



London to a brick

IT'S an intriguing proposition: how do travel industry executives



choose the location for their next luxury hotel development?

Do they throw a dice or flip a card at an untapped piece of real estate, since they're often looking years into the future in terms of completion?

Essentially they are making a big bet on whether a place will become the hot place to go in five years.

According to a *Wall Street Journal* article, 'The search for the next hot spots', Adrian Zecha of Aman Resorts, "was partly responsible" for putting Cambodia on the luxury travel map when he opened an outpost there in 2002.

So what are we going to be longing to visit in the future?

If W Hotels gets their way, it will be Doha or Moscow, or even Hoboken, New Jersey, which is getting a W Hotel there next year.

Ritz-Carlton, on the other hand is looking at Almaty, Kazakhstan, while Crystal Cruises is hot on Sarande, Albania.

In the meantime, if you're in Sydney tonight I might see you this evening at the Ivy, for the Sydney leg of the NT Meetings Muster. *Jill*

What a Hyde!

EVERYBODY loves a garage sale and The Hyde Park Barracks Museum is hosting Sydney's biggest this Saturday.

There for the picking through will be 40+ stallholders with unique, distinctive and preloved homewares, jewellery, collectables, design items and vintage fashion pieces.

The event will feature live music and goodies from the garages of Tim Ross, Vanessa Berry, Cloth Caravan and if you want to check out the Hyde Park Barracks Museum for an event, entry is free - Sat 26 October, 10am-3pm.

Take two women...



TWO inspiring women, Donna Coulling and Susie Barron-Stubbley were flown to Australia by British Airways as keynote speakers at last week's office* expo at the Sydney Convention & Exhibition Centre.

Both buzzing with energy and joie de vivre, it was easy to see why they are both such a success in their chosen fields.

Donna Coulling (**above**), for instance is a personal assistant to the likes of Helena Bonham Carter and Rachel Weisz (married to Mr Bond, Daniel Craig, no less), Sir Derek Jacobi and Samuel West.

She has made many television appearances as a celebrity assistant and is regularly seen as a guest presenter on the shopping Channel QVC.

Coulling runs courses, speaks at conferences and writes a fortnightly newsletter featuring

A slice of heaven

SIX-STAR accommodation has come to Mt Tamborine in the Gold Coast hinterland with the opening of Skylodge, an exclusive luxury residence.

With two sumptuous suites and elegant living rooms, it's suitable for a corporate or small group retreat, while single rooms can also be booked.

Catering to every whim, it offers everything from private yoga classes, in-house massages, serenading violinists and a personal chef on request.

Rates: Single room \$1400 per night, whole lodge \$1800 - see www.skylodge.com.au.



PA tips, fashion and the life of a celebrity PA.

An out of work actor, she explained, "12 years ago I decided to write to twelve actors to offer my organisational services.

"Helena Bonham Carter replied and through her I have met my other clients whose lives I now organise."

For those who want to be a Celebrity PA or who want to get on in their chosen field, Coulling advises, "It's your business, to know your business.

"Focus on the business you are working in or something that really interests you to get ahead."

Susie Barron-Stubbley (**above**), on the other hand, is managing director of Castalia Coaching & Training and an experienced international executive coach.

She has produced a series of training DVDs for PAs and has written a book, "Create a Business-Busting Partnership with your Assistant – The Executive's Guide," for bosses.

A motivational speaker, she has been training in Australia for four years and because of the global economic crisis has been focusing on teaching PAs leadership skills.

"Because of this, PAs and EAs have had to absorb more in their jobs," she said.

"Unfortunately, not for more money.

"It's no longer about the secretary who sits in the corner but making them an integrated member of the team," she emphasised.

"My job is to up skill them so that they become visible."

El Kwang at the Star

WELL known tourism and events professional El Kwang, has joined the team at Sydney's The Star this week in the position of director of sales.

With previous senior sales, marketing, business development and management positions at Dockside Group, Accor Hotels and Doltone House, Kwang returns to Australia bringing with him a wealth of knowledge and experience of local and international markets.

Most recently he was working in media in Asia, in a role which gave him invaluable insight into the region's thirst for Australian products and experiences.

Jakki Temple, The Star general manager sales and marketing said, "We're absolutely thrilled to have El joining the team.

"As an industry leader and past colleague of mine, his passion for the industry and his



creativity make him a valuable addition to our team," she said.

IT&CMA 2013 records a winning event

ANOTHER year and another triumph has been reported by IT&CMA 2013 who say 14,000 plus business appointments were generated over the two days.

There were 60% new buyers and 47% new corporate travel managers, with the launch of the Online Diary facility benefiting close to 1,300 exhibitors and buyers enabling them to schedule up to 100% of their business appointments ahead of the event.

The successful debut of Association Day delivered sought-after association executives and the new Video Dailies featured 25 video interviews with delegates.



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And they're off and racing

AFTER five years of development, the arrival of the new generation of V8 Supercars makes this year's Sydney 500 at Olympic Park, 6-8 December, the most anticipated final yet.



The event, which last year drew in crowds of 137,223 will be a weekend fuelled with action as the all new era of V8 Supercars manufacturers; Ford, Holden, Nissan and Mercedes-Benz take to the race grid for the final time this year.

