



Gobbledygook

BERNARD Marr, a best-selling author and enterprise performance expert, hit a nerve with a post on *LinkedIn* about the proliferation of 'management speak.'



"Are your meetings buzzing with so much management lingo that you find it hard to get to the real meaning of what is being said?" he asked.

"The problem I have with these phrases is that they sound so pretentious and often are counter-productive because they irritate people so much and deflect from the real meaning."

He gave this example, "Before going forward we have to touch base and reach out to our key stakeholders so that we can drill down into the key issues that are not yet on our radar and catch the low-hanging fruits."

An experience I had was when the company I was working for had been taken over by a major telco.

As part of an induction to my new management role, I attended a company conference.

In the coffee break, I was asked, "what do you think so far?"

Feeling like I was at a religious revivalist meeting, I replied, "It was so full of jargon and hype, I hardly understood a word they were saying."

So, do we fight the jargon or is this newspeak part of a world language? - Jill

A travel industry first

EXHIBITIONS and Trade Fairs (ETF) have announced a new travel industry trade show.

The only B2B travel industry trade show in Australia will take place at Sydney's Royal Hall of Industries in July 2014, in the lead-up to the AFTA National Travel Industry Awards.

The Travel Industry Exhibition is



EXHIBITIONS & TRADE FAIRS

expected to attract participation from across the industry, with exhibitors to include airlines, destinations, travel agency groups, hoteliers, tour operators, technology providers, cruise lines, travel recruiters, industry organisations and more.

The major initiative is also expected to provide a showcase for industry updates on the AFTA Travel Accreditation Scheme as well as the ongoing reform of the sector under the Travel Industry Transition Plan.

AFTA ceo Jayson Westbury confirmed the Federation's participation in the show, along with a "Best Stand" award that will come under the NTIA banner.

"This is a great initiative," he said, adding "I strongly urge the industry to get behind this event which will help reinforce relationships, boost networks and increase product knowledge across the Australian travel sector".

Travel Daily is partnering in the exhibition, with publisher Bruce Piper saying the show will be a great way for suppliers to engage with their distribution partners - www.travelindustryexpo.com.au.

JC Travel winner

CONGRATULATIONS to Joanne Rosanoski from JR Events for being the winner of last week's JC Travel competition.

Rosanowski has won a luxury romance package at North Sydney Harbourview Hotel for her creative response to the question - why do you deserve this luxury romance package?

An overnight stay, being spoilt rotten, at North Sydney Harbour View, would be like a mirage to a thirsty man, in my work bound days.

The package 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.

eunèv's disruptive force

MELBOURNE-BASED entrepreneurs Stephen Johnson (pictured right) and Corrie Stathis (below),



have created "eunèv" in response to realisation that the MICE industry didn't service efficiently through online channels, with no end-to-end solution to find, plan and book business event venues and suppliers.

A social and transactional online marketplace, it narrows the relationship gap between buyers and sellers of business event services.

Johnson, a prominent social business strategist and thought leader in digital innovation, and Stathis, a successful venue finder with an innate sense for CRM, joined forces with the aim of improving professionalism, transparency and productivity in their marketplace.

eunèv offers free membership and a unique software-as-a-service procurement process, which enables people who plan business events to request proposals from venues and talent on eunèv, then select the most suitable proposal - all while being able to validate the supplier through its social reputation and reviews within the website.

Johnson admits "The MICE industry is stuck in a time warp, and what it needs is a game changer.

"Our goal is to disrupt the industry and become the pre-eminent transactional online platform to source, book and pay for business event venues and suppliers."

eunèv is by invitation only.

To request an invitation send an e-mail to corrie@eunev.com or visit - www.eunev.com.



It's on the cards for Qantas and Mastercard

QANTAS and MasterCard have released the new Qantas Frequent Flyer membership card, expanding its uses to include storing foreign currency, accessing cash worldwide via ATM withdrawals, and earning points on spending in Australia and overseas.

Using the card's Qantas Cash functionality, members can load funds, choosing up to nine different currencies and lock in exchange rates.

They can use the card to make purchases anywhere MasterCard is accepted electronically and earn points on all eligible spend, at a rate of 1 Qantas Point per \$1 spent in foreign currency or 1 Qantas Point per \$2 spent in Australian dollars.

