



## 'tis a pity...

IT'S known as the Museum of Architecture and the commercial centre of China, but it's Shanghai's position at the centre of the growing craving for opium in the 18th century that would earn it the bipolar reputation as the splendid 'Paris of the East' and infamous 'Whore of the Orient'.

Still, no matter what you call it, Shanghai is a surprising package and one custom made for the conference and incentive market.

It's the only Chinese city with two international airports (although Beijing is fast catching up); where the Maglev express train will get you from the international airport to the city in seven minutes for A\$10 and from Shanghai to Beijing in five hours, leaving every half hour, at a cost of A\$100.

Where motor bike riders don't wear helmets because of their Buddhist belief that life is a circle; where there's a Tibetan fusion restaurant called 'Lost Heaven' of which it is said, "If you have never been to Tibet, this is a close as it gets."

Where in this city of 23 million and country of 1.3 billion people, James Zheng deputy general manager, Shanghai International Conference Management Organization cautions, "Please, please don't bring groups to China in October when it's the National Day Holiday or in January/February when it is the Chinese Spring Festival – it's absolute chaos!"

Don't forget to enter this week's competition offering a getaway at the new Novotel Parramatta - check it out on **page two**. Jill



## Face-to-face meetings vital

**BUSINESSES** across the globe could be missing out on significant revenue opportunities because they're "not investing enough time in face-to-face contact," according to a new InterContinental Hotels report.

*Business Meetings in a Modern World* compiles feedback from 2000 businesspeople across the UK, US, UAE, China and India, to evaluate trends on the economic impact of virtual versus face-to-face meetings.

The survey found that 47% of those polled believe they have lost a contract or client simply because they didn't have enough

meetings in person - resulting in an estimated yearly revenue loss of 24%.

And 81% of respondents said face-to-face meetings are better for building long term trust and ensuring strong client relationships.

The study showed there had been a significant increase in "virtual meetings" over the last decade, with the top subjects preferred for face-to-face encounters including starting a new business relationship, finalising a deal and contract negotiation.

53% of respondents said that connecting with business associates via social media would help them develop a stronger and more trusted relationship, with Facebook and LinkedIn both cited.

"The findings are clear. Virtual meetings can save time and money, but there are times when sealing a deal requires a handshake and 'seeing the whites of the eyes' of a business associate," said Janis Cannon, global vice president of IHG's Crowne Plaza Hotels & Resorts.

## ETM appoints Krieger

**EVENT**  
 Travel Management, the events division of publicly listed Corporate Travel Management, has announced the



appointment of Karen Krieger as sales manager.

She joins ETM with more than 15 years experience within the events industry across Asia, Australia and throughout Europe.

Krieger has a proven track record in structuring effective event solutions, through managing a number of globally recognised brands.

She was formerly with Exhibitions & Trade Fairs, running the ABEE and Sydney Events Showcase portfolio.

## SA \$2 million bid fund

**THE** South Australian government has announced a new \$2m "bid fund" for the Adelaide Convention Centre.

The move was launched by SA Premier Jay Weatherill and Tourism Minister Leon Bignell on Ibis Adelaide Hotel's under-construction rooftop, with the money to be used to finance the Convention Centre's pitches for events over the next two years.

Regional general manager for Accor Victoria, South Australia and Tasmania, Adrian Williams, who welcomed the initiative said, "The success of the Adelaide tourism market relies on having a state-of-the-art convention centre that has state government support.

"We only have to look at Melbourne to see how major events have transformed its economy and tourism industry so the bid fund will stand South Australia in good stead to reap these same benefits in the years to come."

Accor reports that after a flat start to 2013 there is confidence returning particularly with a growth in accommodation rates.

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# business events news

15th November 2013

## ICE opens in Adelaide

**INTERNATIONAL** Conferences & Events (ICE) has opened its new office in South Australia, with the King William Street premises a result of increasing demand for its services in the state.

"There are significant developments happening in the Adelaide event precinct...and as a result we are getting more and more requests for work in Adelaide," said ICE general manager Racquel Robson.

The new operation is being headed up by Sarah Langley who said she's looking forward to being part of Adelaide's vibrant events industry.

International Conferences and Events also has offices in Perth, Melbourne, Sydney and Brisbane.

## WIN an overnight getaway



This week, **BEN** and **Novotel Sydney Parramatta** are giving you the chance to win an overnight stay for two in a luxurious Superior King room and a buffet breakfast in Two Forks restaurant.

Novotel Sydney Parramatta has completed a room's refurbishment to compliment their rebranding. The hotel has 11 meeting spaces including a pillar less ballroom that fits up to 550 people. Situated just 24km from Sydney CBD and local attractions like Riverside Theatres, Sydney Olympic Park, Wet 'n' Wild and many others just moments away.

