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expo2013

14 & 15 August 2013

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Sydney Convention & Exhibition Centre, Darling Harbour, Sydney



Good news

IN good news from New Zealand, Christchurch's prominent and much-loved Cathedral Square, destroyed with the partial collapse of Christ Church Cathedral, re-opened on Saturday, marking a significant step forward in the recovery of the city.



At the same time Christchurch Mayor Bob Parker launched the Christchurch City Council Transitional Square project, which will see the Square transformed with vibrant art installations, new seating and performance space.

New public facilities are to be installed and the area regenerated with plants and vegetation.

"We can now start thinking inside the square" quipped Parker "and restoring it as a focal point of activity."

Talking of NZ, Jackie Caldwell, business development manager, Malaysia Convention & Exhibition Bureau, newly returned from MEETINGS in Auckland and prior to that a few other industry events, added to the list of things that get on our goat, with this discourse.

"There's one thing that continually does my head in and that's the number of people who go to industry events, shows, lunches, meetings etc. who don't have business cards on them – arrrgghhhh!" she said.

"What on earth do they think they're doing, joining a picnic – they're there to work? They either haven't brought any cards at all or they haven't brought enough.

"Smarten up and get with the program," she fumed.

To this I add, famils. I can't think of how many I have been on when someone says they forgot or didn't bring cards - Jill.

A DeGeneres led recovery

THE Qantas and Destination NSW, Dance Your Way Down Under campaign promoting NSW through The Ellen DeGeneres Show has delivered immediate benefits, according the Minister for Tourism and Major Events, George Souris, increasing inbound ticket sales from the USA to Sydney by 22%.

"The campaign, which includes television commercials in Los Angeles and New York during screening of The Ellen DeGeneres Show, has delivered immediate results for NSW and is a great return on investment in promoting our state to North American audiences," he said.

"The campaign also features online marketing in the US and to date has delivered more than 62 million impressions on Qantas websites and almost 220,000



total sales leads for business and services throughout NSW."

"Visitors from the United States who booked their travel with Qantas via the Dance Your Way Down Under campaign plan to stay 12 nights on average, enjoying the best that NSW has to offer and contributing to the NSW Visitor Economy" Souris said.

Destination NSW ceo, Sandra Chipchase, said, "Destination NSW's three year partnership with Qantas will ensure that NSW is promoted to audiences in our key international markets, delivering economic benefits to tourism operators, services and the NSW economy."

Just the ticket

THE race that stops a nation – the Melbourne Cup Carnival – has gone into partnership with Ticketek Australia for its general admission tickets.

The partnership introduces a convenient and sustainable method to purchase tickets through the Ticketek mobile platform, which includes mobile site and iPhone app.

Racegoers will also be able to select mobile ticket delivery to receive their tickets via SMS, and will simply need to present their mobile ticket at Flemington for entry.

This new initiative is in-line with Flemington's Green Fields program, promoting green and sustainable energy and minimising waste.

CCC's new initiatives

CAIRNS Convention Centre has developed new initiatives to add to visitor experiences; with domestic and international baggage carousels and stand-alone banners in terminals and entrance halls carrying conference logos and welcome messages.

They have also launched a Cairns Delegate Advantage Program, an initiative of the Cairns Convention Centre, Business Events Cairns and Great Barrier Reef and the Cairns Chamber of Commerce, which adds value and discounts at retail outlets, tourism operators, restaurants and other businesses throughout the city.

ABEE networking

THE Australian Business Events Expo being held at the Sydney Convention & Exhibition Centre, Darling Harbour on 14 and 15 August is encouraging readers to register today for free entry - see the front full page.

Events planners and organisers will be able to compare and buy the latest products and services on offer - www.abeexpo.com.au.

A TROPICAL PLATTER OF EVENTS

Business Events Cairns & Great Barrier Reef invites you to attend our annual showcase and get a taste of events Tropical North Queensland style

MELBOURNE
 Tues 30 July 2013, 12-2pm Eureka 89
 7 Riverside Quay, Southbank

SYDNEY
 Wed 31 July 2013, 5:30-7:30pm
 Ivy Sunroom, 330 George Street

BRISBANE
 Fri 2 August 2013, 12-2pm
 Brisbane City Hall, King George Square

A cocktail lunch and tropical tasting display will be served at each event

CLICK HERE TO RSVP

BUSINESS EVENTS CAIRNS & GREAT BARRIER REEF
 The natural place to meet



Harbouring a good idea



HARBOUR Town on the Gold Coast where visitors can explore chic avenues lined with more than 220 outlet and specialty stores selling quality brand fashions and homewares, has a new Target Outlet which on opening day caused lengthy queues all round the Centre.

Harbour Town's modern, air-conditioned Tourism lounge where guests can enjoy complimentary tea, coffee and filtered water and VIP shopping experiences, is an ideal addition

to a conference partner program, conference activity day or incentive reward.

The benefits also include a free Tourism Club Card offering further shopping and dining discounts, a complimentary parcel minding service and use of toddler strollers and wheelchairs.

Additionally, they can also personalise Harbour Town Invitations with company and/or group name for delegate satchels.

Video conferencing hire

RATHER than catching a plane, Frasier Suites Sydney has a more convenient and useful way for a company to communicate effectively – locally, interstate and even internationally, through their video conference room hire.

Located in the heart of Sydney CBD, companies can save time and money by holding their small meeting in the comfortable seating of their Boardroom for up to 12 attendees with a Pioneer flat screen wall mounted TV, Polycom Creston camera, IP – worldwide bridging capability, whiteboard, flipchart, notebooks and pens, coffee, tea making facilities, bottled water, fully catered for breakfast, lunch or afternoon meetings and additional audio-visual equipment and presentation aids available on request.

Meetings of up to 100 can be accommodated in their Kent meeting rooms.

For further information email - conference.sydney@fraserhospitality.com.

WIN tickets to see the BLUE MAN GROUP



This week **BEN** and **BLUE MAN GROUP** are giving you the chance to win a double pass on 11 August to their wildly popular theatrical production.

Enjoy the stunning visuals, live band and comedic party atmosphere for an unforgettable night out.



It opens 10 August at the Sydney Lyric Theatre - book at ticketmaster.com.au.

To win be the first to email the correct answer to: comp@businesseventsnews.com.au

Who is producing BLUE MAN GROUP in Australia?

Hint: www.bluemangroup.com.au

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PCO Conference 2013

THE 2013 PCO Conference - New World Management Strategies - being held at the Pullman Melbourne, Albert Park from 28-30 Nov will look at some of the "big picture" issues that are likely to impact the MICE sector in the next five years.

From Dr Frank Gelber, chief economist at Biz Shrapnel to Prof David Weaver and the "Lifecycle of Destinations" issues examined include Aviation, Venues, Global Meeting Trends and the continuing impacts of Technology.

It will also address new age marketing and the development of online business communities.

Bread and butter pco issues will include a lengthy session on business models & billing practises.

The provisional program has been published on the conference website and is designed to be inclusive and encourage discussion from all sectors of the Meetings Industry.

The owner/directors SIG will be held before the conference which is to be facilitated by Richard Woodward, with a brief to establish 6 issues of importance the Association can address in 2014.

The short list will be prepared following consultation with members and presented to SIG attendees for discussion.



A man who penned an airline complaint letter to Virgin boss Sir Richard Branson was so funny Branson said it was a reminder to other airlines to listen to their customers - and be able to laugh at themselves.

The missive was fired off after a disastrous flight from Mumbai to Heathrow, which was decried as a "culinary journey of hell".

Opening the lid of a main meal, the writer said was like being given a "dead hamster as a Christmas present".

Rounding on the Virgin boss he said, "How can you live like this?"

"I can't imagine what dinner round your house is like, it must be like something out of a nature documentary."

A small biscuit was described as some sort of backstreet underground cookie, purchased off a gun-toting maniac high on his own supply of yeast.

"I love your brand, I really do," he reassured Branson.

"It's just a shame such a simple thing could bring it crashing to it's knees and begging for sustenance."

Minor acquisitions

THE Minor Hotel Group has acquired a 50% stake in the luxury hotel brand Per AQUUM Retreats Resorts and Residences.

Per AQUUM currently have three properties – NIYAMA and Huvafen Fushi in the Maldives, and Desert Palm in Dubai in the UAE.

As part of a strategic partnership with Universal Enterprises, MHG and Universal plan to develop and expand the brand within MHG's current footprint.

The addition of the three Per AQUUM properties takes MHG's overall portfolio to a total of 91 properties in operation across twelve countries.





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Club Med Groups offer 13% commission

CLUB Med Groups & Incentives is offering event planners booking a group of 20 adults or more an amazing 13% commission for travel before 1 May 2014 when booked by 30 September 2013.

The offer is valid at all of the Club Med Resorts including some properties popular with the Australian market.

For a quote or further information email australiagroupsales@clubmed.com.



Making the most of it

A new Stay and Play Event package has been developed by Sunshine Coast Destination (SCDL) in partnership with local operators and event organisers. The packages encourage visitors to make the most of the Sunshine Coast while attending some of the region's biggest events.

SCDL chairman, Barrie Adams, said the packages complemented this year's extraordinary line-up of events ranging from sporting events to music festivals.

"Sporting enthusiasts participating in Tough Mudder and the 7 Sunshine Coast Marathon can get great packages from local accommodation houses, some of which include incentives such as massages, recovery kits and restaurant vouchers," he said.

Events include: Tough Mudder 17-18 August; Gympie Music Muster 22-25 August, 7 Sunshine Coast Marathon 25 August; Noosa Jazz Festival 29 August to 1 September; Sunshine Coast Real Food Festival 7-8 September; Caloundra Music Festival and Fringe Festival 27 September to 7



Caloundra Music Festival

October & Woodford Folk Festival 27 December to 1 January.

To book a Sunshine Coast event package - visit www.visitsunshinecoast.com.au/events.

Rendezvous in Melbourne

SPEND \$5,000 on a winter event or accommodation at Rendezvous Grand Hotel Melbourne and you'll be rewarded with an Apple iPad mini (16GB, Wifi, black).

However, spend \$10,000 or more and received an Apple iPad 4 (64GB, Wifi, black).

Call the events team on 03 9250 1838 for more information on the reward offer.



Getting to Know: Las Vegas

by: Bruce Piper

IF you haven't been to Las Vegas lately, forget everything you remember, because it's a destination which is constantly reinventing itself. New hotels, attractions, activities and restaurants are constantly popping up, and as one of the biggest conference and convention destinations in the world, Las Vegas has something for everyone, along with incredible capacity and variety.

The Las Vegas Convention and Visitors Bureau is determined to maintain the city's leading position, which sees it describe Las Vegas as a "global crossroads". There are so many options for MICE business, with the city boasting more than 10.7 million square feet of meeting, exhibit and trade show space. The scale has to be seen to be believed - a recent Las Vegas conference attended by *BEN* with about 6,000 delegates was happening at the same time as a massive consumer trade show which attracted more than 100,000 attendees.

As well as the Las Vegas Convention Center, most of the massive hotels offer significant opportunities for meeting organisers and believe it or not the city boasts more than 150,000 hotel and motel rooms, most spread along the famous Las Vegas strip.

Of course it's not all work, with Las Vegas famous for its huge array of entertainment options. Broadway-style shows, comedy performances and amazing world-class musical acts vie for attention alongside the ubiquitous Cirque du Soleil, which now features in no less than eight permanent shows in Las Vegas. And after the performance, the surreal surroundings of the themed casino hotels are often entertainment in themselves.

The recently opened Smith Center for the Performing Arts provides an intriguing option for unique gatherings, with a number of stunning spaces which complement its capacity to host major concerts and other performances.

Las Vegas' McCarran International Airport has undergone a significant expansion which has enabled it to handle even more flights which arrive daily from across the globe, and transportation within Las Vegas is also easy with plentiful and cheap taxis, many coach operators and the Las Vegas Monorail which conveniently links key hotels on the Strip to the Convention Centre.

There are also many options for delegates wanting to get away from the glitz and glamour, with popular activities including flights to the nearby Grand Canyon, or desert motoring experiences in exotic vehicles and American muscle cars provided by operators such as World Class Driving.

