don't want to talk, hit a button and up goes a divider, leaving you in your private cocoon.

The 777 has updated seats which are wider with a new 'Z' bed position, which supports the knees and back in a seated recline. The bed increases from six feet to six feet & six inches when in the 'Z' position - the deep recline is perfect for snoozing and lounging and ideal for watching a movie or reading.

As the seat reclines, the arms drop to be flush with the rest of the seat, making the bed wider than its 20" (51cm) predecessor by 5.25". When fully-reclined in the lie-flat position, sleep comes very easily. There is also good storage space which can hold laptops, handbags and shoes.

ENTERTAINMENT SYSTEM

There are larger screens and noise-reducing headsets to watch, at the touch of a button, over 100 video on demand movies, TV programs and music channels.

SERVICE

Very British, and very quick. The seat-belt sign was hardly off after take off when the crew were up serving pre-dinner drinks.

For dinner, there was smoked salmon for starters, a salad with a fabulous British Rapeseed Honey Mustard Dressing, and for Mains, a choice of Grilled fillet steak, Chinese roasted chicken or Penne pasta, followed by desert and a cheese plate.

Wines: A French chardonnay, or Kiwi Sauv Blanc, and reds - a delicious French Chateaufort-du-Pape, or a Langmeil "Blacksmith" Cab Sav from the Barossa.

If you still feel hungry, pop down to the Club Kitchen between meals and help yourself to sandwiches, chilled savoury snacks, chocolates, smoothies and crisps.

BA flies daily from Sydney to London and has switched from Terminal 3 to its new T5 flagship terminal making for quicker connections to Europe.





business events news

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