

# AIME. FOR A FIVE STAR EVENT

If your job responsibility includes organising travel, planning meetings, staff incentives and events, or sourcing venues and hotels, you could be a Hosted Buyer at AIME, the largest international business events exhibition in Australia. Anyone is welcome to apply to be a Hosted Buyer, and if accepted, you will receive VIP benefits to attend this two day exhibition, such as complimentary return flights and accommodation in Melbourne, Australia and a personalised appointment schedule to meet with exhibitors.

Apply to be a Hosted Buyer today at [aime.com.au/apply](http://aime.com.au/apply)

99% of Hosted Buyers surveyed at AIME 2013 agreed AIME was a good use of time for their business

Meet with 750 exhibitors from 5 continents



Anyone is welcome to apply to be a Hosted Buyer at [aime.com.au/apply](http://aime.com.au/apply)

AIME IS PART OF THE REED TRAVEL EXHIBITIONS MEETINGS, EVENTS AND BUSINESS TRAVEL INDUSTRY PORTFOLIO

AIME IS OWNED BY MCB

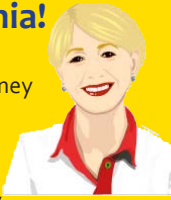
AIME IS MANAGED BY RTE





## Mamma mia!

THE thought of utilising the Sydney Markets at Flemington for an event may not immediately spring to mind.



However, if the need is for a more industrial style event such as last year's Sydney Markets Toyota Forklift Challenge, then it's worth considering.

Created to reinforce the high level of OHS&W standards of approximately 800 forklift drivers on site, the event started with Scala's (whose Italian café/shop is an event space in its own right) providing the catering and went on to include appearances by Parramatta Eel Nathan Cayless, netball star Susan Pratley, Olympic swimmer Craig Stevens and other sporting identities.

For everyone else, Saturday morning at the markets is an event in itself. Start with one of Scala's more than you can eat breakfasts, at 9.30am head to the flower market where Livio delights shoppers with an Italian aria or classic Neapolitan song, then immerse yourself in fruit and vegetables and the friendly banter of the stall holders in the main market.

**MEANWHILE** I hope you have registered on-line for the new office\* expo being held at the Sydney Convention & Exhibition Centre on Wednesday and Thursday this week.

**BEN** will be exhibiting on Stand A33 so drop by and say hello! *Jill*

## PCOA President to step down

**ROB** Henshaw, co-founder and president of the Professional Conference Organisers Association (pictured right) has announced that he will be retiring from the Association effective from 31 December this year.

Henshaw, who will be acknowledged with "life-membership" status in December, will be succeeded by president-elect Barry Neame, a director of Consec Conference Management in Canberra.

PCO Association spokesperson Peter Sugg said "Rob has worked tirelessly during the past seven years, to give PCO's a voice and provide them with collegiate support.

"His presidency saw the introduction of the first draft of a 'legal' venue contract, affordable event public liability insurance, member and company accreditation systems, member code of conduct, business partner programs, training courses and industry seminars, and the establishment of a member/supplier disputes resolution process".

**MEANWHILE** more changes are afoot within the PCO Association, which has confirmed that it will open a Canberra office early in 2014 to assist with its lobbying activities.

It will also appoint a director of industry partnerships, to be



based in Queensland.

A number of other new initiatives will be discussed at the Owners/Directors Special Interest Group (SIG) meeting, held in conjunction with the PCO Association's sixth annual conference which will take place at the Pullman Melbourne from 28-30 November.

For more details or to register see [conference.pco.asn.au](http://conference.pco.asn.au).

## Toga does Mascot

**TOGA** Hotels is to manage the new Travelodge Mascot, a stone's throw from Sydney Airport.

Due to open in late 2015 and developed by the Andary Group, the development will consist of a 209-room hotel, 800-space car park and 5100sqm of commercial space which will be located above the hotel.

Tooga has this month also taken over management of Travelodge Hobart Airport.

## Freer to Tourism Fiji

**KEN** Freer has joined Tourism Fiji to take up the newly-created role of director of global marketing.

Based in Fiji, Freer brings more than 15 years marketing and management experience, working in Auckland, Sydney, Los Angeles and London, most recently as Tourism NZ's regional marketing communications manager.

## AIME opportunities

**HOSTED** buyer applications are now being accepted for next year's Asia-Pacific Incentives and Meetings Expo (AIME).

Applications are invited from anyone whose job responsibility includes organising travel, planning meetings, staff incentives and events or sourcing venues and hotels.

Approved AIME Hosted Buyers receive complimentary return flights to Melbourne, accommodation and a personalised appointment schedule with a selection of the more than 750 exhibitors from across the globe.

Applications can be made online at [www.aime.com.au/apply](http://www.aime.com.au/apply).

For more information see the special **front full** page of today's issue of **BEN**.




