



Brief encounter

THIS week we give you the letter 'S' – Switzerland and Scotland – two very aspirational countries, both in town to assure us that all



is well on the other side of the world and inviting us to come on over. You'll learn more about the letter 'S' on pages two and three.

Last night *BEN* was invited en masse to an adaption of Noel Coward's play 'Brief Encounter' at The Concourse in Chatswood, in their impressive 500 seat theatre.

Limelight Magazine said of Kneehigh's spin on this much loved 1945 film, "British social etiquette meets vaudeville style and slapstick; it's funny, touching and beautiful."

I commend it to you and guarantee you'll come away with a smile on your face.

What's more it gives the perfect opportunity to have your own 'Brief Encounter' with the meeting and exhibition space at The Concourse.

Now that's a bonus! *Jill*

PCOs conference

A THOUGHT provoking business program combined with ample opportunities for networking and peer to peer discussion, can be expected at this year's PCO Conference.

The event is taking place at the Melbourne Conference and Exhibition, 28-30 November.

The inclusive industry program will examine changes to the meeting sector and the outlook, with the future full of both challenges and opportunities for the industry.

The Association will also offer delegates, sponsor and exhibitor staff complimentary access to the post event workshops - details at conference.pco.asn.au.

\$160m SA conference boost

SOUTH Australia's tourism minister Leon Bignell has hailed the power of business events, with conferences scheduled for the Adelaide Convention Centre over the next three years set to boost the state economy by at least \$160 million.

He said this figure was expected to rise to more than \$200m as further forward bookings are confirmed.

It's good news for the state

which is making a significant investment in infrastructure, with stage 1 of the \$350m convention centre redevelopment having reached a key phase with the installation of the highest part of the steel structure.

"During the next three years, on current bookings alone, 55,000 people will visit the Adelaide Convention Centre from interstate and overseas, generating 180,000 bed nights for the hotel industry," Bignell said.

The upgraded Adelaide Convention Centre, along with other work being done along the Riverbank precinct, "is making Adelaide a more appealing conference and convention destination," he added.

Events secured include the 800 delegate *2014 Asia Pacific Oil & Gas Conference Exhibition* as well as the Australian Gastroenterological Society's 2016 Annual Meeting, expected to attract 1000 attendees.

Health and medical conferences are a key focus for the precinct.

EEAA finalists



THE Exhibition & Event Association of Australia has released the list of finalists for its 2013 Awards for Excellence - the outcome of the deliberations of 35 independent judges.

The 16 category winners will be announced at the EEAA gala dinner at the Sydney Convention and Exhibition Centre on 26 November.

"Our member companies continue to leverage these awards to showcase their achievements and to put the spotlight on their finest work and people," said EEAA ceo Joyce DiMascio.

"It is a night of great pride which celebrates the very essence of professionalism and teamwork".

Award categories include Young Achiever, Best Consumer Show (large and small), Best Trade Show (large and small), Best Supplier Team, Best Venue Team, Best New Product or Service, Best Green Initiative, Most Outstanding Marketing Campaign, Best Custom Stand, Best Show Team and Best New Show.

Earlybird registrations to attend the EEAA 2013 Conference and Awards close today - [CLICK HERE](#).

The full list of finalists can be accessed by [CLICKING HERE](#).

Take a WORKCATION



BUSINESS guests at the stylish Hansar Bangkok can enjoy a WORKCATION that includes nightly accommodation in their Urban Suite (pictured) with its own garden wall, custom Terrazzo tub, luxurious bedding and pillow menu, round trip airport transfers via BMW 5-Series, a 60 minute signature massage at LUXSA Spa plus an additional 25% discount on additional spa treatments during the stay and a premium cocktail crafted at ROUGE.

In addition, there's free Wi-Fi, a complimentary Minibar (replenished daily), daily buffet and a la carte breakfast served at EVE and one hour daily complimentary use of boardrooms - email reservations@hansarbangkok.com

Pacific World at EIBTM

GLOBAL DMC, event management and pco organisation, Pacific World, has confirmed that it will once again be partnering with EIBTM to deliver operational support for all aspects of the show which once again is taking place in the Fira Gran Via, Barcelona later this month (19-21 Nov).

Mónica Sala Reyna, country manager of Pacific World Spain, commented, "EIBTM moved the show to Barcelona ten years ago and we are delighted to have been working with them then.

"As the official DMC, Pacific World is responsible for managing over 5,000 hotel room night and working with a list of official hotels to secure attractive rates for EIBTM delegates." she said.

Graeme Barnett, Reed Travel Exhibitions, senior

exhibition director commented, "Implementing EIBTM each year is an enormous task and it is incredibly important to us that we work with suppliers whom we can trust implicitly."