MEANWHILE The Qantas Group yesterday reported Underlying Profit Before Tax of \$192 million, Statutory Profit Before Tax of \$17 million and Statutory Profit After Tax of \$6 million for the year ended 30 June 2013.





business events news

30th August 2013

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IHG builds in Saudi

Arabia

A 1,238 room

Holiday Inn Makkah, is to be built by the Makkah Real Estate Company



and the InterContinental Hotels Group, in Saudi Arabia, in 2016.

The landmark agreement is in response to the boom in religious tourism to the Kingdom with more than three million pilgrims participating in Hajj in 2012, up 8% on the previous year.

The first Holiday Inn on the Pilgrimage route will be located in Al Aziziyah area near the city's business centre.

It will be built in two towers and house three food and beverage outlets including an all-day dining restaurant and two coffee shops.

MSC Cruises takes the cake



"AS the cruise industry continues to grow, people who are not talking about cruising must be living under a rock," said MSC Cruises Australian md Lynne Clarke, at an evening last week that unveiled their 2013-2014 program celebrating the 'The Mediterranean Way of Life.'

"One of the greatest changes," she said, "is that all those people who said they would never go on a cruise are now reconsidering it, as friends return and talk about their positive experience.

"They are saying, I must try it too," Clarke explained.

The MSC fleet, which comprises 12 ships can also cater for any type and size of MICE group.

Meeting rooms containing state of the art conference equipment are located within close proximity of bars and lounges, the theatre, a nightclub and entertainment facilities, such as swimming pools, the casino and a gymnasium.

With complimentary use and reservation of all equipment, rooms, and areas, a guest relations manager and dedicated team will oversee the whole event, and be on hand to make special arrangements and bespoke requests possible.

Pictured taking the cake are Donna Anderson and Lynne Clarke from MSC Cruises, Australia.



ACCORDING to Visa's latest Global Travel Intentions survey, Australian travellers are some of the world's biggest spenders, and are second only to travellers from Saudi Arabia.

The survey of 12,631 travellers from 25 countries - including 500 from Australia - found that we spend an average of AU\$4,265 on each trip, with average spends roughly twice the Asia Pacific (AU\$1,980) and global norms (AU\$2,475).

In contrast Saudi Arabians spend an average of \$6905 per trip, while Chinese travellers came in third place, spending \$3961 each.

We are very cost conscious, with "good value for money" being the biggest factor in destination choice (38%).

What's more, it appears we plan to increase our travel budget by 9%, to AU\$4,662 on our next trip!

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.

Q9. Is Port Vila a Duty Free Port?

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: vanuatu.travel/



MyCEB backs Assocs

IN support of local associations and their potential for hosting international conventions in Malaysia, the Malaysia Convention & Exhibition Bureau (MyCEB) has launched an Association Development Programme (ADP).

Under the ADP, members are entitled to a wide range of strategic initiatives put together by the Bureau.

These efforts include Association Management Seminars, Conference Planning Seminars, bid support (financial and non-financial) and international engagements.

Consisting of a series of educational platforms, these sessions offer training on a wide perspective for associations, from association management to bidding for international conferences.

Prominent speakers from local and international organisations are invited to provide insights into association best practices.

IA breakfast update

THE Incentive Association, in conjunction with Sydney Harbour Marriott Hotel will host its Incentive Association breakfast seminar (**BEN Wed**) on **Thursday** (not Wednesday) **5 September.**

Kicking off at 8am, prospective participants can register their interest by calling 02 8006 9770.



Butterfly to soar on Sydney Harbour

IT'S on again next year, one of Sydney's most spectacular and most talked about outdoor events, Handa Opera on Sydney Harbour.



Returning with a modern retelling of Puccini's tale of love and honour, Madama Butterfly is one of opera's timeless classics and a winning introduction to opera for opera rookies.

Following on from the enormously successful productions of La Traviata in 2012 and Carmen in 2013, the 2014 production was announced by the Minister for Tourism, Major Events and the Arts, George Souris.

Handa Opera, known for its stunning sets and magnificent chandelier in past productions, will include an enormous full moon, a dynamic moving set and dazzling fireworks bursting over the harbour when it opens on 21 March.