For your chance to win, email your answer to the question below by Fri 15th Nov to: [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au)

In 25 words tell us why you deserve a weekend away from reality

Hint: [www.novotelparramatta.com.au](http://www.novotelparramatta.com.au)  
Click here for Terms & Conditions

## Sunshine appointment

**SUNSHINE** Coast Destination Limited has appointed Laughlin Rigby as Head of Marketing, to fulfil "ambitious digital marketing strategy."

Rigby's most recent role was with the Irish Tourist Board.



IN the words of Mark Twain: "Too much of anything can be bad for you but too much champagne is just right."

So in the interests of good health, if you are aged between 40 and 80 years old, start drinking three glasses a day in order to stave off potential brain disorders like dementia and Alzheimer's disease, according to Professor Jeremy Spencer, who has the intriguing job of being a biochemistry professor of Champagne at the University of Reading in the UK.

"Dementia probably starts in the 40s and goes on to the 80s.

"It is a gradual decline and so the earlier people take the beneficial compounds in champagne, the better," he said.

The memory aid found in the black grapes of champagne is apparently phenolic acid, which, in test experiments with rats, provoked a noticeable boost in spatial memory.

It's not the first time University of Reading scientists have identified health benefits in champagne.

In 2009 the same team found that champagne was as good for the heart as cocoa or red wine polyphenol antioxidants, which are believed to reduce the effects of cell-damaging free radicals in the body.

Source: *Champagne Jane*.

## California dreaming!

A **SMALL** group of MICE delegates took a four-day pre-IMEX Las Vegas West Coast tour, hosted by Lizard IncentEVENTS and Tourism Portfolio.

The event started in Los Angeles at the Ritz Carlton Marina del Rey before exploring a range of cultural and entertainment venues,

including the Hollywood Hill's Mansion, Petersen Museum in Mid City and Madame Tussaud's.

They travelled along the Pacific Coast to Santa Barbara and took a Santa Barbara Trolley Tour to the Santa Barbara Mission and the Granada Theater, a Santa Barbara landmark.

They also toured Santa Ynez Valley wine country, watched a polo match at the Santa Barbara Polo & Racquet Club and took a look at the 85-foot luxury sailing catamaran *Channel Cat*.

Tourism Portfolio managing director Donna Kessler said, "Lizard IncentEVENTS not only showcased some unique options for Los Angeles, they also



demonstrated how the city could be combined with Santa Barbara to create a fresh and innovative experience for Australian groups."

The group is **pictured** soaking up the Santa Ynez Valley, from left: Mele Scriba and Peggy Moncure, Lizard IncentEVENTS; Nicole White, BI Worldwide; Joe Wojcik, 212F; Veronika Brinkman, The Conference Room; and Thomas and Donna Kessler, Tourism Portfolio.

## Westin Singapore

**THIS** week saw the opening of the Westin Singapore, an occasion that marks the upmarket hotel brand's return to Southeast Asia's financial and the lifestyle hub.

As Singapore's first-ever integrated hotel located within an office building, the Westin Singapore occupies levels 32 to 46 of the brand new Asia Square Tower 2 commercial development in Marina Bay.

With 305 guestrooms and suites, its features include having the highest lobby in Singapore.

The hotel, which also features the Heavenly Spa by Westin has ten versatile event venues, including two ballrooms that offer 1,350 square metres of space.

## Hilton's five options

**ORGANISERS** booking a 2014 event at Hilton Surfers Paradise before 31 December, will receive their choice of five complimentary options including parking; internet; an AV package; one in 15 delegates free; a drinks reception; a suite upgrade; Sunday to Thursday room upgrades; VIP amenities; a prize voucher for a relaxation suite or a lunch upgrade to Luke Mangan's Salt grill - call (07) 5680 8150 or [surfersparadise@hilton.com](mailto:surfersparadise@hilton.com).

## Boost for Brisbane

A **NEW** mixed-use development in Fortitude Valley will add a welcome boost to Brisbane's dwindling self-contained apartment supply when it opens a selection of one and two bedroom apartments targeting both business and leisure travellers from 18 November.

The \$250 million M&A Apartments project will have 234 units spread over 21 levels and includes a private open-air 'Rec Deck' accessible via a suspended fly bridge with a 20m-lap pool, shade trees, grassed relaxation zones and scenic views of the Valley and New Farm.

Overnight prices start from \$200 for a one bedroom apartment and \$240 for a two bedroom, the latter accommodating up to four guests.





# business events news

15th November 2013

## DMS honours and celebrates

**BUSINESS** event industry, suppliers, family and friends came together at the Blue Sydney's Water Bar on Wednesday evening to honour DMS Destination Marketing Services, Leila Bishara's contribution to the industry over the past 21 years.