## INVITATION

DISCOVER, CONNECT, INSPIRE



**REGISTER NOW**

BRISBANE, SYDNEY, MELBOURNE



## STAMFORD SWEETENS THE DEAL FOR EVENTS

Find out how your next function at Stamford Grand or Stamford Plaza Adelaide can be sweetened with extras.

[CLICK HERE](#)

for further information.



# business events news

14th October 2013

## Great Gatsby, it's the SMC!



**THE** SMC Conference & Function Centre, a unique venue housed in one of Sydney's most architecturally significant buildings, showcased the venue to a group of event managers and key decision makers recently.

The Gatsby inspired event took them on a journey of endless and surprising possibilities, starting with cocktails in the Marble Foyer.

Guests were then ushered along the red carpet into the Banquet Hall, which had been themed in spectacular Gatsby glamour where they were entertained and enjoyed a sumptuous dinner.

With a convenient Sydney CBD location on Goulburn Street the centre has 16 versatile spaces

and can accommodate intimate dinners of 20, dinner dances for up to 350 and cocktail receptions for up to 1000.

For more information see - [www.smcfc.com.au](http://www.smcfc.com.au).

### The Concourse's gift

**THE** Concourse venue in Chatswood, Sydney is offering a bonus for bookings of Christmas functions in November and December, including a twin pack of Scotchman's Hill Wines.

Bookers will also receive tickets to an upcoming event at the centre and discounted venue hire for a future booking.

For more information see [www.theconcourse.com.au](http://www.theconcourse.com.au).

## Check In for Certain

**CHECK** In Easy, a mobile app that streamlines, simplifies and increases the speed of event check-in and on-site registration, has been acquired by enterprise event management software provider Certain Inc.

The Check In Easy mobile app allows event professionals to complete the check-in process for both pre-registered attendees and on-site additions in a fraction of the time compared to a traditional pen and paper process, improving the event experience for both attendees and organisers.

Certain ceo Peter Micciche said the company is moving aggressively to deploy industry-leading technology to enable event planners to deliver highly-personalised event experiences for their attendees

"With Check In Easy's proven, lightning-quick registration capability, event organisers can deliver a great event 'first impression' and more easily capture attendee data for critical lead generation activities during and after an event to accelerate revenue," Micciche said.

The app offers a range of features including targeted text and email alerts to keep event staff up to date on important arrivals, room changes and other late-breaking information, with attendee lists automatically syncing between devices.

It also collects rich attendee profile data and integrates with marketing automation and CRM.

The app is available for download at [www.checkineasy.com](http://www.checkineasy.com).



**THERE** are laws that seem like common sense, and there are those that are just plain weird.

Offences range from stepping on money right through to battling bears, so be careful on your next trip abroad or you might find yourself a guest of the constabulary.

While it's a no-no to go starkers in public, in Singapore, famous for its anti-chewing gum and anti-spitting regulations, they also ban you from walking around naked in your own home if the curtains or blinds are open.

Don't tangle with a bear in Alabama, even if you win the tussle. The black bear is quite rightly considered a "unique mammal" so you can't train a bear, wrestle one or charge admission to a bear fight.

There are actually four places in the world where you're just not allowed to die, such as the island of Itskushima in Japan which is considered too sacred a place to pass away. Births are similarly banned, while the arctic town of Longyearbyen in Norway is so cold that bodies can't decompose there.

In Thailand, where it is a punishable offence to disrespect the king or anyone else in the royal family, King Bhumibol Adulyadej is so revered by the people that as the local currency bears his image, you can't deface or tread on it.

## 1,300-room hotel for Sanya

**AMID** the concerns over Sanya's fast expanding luxury hotel scene and the homogenisation of its luxury hotels and resorts, comes the news of a project to build a \$1.6 billion resort on China's Hainan holiday island.

To be built in Sanya by Chinese conglomerate Fosun International Ltd and South Africa's Sun City casino king Sol Kerzner, it is an area long touted as a place where China could liberalise casino gambling.

The balmy island off the country's southern coast has already attracted scores of international developers in the past two years, including InterContinental, Starwood, and casino operators MGM Resorts

and Caesars Entertainment.

The Atlantis brand hotel in the Sanya, to be jointly developed with tycoon Sol Kerzner's company, will not include a casino, Kerzner chief executive Alan Leibman told Reuters in an interview.

"We have been very successful with and without gaming within our business. It is nothing we have anticipated in why we are building Atlantis in Hainan," Leibman said.

Operators of the Atlantis casino resort in the Bahamas and Atlantis hotel on Dubai's artificial Palm Island, say the 62-hectare resort, close to half the size of London's Hyde Park, will feature a luxury 1,300-room hotel.

## Events Job Bonanza!

### ► Event Manager - Implant role

Southern Sydney location: Events for a high profile client. Salary negotiable.

### ► Senior Event Manager

Sydney East: Multiple industries. Work across 2 brands in the MICE space. Salary from \$75K.

### ► Incentive Manager - International & Domestic

Melbourne South: New role, develop business & manage logistics. Salary from \$80K

### ► Venue Sourcing Agent - Global Events Co.

Sydney, Melbourne or Brisbane: Salary to \$70K.