Being staged for an exclusive

three-week season, it will play nightly on a purpose-built over the water stage, at Fleet Steps in the Royal Botanic Gardens.

"Handa Opera on Sydney Harbour is a key cultural event on the NSW Events Calendar, and the NSW Government is proud to support such events," Souris said.

General public tickets go on sale from 23 September - see www.operaonsydneyharbour.com.au.

Ambassador relaunch

WITH a continued focus on driving economic growth in Victoria through conferences, Wednesday night saw the relaunch of the Club Melbourne ambassador Program at Melbourne Convention and Exhibition Centre (MCEC).

The new direction of Club Melbourne addressed the increasing international competition to create an even stronger, focused and more supportive network to secure and host international conferences in Melbourne.

"Club Melbourne provides a unique opportunity to connect prominent thinkers and leaders in the promotion of Melbourne as one of the world's premier conference and event destinations," said state governor Alex Chernov, Patron-in-Chief.

"Its influence is global and the way it drives knowledge is pivotal to all our future as a forward thinking, smart economy."

In just the last year Melbourne hosted ten inte'l conferences secured by Ambassadors.

Eventful Dubai

IF you want to get the most out of your Dubai conference, event or stay, linking your visit to a host of exciting events taking place across the Emirate, is sure to put the icing on the cake.

For instance, there is everything from music concerts to sporting championships, on the calendar which includes Dubai Music Week with headline stars such as Will.i.am and Timberland, Grammy Award winning pop sensation Alicia Keys and the Dubai Air Show, to name a few.

For a complete listing and more information about events in Dubai, visit the website at www.dubaicalendar.com.

BreakFree in Bali again

FOLLOWING

the successful launch of Mantra Nusa Dua earlier this year, the Mantra Group has partnered with MJB Hoteliers to announce their second property in Bali – the BreakFree Sing



Ken Ken in

Legian – which also marks the debut of the BreakFree brand in Asia. With a further six hotels currently under negotiation and expected to join Mantra Group's network by the end of 2013 and 20 more hotels in the region slated to join the Group by the end of 2014, the property which opened in late 2012, will be officially rebranded in early October.

"Mantra Group is focused on growing our presence in Bali across all three of our brands and we are confident that BreakFree's combination of great service and cost effective quality accommodation will work well in this region," said Mantra Group ceo, Bob East

The 3.5 star hotel, which features a well appointed conference space for meetings of up to 150 delegates theatre style and cocktail style

functions for up to 250 people, has 80 deluxe rooms, junior suites and executive suites and three dining outlets including a 24-hour bistro, a rooftop terrace restaurant and a pool bar for snacks by the rooftop pool.

Pictured from left are: Michael Burchett, MJB Hoteliers; Mantra Group cfo, Steven Becker; Hotel owner, Jane Antje Tjan; Mantra Group ceo, Bob East and Owner's Representative, Elia Widiastuti.

Toga puts in the boot

TOGA Hotels is to commence management of the former Quality Hotel Hobart Airport, their second property in the southern island state.

The acquisition of the 4-star, 78-room hotel becomes effective as of 1 October and heralds an expansion of its Tasmanian "footprint".

Best Western goes live on social media

TOP up your phone battery and get those Twitter fingers moving because the 2013 Best Western Australasia Convention is about to start and in a company first



for Best Western Australasia, the hotel group will report live updates and key insights from its dedicated Twitter account @BWAConvention.

The event which is being held on the Gold Coast at the Sofitel Gold Coast Broadbeach from 31 August - 3 September will see managers, keynote speakers from tourism and hospitality organisations and industry suppliers attend a series of inspiring discussions, networking panels and leisure activities during the event.

Director of TravelTrends, Martin Kelly will moderate the Best Western Australasia sales and marketing panel: Competitive Today. Tomorrow Ready.

China Ready & Accredited ceo Julia (TingTing) Gong, and global executive chairman, Garry Crockett, will also be speaking, with more to be revealed at the conference.

Follow @BWAConvention and tweet with #BWAConvention to take part in the discussion and #BWideas to follow insights revealed.



business events news

30th August 2013

Victoria launches Tourism Week

COMMENCING next week, Victoria's tourism industry will launch a series of dynamic events to celebrate the contribution tourism has made to the state.

Victoria Tourism Week 2013 is being supported by the Victoria Tourism Industry Council (VTIC) and Destination Melbourne.

Taking place 2 – 7 September, the week will commence with the Victoria Tourism Week Leadership Dinner on 2 September at the State Library of Victoria.

During the evening, VTIC will also announce the first recipient of their Small Business Award, designed to support industry and professional development within the tourism or events sector.

Destination Melbourne, chief executive, Laura Cavallo says,

Put a Tiger on your list

WANT to go somewhere in particular?

You can have your say on Tigerair's Facebook page where they are asking Australians to vote on which destinations they want to see on sale next week via an online voting poll.

The top five destinations (as voted by Australia) will be available to book on Wednesday 4 September in the 'People's Choice' airfare sale.

Voting closes midnight Sunday 1 September.

Tigerair commercial director, Carly Brear says, "The customer is always number one, so we've decided to let them tell us which destinations they want us to put on sale next week.

"Hopefully we'll give Australians the chance to take a break next February or March when they may have previously thought it not possible".

Log onto www.facebook.com/tigerairaustralia.

"Victoria Tourism Week provides the opportunity for business, community and government to come together and share innovative thinking and celebrate projects that make our amazing industry successful."

For more information, visit - victoriatourismweek.com.au.

Blank canvas

A one day course that sources and develops fresh, high-impact, unusual and creative event concepts to inspire an audience is being held by the Australian Events Academy on 12 September, at the SMC Function Centre, Goulburn Street, Sydney from 8.45am to 4.30pm.

Priced at \$295.00pp for MEA members or \$395.00pp for Non members the day includes lunch, as well as a light morning and afternoon tea.

For a registration form call 02 9929 5400.

Hawaii fashion passion



THOSE with a passion for fashion or involved in a fashion industry conference or exhibition, think October, think Hawaii, which has been designated as Hawai'i Fashion Month (HFM).

It starts with a Kick-Off party on 1 October and moves into a busy calendar of free and ticketed events including runway shows, in-store soirees, exhibitions, night markets, fashion films and panel discussions.

Helen Williams, country manager for Hawai'i Tourism Oceania said, "We know that Australian travellers love to shop when they are in Hawai'i but may not realise that along with well known international brands, Hawai'i has a thriving local fashion industry."

'tis the season

THE InterContinental Sanctuary Cove Resort is in Christmas mode and is encouraging those planning networking lunches and gathering some ideas and packages to entertain guests with an evening function under the stars beside their Beach Lagoon Pool or one of their other unique event spaces.

All corporate packages start from \$135 per person and include Christmas themed buffet or plated meal and a three-hour beverage package.

In addition, special accommodation packages are also available to make it into a night or weekend celebration - visit www.icsanctuarycove.com or to make a booking call 07 5530 1234.

Tracking right along

RECERTTRACK (www.recerttrack.com), an online, environmentally sustainable recertification and e-certification tracking tool, recently re-launched its website.

The Guide to Association and Meetings Industry Certifications is easily accessible and available for free download via the dedicated portal for Association and Meeting Professionals.

Cedric Calhoun, ceo & founder of RecertTrack commented, "The industry is taking continuing education more seriously and we are now seeing some 20,000 hits a month on the RecertTrack site.

"Following feedback from the meetings industry, the new look and feel of the web site now provides the industry with a user-friendly platform to assist certified professionals in keeping their qualifications up-to-date, as well as providing instant access to knowledge and information in one centralised location that will allow them to advance their careers in the sector."



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 - visit www.inplacerecruitment.com.au.

SUCCESSFUL recruiting is dependent on the momentum of the recruitment process and the communication between employer and candidate.

Changing jobs is one of the hardest decisions people make in their lives. People review a job ad several times before taking the plunge and applying. They invest time and emotionally engage with each job application they submit. After applying they expect to hear back from the employer within 24-48 hours.

Feedback post interview should be provided almost immediately along with details of the next stage in the process. Communicating to the candidate what the stages are in your recruitment process will set their expectations and keep them engaged, provided you stick to what you have said and don't start adding additional stages.

Candidates are looking for a positive recruitment experience from the start so if you stick to this plan, the number of successful hires you make will increase significantly.



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