The event also celebrated DMS' new era with Marissa Fernandez as owner and managing director.

Fernandez paid tribute to Leila Bishara and thanked her for having been a mentor over the years. "Her encouragement and guidance helped me through my professional career and I'm proud to have worked alongside her".

Fernandez said the decision to buy the business was an easy one, with DMS offering the largest global reach covering over 60 destinations, of financially stable DMCs who are serious about the Australian & New Zealand market.

When asked what's next, Fernandez replied, "The truth is, over the last three years Leila and I worked hard to take the



business in the direction we believe it should head.

"This has been a very successful gig – it works!" she said, advising that there may be one or two surprises in store, in the New Year, but for the moment she assured the industry, they will continue to get the excellent level of support they are used to from the dedicated DMS team.

Next year, DMS will hold their Annual Workshop in Sydney on 13 February and Melbourne on 17 February.

Fernandez and Bishara are **pictured** above at the event.

Lots more pics on our website and at [facebook.com/BusEvNews](https://www.facebook.com/BusEvNews).

### The GC Arts Centre

**THE** Gold Coast Arts Centre, with three meeting spaces of different sizes, is offering dinner meeting packages each priced at \$60 per person.

These include the 10-16 seat Office Boardroom; the 25-60 person capacity Panorama Suite; and the largest, the Paradise Showroom which holds 60-150.

The package also includes venue hire, functions and events staff, projector and screen, lectern and microphone, WiFi access, a two course dinner, one beverage on arrival, tea and coffee, writing pads and pens and registration desk.

Offer is valid until 30 June 2014 for bookings confirmed before 31 Jan - call 07 5581 6550.

### Fiji departure tax rise

**FIJIAN** prime minister Voreqe Bainimarama has announced a rise of FJ\$50 to the Fiji Airport departure tax which will take effect from 01 Jan next year.

The increase was confirmed in Fiji's 2014 National Budget, which will see the levy increase from FJ\$150pp to FJ\$200 (AU\$115).

Extra funds collected will be put towards a range of environmental conservation initiatives as well as increased funding for Fijian aviation authorities.

Earlier this year the departure tax was increased up by FJ\$50.



## Confessions of a compulsive conference-goer

Andrew Klein, director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in **BEN**.

I've come to the conclusion that there's an Association for everything. Every profession, trade or interest, no matter how obscure, has its own Association. What's more, they all have an annual conference.

Accountants, Builders, Real Estate Agents and Financial Planners, all have their own professional associations. But what never ceases to amaze me is the sheer number of associations, for groups and jobs that I didn't even know existed.

Archivists, Fish Biologists, Librarians and the Australian Honey Bee Industry Council (AHBIC) – every year these like-minded people gather to discuss their livelihoods.

I attend countless Association conferences each year and it always seems to me a little like I'm climbing through a wardrobe to enter Narnia, an unknown world

where people speak a different language, do jobs I didn't even know existed, using products and services that I know nothing about. And yet it's all very normal for those who are part of this often enormous club.

One thing I've noticed about Associations is that they all need a good, easy to pronounce acronym, usually starting and ending with the letter A - for "Association" and "Australia." This usually makes them sound like an Italian dessert. Things like, AILA, ASSPA or ACCMA and if you mis-pronounce the acronym, then you immediately out yourself as not being one of the tribe.

When forming an association, I've no doubt that the first item on the Agenda is spending hours trying to find the right-sounding acronym as the PFFTRDG will obviously never work, unless you stumble upon Burgo from "Wheel of Fortune" and he sells you a vowel or two.

I've always thought the Association of Rectal Surgeons missed a great acronym opportunity. They went with the Colorectal Surgical Society of Australia and New Zealand (CSSANZ) if you're wondering. They too have an annual conference, where they get lots of bums on seats (sorry).

The other thing about associations, is that they often have a rival association, perhaps a disaffected breakaway group, with a different acronym. The mere mention of the rival association's name will draw sneers, much like the famous rivalry in "Life of Brian" between the Judean Peoples Front and the Peoples Front of Judea ('splitters!!!')

To be honest, I love MC'ing their conferences, because it's like entering another world and learning about a whole new sub-culture in 2 days. It's all the fun of travelling overseas to visit far-flung cultures, but without having to leave your hotel ballroom.

I think I'll gather some MC mates and form the MC's Association. Damn. Minerals Council of Australia got there first. Splitters.



For more information about Andrew and what he can do for you at your next conference email [andrew@lunch.com.au](mailto:andrew@lunch.com.au) or visit his website at [www.andrewklein.com.au](http://www.andrewklein.com.au).



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