For more details call or email [ben@inplacerecruitment.com.au](mailto:ben@inplacerecruitment.com.au).



02 9278 5100

People. Integrity. Energy.  
[inplacerecruitment.com.au](http://inplacerecruitment.com.au)



## Ovation for MCI Australia

MCI Australia has today announced the local arrival of its Ovation global DMC brand, which sees the company expand its resources to enhance destination services with a more creative approach.

Across the globe MCI provides Destination Management Services under the Ovation brand, offering logistical support and creative local experiences in more than 125 locations.

The new Australian Ovation operation will be led by Sonja Söderbom (pictured), who will be based in Sydney and offer clients coming down under for their events “a fresh approach to destination experiences and creative bespoke events”.

MCI Australia managing director, Stephan Wurzinger, said that the company had always offered destination management services to existing international clients.

“However I am very excited to now be able to raise the bar by having the Ovation brand in Australia as a leading creative DMC provider,” he said.

“Sonja is renowned for creating stunning, bespoke experiences - and with Australia being able to offer so much diversity as a destination, I am very confident that under her leadership, the Ovation team will ensure that our high-end incentive clients engage with our country and people in a way that is authentic, distinctive and unforgettable,” he added.



### Melb Xmas special

WITH Christmas just around the corner the Stamford Plaza Melbourne functions team has produced a range of packages designed to make any event memorable.

Located in the “Paris End” of Melbourne’s CBD, their Festive Cocktail Soiree packages start at just \$19pp and include a choice of six different hot or cold canapés.

Upping the ante, you can include a Popping and Sparkling Oyster Station, Deconstructed Pavlova Sensation Buffet or a Dumpling Bar Station, with prices starting ranging from \$14-\$18pp.

In addition, their Festive Private Setting features a two-course Christmas menu, which starts at just \$45 per person and includes Christmas centrepieces and more.

See [www.stamford.com.au/spm](http://www.stamford.com.au/spm).

## Corporate Travel Executives get together



IT was a memorable evening when the ACTE Sydney networking reception was held last Thursday at the Parkroyal Darling Harbour.

With 190 registered to attend and a healthy 170 in attendance from the corporate travel community, there was much mingling and networking and the Parkroyal team did themselves proud with an abundant spread of food.

The ACTE’s regional director Australasia, Andrew Kelly said the attendance at the event was their second biggest ever.

He went on to say that the

ACTE is currently celebrating 25 years of dialogue through education, advocacy and research for the global corporate travel community.

“Over the years membership has tripled and our events are sold out two and three weeks out from a conference date.

“This year we are holding our first New Zealand event and two more next year in Adelaide and Brisbane.”

**Pictured** from left are Catherine McLean, PR & Event Management; Jacinta Cox, MIA; Ben Carnegie, inPlace Recruitment; and Samantha Taylor, Doltone House.

### Auckland’s inspirational golf day

IF you would you like to spend at day at the outstanding Maxwell’s Golf Retreat in Ramarama, Auckland and be treated to two inspirational presentations from leading motivational speakers John Shackleton and Tom O’Neill, followed by lunch, golf tips from pro Kaye Maxwell, and a nine hole round for you and your team, read on.

This ideal business day out, will finish in the afternoon with the Ebbett prize presentation and the opportunity to stay on for unlimited golf and a cash bar.

For more details **CLICK HERE**.

### Mercure savings

MERCURE hotels across Australia are this month offering special anniversary deals to celebrate the brand’s 40th birthday.

It’s been a big month, with the Mercure Sydney completing a multi-million dollar renovation of all 517 guestrooms.

Owner Jerry Schwartz and gm Greg Brady handed out cake to guests as they arrived at the newly upgraded hotel.

Mercure birthday celebrations also include 40% off deals for 40 year olds, and 40% off for guests celebrating their 40th wedding anniversary.

### BUSINESS DEVELOPMENT MANAGER

A unique opportunity to join a luxury accommodation and award winning restaurant brand.

Spicers Retreats is looking for an enthusiastic, passionate, results driven Business Development Manager based in Brisbane to represent their seven retreats in south east QLD and the Hunter Valley NSW. You will need to have experience in MICE and leisure sales, hold a current drivers licence and have your own vehicle.

Salary package including incentive and super up to \$80k.

If you wish to be part of this dynamic company, please send your CV, along with a cover letter to [kylie.stever@spicersgroup.com.au](mailto:kylie.stever@spicersgroup.com.au)



### CONTACT US:

Publisher: Bruce Piper  
Editor: Jill Varley

For advertising enquiries email Christie-Lee Lachance: [advertising@businessesnews.com.au](mailto:advertising@businessesnews.com.au)

P: 1300 799 220 F: 1300 799 221

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 & Pharmacy Daily.

Disclaimer: While every care has been taken in the preparation of *Business Events News* no liability can be accepted for errors or omissions. *BEN* takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed.