



Berkeley Lodge



AFTER three days in the remote wilderness of The Kimberley, albeit in the luxury villas of the Berkeley River Lodge, with access only by helicopter or floatplane, adjustments need to be made for a return to normality.

The raw beauty of The Kimberley is for the adventurer, the romantic and the lover of the great outdoors and the Berkeley River Lodge is perfect on all counts, as it is a retreat for small corporate groups or incentive rewards for up to 20.

Great experiences are not always easily come by and the Lodge's remoteness does have its access challenges, which right now included us flying to Darwin, overnighing there and then taking a 40 minute flight to Kununurra and from there one hour by floatplane to Berkeley.

However, it is one that will be solved by next season when a runway will have been built allowing direct flights from Darwin.

The reality is, there aren't too many places where you can drive for kilometres in a 4WD along a pristine beach, where masses of shell middens, hand-made tools and rock art has been left behind by indigenous communities that very few people have accessed.

Where you can drop a line in a river and the trevally, bream and barramundi literally leap on your line and where you can witness flat-backed turtles struggling up the beach to lay their eggs, as we did.

Back in Sydney and I am joining a mini MICE showcase famil as a guest of Radisson Blu Hotel who are bringing 10 interstate MICE buyers to experience the hotel and some of Sydney's offsite options for groups - Jill.

EEAA voices concern to INSW

THE Exhibition and Event Association of Australasia (EEAA) has that over a period of four working days, they met with INSW three times regarding the news that INSW terminated negotiations with the preferred consortia at Glebe Island.

As a result they received assurances that the facility can be built in time for the opening to the 2014 events calendar.

While the EEAA say this assurance is welcomed, they are concerned that six months has been lost in what was an already very tight construction schedule.

"We have been informed the Government has commenced negotiations with the under bidder, GL Events to build the facility and with operator, AEG Ogden which is the company that will operate the new centre at Darling Harbour," they say.

"Our focus now is on ensuring that the Government delivers - a facility that opens on time - a facility that is at least 25,000sqm of quality semi-permanent structures of a consistent standard and not hospitality tents - project staff with the competency to bring this project to a conclusion - no increase in price charged for use of the interim centre - additional funding resources to ensure crucial timelines are met - integrated transport to ensure people can get to and from the



EXHIBITION & EVENT ASSOCIATION OF AUSTRALASIA

site and marketing support to ensure the location of the site and its proximity to Darling Harbour venues, hotels and attractions is communicated.

"The Government's job is to focus its resources on getting a result.

"The industry and the thousands of companies that exhibit at trade and consumer shows have had enough uncertainty.

"There is no more time to waste," the EEAA urged.

One day to register

A complimentary Webinar - Sales Seduction - '7 reasons people don't buy from you,' is being held on Thursday 30 May, 1pm Australian EST.

The speaker Rhondalynn Korola, author of Sales Seduction will reveal why some customers say "yes" but most of them don't and what you need to change in order to prevent this from happening over and over again.

The webinar will be facilitated by Amanda Tait, national coordinator, Meetings and Events Australia.

Register even if you can't attend as MEA will send a recording of the event.

Email - mea@mea.org.au.

Sydney wins CeBIT

CEBIT Australia, the largest business technology event in the Asia Pacific, with 30,000 attendees from more than 45 countries each year, has been confirmed to stay in Sydney from 2014 - 2016.

The announcement, made on Tuesday by NSW Premier Barry O'Farrell and Deputy Premier Andrew Stoner, said that the event generates around \$30 million in direct and flow-on to the NSW economy.

"By showcasing the work of our local technology start-ups, CeBIT Australia offers a powerful platform from which we can demonstrate our capabilities to the world," said O'Farrell.

Stoner said the NSW Government was proud to continue as a principal partner to the event.

"Sydney is Australia's ICT hub and the NSW Government wants to ensure it remains a beacon for growth and innovation in the digital economy in the Asia Pacific and around the world," Stoner said.

"CeBIT is one of the many events that will be utilising venues across the city while the new world-class facilities at Darling Harbour are being developed."

Business Events Sydney ceo, Lyn Lewis-Smith said, "Securing CeBIT is fantastic.

"Our city's reputation as a leading global event destination has just been proved again," she added.

AIPC 2013 Cape Town

AN early registration reminder of 31 May has been put out for AIPC 2013 in Cape Town.

Being held 30 June - 3 July, attendees will get the very latest in industry research and insights while experiencing South Africa's unique approach to many of the issues they are dealing with in the country's respective destinations.

Log on for information at - aipc2013.onetec.eu.

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GCCEC going for gold

THE winning of an EarthCheck Silver Certification for a fourth year in a row now makes the Gold Coast Convention and Exhibition Centre (GCCEC) one of the first convention centre's in the world to be eligible for Gold Certification in the upcoming qualifying period.