In addition, EIBTM has also partnered with Pacific World in a bid to raise €15,000 for Casal dels Infants, a charity dedicated to improving the quality of life of children, young people and families at risk of social exclusion in Barcelona.

The project, based on the notion that if each of the 15,000 meetings industry professionals expected to attend EIBTM donates at least €1 each, will raise enough funds to secure scholarships for 20 young adults within the Meetings and Hospitality Industries in Barcelona.



Scotland's tunes of glory



THE skirl of the bagpipes and a piper dressed in an edgy 21st century kilt (right) piped in guests to the Hilton Sydney's Zeta Bar on Tuesday evening when VisitScotland in concert with People Make Glasgow went all out to impress.

Among those spreading the message of Homecoming Scotland 2014 and the Glasgow 2014 XX Commonwealth Games and of their intention to promote in-between games tours during a 10-day break of London's hosting of the Rugby World Cup and The Ashes Series in 2015, was Gregor Tait, a former Scottish backstroke swimmer, and an Olympian for Great Britain.

Tait is now living on the Gold Coast and married to Aussie Alice Mills, a sprint freestyle, butterfly and individual medley swimmer and winner of two relay gold medals at the 2004 Athens Olympics.

It isn't hard to project yourself to Scotland next June when the re-enactment of the 1314 Battle of Bannockburn is being staged in all its glory in Stirling, while the 2014 Ryder Cup takes place 23-28 September at Gleneagles.

Then, during the time of the Edinburgh Tattoo, Alba Travel & Events is promoting the World Pipe Bands Championships in Glasgow, affectionately known as



The Worlds.

Its an event that in 2013 attracted 225 bands and more than 8000 pipers from 17 different nations.

When visiting Edinburgh consider the famous railway hotel, The Balmoral, next to Waverley Station.

This historic 5-star is not just a lure for enthusiastic rail riders but also for Australian C&I groups, 100 of which were enconced at the hotel this week.

Gregor Tait is pictured above with "thistle man" Clyde, the official Glasgow Commonwealth games mascot.

New Double Bay gm

INTERCONTINENTAL Hotels Group has appointed Frederic Brohez as general manager of the new 140-room InterContinental Sydney Double Bay which is set to open early next year.

Brohez moves from his current role as hotel manager at the InterContinental Le Vendome Beirut in Lebanon.

Arajilla spends \$1.1m

ARAJILLA on Lord Howe Island has completed a major \$1.1 million refurbishment.

The refurbishments concentrated on upgrading the resort's six Banyan Suites in line with its other accommodation, improving its popular day spa and the guest lounge.

Bill Shead, Arajilla's Owner, said: "Having owned the property for over twenty five years, we've been consistently investing in its development with multiple renovations over this time, but this is one of the biggest.

"The scale of the refurbishment is indicative of our commitment to Lord Howe Island and in providing the best facilities for our guests.'

"One of the things that many people wouldn't appreciate is the work that goes into logistics when making these kind of upgrades to a place like Arajilla, with our remote location everything is harder and there is the extra costs of freight and of course, putting up the various tradespeople throughout the project."

'ello, ello – Auckland bags a winner

AUCKLAND was up against Turkey and Bulgaria when they bid for and won the International Police Association conference.

IPA president for New Zealand, Paul Visser, along with vice president Ross Pinkham and secretary general Coleen Meyers, travelled to this year's conference in Denmark to bid for hosting rights for the 2016 event, the outcome of which Visser says still has the team on a high after a unanimous vote from the judges..

"Our presentation went really well and we are all grateful for the support given by Auckland Convention Bureau.

"Interest has been amazing since winning the bid, with comments like 'I've been waiting to come to New Zealand and now here is my excuse'."

Auckland Convention Bureau manager Anna Hayward says she is thrilled to secure the event, expected to contribute NZ\$435,000 to the economy.

Two hundred police officers from around the world are expected to attend the four day conference in 2016.

Malaysia theme park

DESTINATION Asia report that Resort World Genting has closed Malaysia's Genting Outdoor Theme Park for three years and investing more than US\$130 million (RM400 million) to enable the construction of the Twentieth Century Fox Theme Park.

Scheduled to open in 2016, all the rides and attractions at the First World Indoor Theme Park remain operational and open to the public.



AS an industry we are no strangers to air travel, however the glamour of aircrew jobs and keeping us safe can be a mystery.

Such as how tall do you need to be a flight attendant?

You don't necessarily need to be 160cm, but you do need to be able to reach to 208cm.

Good looks won't go astray but a good personality, flashing a sincere, genuine smile and a willingness to help others is what counts.

Forget buddying up, flight crew fly with different colleagues on each flight, on different aircraft types and configurations – a 'crew position system' monitors previous flying record and assigns positions.

A tad off-putting is the necessity to clean the toilets in-flight (thank goodness) to make sure they are clean for passengers, including for themselves.

Since the humidity level inside the aircraft is low, skin tends to get dry, so plenty of attention is needed to moisturising.

While it varies from airline to airline, on many international carriers the cabin crew and the first officer eat the same meal and the captain a different one in case of food poisoning.

When it comes to protecting the aircraft from lightning, weather radar and flying around storms is primarily used.

The circular shape and the conductive nature of the fuselage means that the plane's body becomes a 'Faraday cage', which allows energy from the lightning to flow around the plane, thus protecting the people inside.



business events news

1st November 2013

Fancy Hong Kong?

OPPORTUNITIES for Australian business to expand into Hong Kong as a platform for Asia will be explored at a free seminar hosted by the Hong Kong Trade Development Council in Sydney.

It's on Tue 26 Nov from 3pm; regos essential on 02 9261 8911.

New Qantas lounge

QANTAS has released details of new lounges to open at Los Angeles Airport next year.

The LA lounge is twice the size of the current offering with almost 600 seats, and later in the year a separate new Qantas First Lounge will also open at LAX.

Switzerland - what's not to love?

AN UPSWING in

Australian visitors and a 20% growth expected for 2014 was the positive message Switzerland gave guests at an intimate high tea held at the Sir Stamford Sydney this week.

Reliable, punctual, politically and economically stable and authentic, with a landscape that ranges from palm trees to glaciers; what's not to love?

Francois Michel, vice-president Region Du Lemman, Lake Geneva region and Rayomand Choksi, sales director forw Australia, Titlis Cableways, Hotels & Restaurants, said that while the tourism and MICE markets in their regions are reasonably healthy considering the economic climate, there is a need to build up the Australian conference and incentive market.

For C&I groups, Switzerland offers some out-of-the-ordinary activities that include taking a hike in the mountain to a dairy above Zermatt to learn about living on the alp and cheese making, baking your own bread in Lucerne and spending time in a La Chaux-de-Fonds workshop to see



what it feels like to be a genuine watchmaker.

In Engelberg, you can ride the famous Titlis Rotair on Mount Titlis, hold a seminar or workshop on the mountain and combine it with a breathtaking hike on a glacier or crevasse abseiling.

By the way, if you are heading there soon, the Titlis Rotair and restaurants are closed from 4-15 November for maintenance.

Rayomand Choksi from Titlis Glacier Mountain is pictured above enjoying the Sir Stamford Circular Quay high tea.

Fine feasting at Castaways

CASTAWAYS Resort & Spa at Mission Beach in Queensland has Corporate Christmas Packages starting at \$75 per person including a three hour beverage package.

In addition to this discounts are being offered on accommodation booked in conjunction with a function.

Castaway recently welcomed a new general manager, Judy Bingham, who has an extensive background in hospitality and finance, while Emmelie Jonsson is their new sales and marketing manager.

Jonsson, who emigrated from with her family from Sweden in 2012, has extensive experience in both the international and domestic hospitality scene.

For more information email functions@castaways.com.au.

GENerating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**.

Topics will include new generation events and making events effective and valuable.

This is the final in a series of articles discussing the changes taking place in events, where Max will explain these transformations, what's driving them and what it means to you.



So long, farewell and amen!

A **PLETHORA** of new, innovative event technologies are entering the scene, making event planners more efficient by streamlining their tasks, bringing added value to participants and saving costs.

Virtual and hybrid events are one of these emerging technologies and Gen Y (18-32) has been instrumental in driving their uptake.

Why? Because they're all online and it's where they go for knowledge and learning.

They're already watching hours of online video footage and using social media to network.

Therefore, it makes total sense for you to live-stream valuable content from your events, extending its reach and making it accessible to an unlimited local or worldwide audience.

In the old days, the old were wiser and the young learnt from their elders.

What we're seeing now has been turned upside down.

The old are learning from the young, simply because their way of learning and networking is so much smarter, more efficient and in line with the digital world around us.

Indeed, in several universities in the USA they have introduced the "flipped classroom".

Students don't come to the

classroom for a lecture and then get sent home to do homework.

They are asked to learn the basics and theory of a subject online and then come to class to discuss it, understand the practice and gain context.

Other key benefits of virtual and hybrid events are the huge potential cost savings and extended life of content – when recorded, the content can be stored and archived for future viewing.

Associations too, many of whom struggle to attract new, younger members, are utilising the technology to give Gen Y a glimpse and insight into their organisation, which then provides the motivation for them to join.

If you'd like to know and learn more about hybrid events and the benefits

they can bring to you and your organisation, please contact Max Turpin at Conference Focus on 02 9700 7740 or visit the website at conferencefocus.com.au.



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PO Box 1010 Epping, NSW,
1710 Business Events News
is part of the Travel Daily
group of publications which
also include: Travel Daily,
Cruise Weekly and Pharmacy
Daily.

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