The Centre's Silver status needs to be maintained for an additional year before joining an elite club of only a handful of convention centre's for Gold status, on both a national and global scale.

GCCEC general manager Adrienne Readings said, "Over the years, we have been perfecting a greener way of

living in our own homes and it's phenomenal that this eco-consciousness has evolved and weaved its way into the Centre's operational cultural fabric.

"The EarthCheck audit process not only gives us a holistic view of company practices but it allows us to continuously identify where we are out-performing others and the dual ability to improve the GCCEC's triple bottom line."

Pacific World expands

EVENT management pco, Pacific World has expanded their operation into the Middle East with representation in the United Arab Emirates (UAE) and Oman as well as servicing MICE clients in the Gulf region.

The expansion has been facilitated through a strategic partnership with Travco, the leading full-service dmc in the UAE and Oman, and also a joint venture with TUI Travel PLC.

The Travco partnership also provides Pacific World Oman with a team experienced in handling MICE programs in the emerging destination.

Commenting on the expansion and strategic partnership, Harsha Krishnan, strategic development director at Pacific World said "The Gulf region has experienced tremendous growth in inbound travel in recent years.

"As home to three major aviation hubs (Dubai, Abu Dhabi and Doha) connecting Europe and Asia, it was critical for Pacific World to establish a presence in this market, he said.

It takes a Genie

GENIECONNECT has launched MeetingsConnect, described as the event industry's first multi-platform, one-to-one intelligent meetings management tool.

A standalone product, it can be integrated with GenieConnect's other mobile and web attendee engagement tools and is designed to enhance the delivery of existing meeting programs, creating them in an easy and cost effective reach of organisers.

"Organisers have many options to build the program that's right for their audience," said Michael Douglas, product strategy manager at GenieConnect.

Requests can be buyer or seller led, meeting credits can define different levels of participation or the organiser can take full control and create intelligently matched meetings directly.

"Whatever the method, GenieConnect's recommendation engine ensures that the right matches are made based on all aspects of their interests and profile, behaviour or demographic," he said.

See - www.genie-connect.com.

MEETINGS 2013 update

LAST year MEETINGS, organised annually by Conventions and Incentives New Zealand (CINZ), generated in excess of \$32 million worth of business.

Already this year a record number of 180 exhibitors have signed up for the two-day business events expo.

Now in its 17th year, MEETINGS is being held at Auckland SKYCITY Convention Centre on 26 - 27 June.

350 local day buyers and 190 hosted buyers are expected to attend, made up of professional business event organisers and decision makers representing influential companies and associations from Australia, China, Malaysia, Singapore, India and New Zealand, being brought here with the support of Air New Zealand.

"If we want to compete on the international stage we have to show these buyers that not only do we have stand-out destinations but that we also offer great value for money.

"MEETINGS give us an opportunity to do just that," says CINZ chief executive Alan Trotter.

"We're looking forward to a very successful two days and are confident of securing some valuable new business for New Zealand.

"With the prospect of three new convention centres - in Auckland, Christchurch and Queenstown - over the next few years we're moving to the next level to promote New Zealand as the dream destination for conferences, conventions and incentive travel," Trotter says.

"And with new government funding for Tourism New Zealand recently announced, the coming year will see greater focus on the international business events sector as a means of attracting higher-value visitors to this country."

For more details on the event go online and visit the website at - www.meetings.co.nz.



YOU'VE got to hand it to Melbourne, they'll go all out to promote an event.

And event ideas don't come much bigger than at the launch of King Kong the Musical recently, which was brought vividly to life during a lavish 1930s themed cocktail party.

Held on Level 8g of the Eureka Tower, a colossal hand of King Kong emerged from the top of Eureka, clutching aerial stunt artist Leigh-Anne Vizer.

The hand, designed by Christian Wagstaff, creative director of Creative Production Services, also the designer of the lavish cocktail party, had been constructed around the Eureka building management unit, used to clean the tower's windows.

King Kong opens on 15 June at the Regent Theatre and the hand will remain at Skydeck on Level 88 of Eureka Tower for the next nine months.

Staging for a cause

STAGING Connections' md Tony Chamberlain and regional general manager Karsten Richert are hitting the road as part of the 1200kmsforkids - Charity Bike Ride for the Humpty Dumpty Foundation and Children's Health Foundation.

The 1200kmsforkids ride is being held 11-19 October and was conceived in 2005 by two friends Gary Richardson and Trevelyan Bale looking for a way to give back to the hospitals that had helped their sick children.

With more than \$500,000 raised over the past six years, for two hospitals, this year, up to 30 riders and their support crew will volunteer their time and legs to raise an additional \$200,000.

"The opportunity to be involved in the 1200kmsforkids - Charity Bike Ride and help raise the profile of their tireless work is a real honour," Chamberlain said.

Donate at - wonderteam.com.au/event/1200kmsforkids2013.



BestCities awards IDF

GLOBAL Alliance has named the recipient of the inaugural BestCities Client Recognition Award, as the International Diabetes Federation (IDF).

The award was chosen based on their record-breaking congress in Dubai in 2011 and their recent announcement that Vancouver will become the fourth BestCities to host the World Diabetes Congress in 2015, said BestCities board chair Neeta Lachmandas.

"As one of the largest health-related congresses in the world and a leading global meeting for diabetes, the World Diabetes Congress is an important event for any destination that has the honour of hosting it and we are proud that four of our alliance partners have now been selected by IDF," Lachmandas said.

To be eligible to receive the BestCities Client Recognition Award, an association must meet five set standards, which include the selection of a minimum four BestCities destinations;



international rotation; minimum 1,000 delegates; and the unanimous vote of the Alliance committee as well as leaving a lasting legacy at the previous destination.

Pictured from left are: Neeta Lachmandas, BestCities board chair and Mario Fetz, director External Relations, International Diabetes Federation.

Holiday Inn Bali news

WITH more than 53,000 newspapers discarded annually and more than 8,000 kg of paper waste, Holiday Inn Resort Baruna Bali is doing something about it by replacing printed newspapers with complimentary e-publications.

Guests can get their favourite newspapers on their own mobile device or laptop, from an extensive library of more than 2,300 full-content newspapers and magazines, from 97 countries, in 55 languages.

The publications can be downloaded an unlimited number of times during a stay at the resort.

Stephane Varoquier, gm, Holiday Inn Resort Baruna Bali said the idea came about when searching for ways to lessen the resort's environmental footprint.

"I am very excited with this breakthrough as it provides a cutting edge experience for our guests whilst eliminating waste and maintaining our environmental stance," he said.



Face to Face with...

Rodney Cox

Exhibition and Sponsorship Director Exhibitions and Trade Fairs



Business Events News recently caught up with Rodney Cox, Exhibition and Sponsorship director at Exhibitions and Trade Fairs. Rodney's first job after school was as a cadet industrial chemist with the railways, while studying Applied Science. He left when he realised he wasn't cut out for the public service. After a stint DJing on the weekends he was offered the chance to manage the company. Over

the next 15 years he grew it into the biggest mobile disco business in the world. It was in 1993 after completing a Business Degree Cox joined ETF. Twenty years later he is the Director for the international portfolio, with events in place up to 2018.

What does your role entail?

I manage the international exhibition portfolio for ETF. We plan, sell, market and deliver global energy industry exhibitions for our clients. This entails a six year process from bidding to delivery. I have delivered the same trade exhibition, on a three year cycle, in six countries across four continents. Looking forward we have Paris, Perth and Washington DC as host cities for upcoming exhibitions.

What's the first thing you do when you get in the office?

We have clients in 40 countries, none of which are in our timezone. So often I, and others in the team, have done their most important calls and emails before they even get to their desk. It has become a running gag with some of my major clients that I am walking the dog when I call them. Our goal is to respond on their same business day so it is often before breakfast or bedtime.

How do you inspire your team?

I do most of the travelling and meeting with our clients around the world so I always ensure I feedback the compliments to the team. Hopefully they enjoy the opportunity to work on major trade exhibitions all around the world and it is often a revelation to many of them just how good Aussie's are compared with our peers around the world.

Dealing with new technology - bonus or headache?

I love the opportunities new technology brings. But I find it frustrating when people

are distracted by the bling of a new technology without determining how it adds value to our stakeholders. When you are asking someone to spend hundreds of thousand of dollars, social media might not be the most effective marketing and communication tool. The premise of the exhibition industry is face-to-face marketing, so I am a big fan of personal service.

What would you be doing if you were not in your current role?

No idea. My two previous careers won't shed much light on this. I started in the exhibition industry because I knew nothing about it but I was intrigued by the company and the two guys who ran it, and they saw something in me.

How do you relax?

I can go from flat out to chilled out in a blink. I don't understand the need to always be wired for sound or interacting online. There is a lot to be said for a few hours of solitude.

What makes a great exhibition?

The fundamental objective is to bring qualified buyers and sellers together. So people are the magic ingredient. You can tell how it is going by the buzz of conversation on the floor. It is particularly exciting when you know that your exhibition might be the only time every 2-3 years that these people are in the same place.

Exhibitions attended in last year?

I am up to a hundred days a year overseas. I always check what exhibitions are on in the cities I visit to see the innovations and ideas.

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