A great opportunity for corporate hospitality and events, guests will be able to enjoy a variety of event experiences including the hugely popular ARMOR ALL Auto Show, and will also have the chance to get up close to their favourite teams and drivers in the only Australian indoor paddock.

See www.v8supercars.com.au.

BCEC Melanoma win

BRISBANE has won the rights to host the 9th World Congress of Melanoma in 2017, an event that is returning to Australian shores for the second time in 20 years.

Brisbane's key convention partners, led by the team at the Brisbane Convention & Exhibition Centre (BCEC), joined with Cancer Council Queensland and two of Brisbane's leading melanoma specialists to bid for the conference, which is expected to deliver a \$3.6 million boost to the Queensland economy.

Up to 1500 skin cancer specialists are expected to attend.

London at EIBTM

THE EIBTM Hosted Buyer Corporate Programme which this year focuses on how companies can change the outcomes of their meetings by being more creative, is being sponsored by London & Partners, the official promotional organisation for London.

Now in its ninth year the programme presents the industry's foremost speakers tackling key issues and providing senior level education to the 150 buyers expected to be in attendance on the afternoon of Wednesday 20 November.

With the aim to promote the city as a top business tourism destination, it will focus on corporate, incentive and association events.

Of specific interest to those working in the IT/Tech, Finance and Pharma/Life Sciences sectors, London & Partners are also hosting a series of sector breakfasts.

Destination Asia in NZ

DESTINATION Asia will next month head to Auckland to exhibit at the Pacific Area Incentives and Conferences Expo (PAICE) at the SKYCITY Auckland Convention Centre.

Key representative at the show will be regional mgr Nicole Naylor.



EMIRATES Wolgan Valley Resort in the NSW Blue Mountains is a spectacular destination, and luckily the widely reported bushfires in the region this week haven't affected it at all.

GM Joost Heymeijer issued an update yesterday saying that the fires have been moving away from the valley and "therefore the resort is currently safe, open and operating as normal".

For guests travelling to the resort the Bells Line of Road is closed but the main Great Western Highway is open so the property is easily accessible.

However a number of *Business Events News* readers have suggested that the resort might like to think about updating the profile pic on its Facebook page.

The spectacular shot (below) depicts a serenely misty morning at the property - but those wisps of fog could be easily mistaken for some puffs of bushfire smoke.



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Guenter Gebhard heads Hayman

THE newly styled One&Only Hayman Island has a new general manager, Guenter Gebhard.

As the collection's first resort in Australia, his appointment by Kerzner International Holdings ahead of the rebirth of the resort in April 2014, will be "key in strengthening the brand in the region."

It is a role that will see him responsible for the entire operation of Hayman Island, its strategic development, as well as the successful integration into the One&Only portfolio.

"I am thrilled to have Guenter join One&Only Resorts at this exciting time of growth for the company," commented Mark DeCocinis of One&Only Resorts.

"Our first property in Australia is extremely important to us and he is the perfect fit for this crucial role due to his career achievements in developing passionate people to deliver service excellence."

Gebhard was most recently resort manager at Mazagan Beach & Golf Resort in Morocco, where he successfully oversaw



all operational divisions including 1400 team members, almost 500 rooms, 67 residential villas and the number one casino in North Africa and Europe.

Meet at The Lounge

IF you are looking for an affordable, central location in the Sydney CBD to hold an event, The Lounge on Level 11, 99 Bathurst Street, is worth checking out.

Across the street from St Andrews Cathedral and the neighbouring Town Hall, the spacious room has a capacity to host groups of up to 50.

It offers state-of-the-art audio-visual equipment, unlimited broadband internet access and an espresso coffee machine.

Boardroom style set up for a maximum of 14 people is \$250 for up to five hours and \$400 for a full day (8.30am-6pm).

Catering service is also available - for details call 02 8267 7202.

Right royal cooking

RAFFLES Grand Hotel d'Angkor in Siem Reap is offering cooking lessons using authentic Royal Cambodian cuisine, some of which originate from the Royal Household - recipes that were gifted by King Father Norodom Sihanouk from the Palace kitchen to the hotel during his reign.

See raffles.com/siemreap.

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Grays' Say

Peter Gray, managing partner of **Motivating People**, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



STATE OF WHAT?

AS was reported in *Business Events News* a short while ago BECA published its State of the Industry Report 2012 recently.

BECA, in case anyone doesn't recognise the acronym, is the Business Events Council of Australia.

Two things strike me as odd.

The first is that the report is entitled State of the Industry (singular) and yet there are at least five industries supposedly covered in this report, many of them having little in common, in terms of science or operation, with each other.

The second is that the report includes 'incentives' as one of the elements of its study and yet not one of BECA's members represents the incentive community.

Three members represent convention bureaux, two represent meetings associations and one each represent exhibitions and tourism.

To add to this, the information quoted on page 6 (section 2.2.3) is derived from an American association - SITE - which is not relevant to the Australian market.

Our American cousins insist on including business/corporate gifts and premiums (a premium is where it is necessary to purchase one product in order to obtain another) in their statistics on incentive rewards.

These do not fall within the

definition of incentive rewards used by the majority of other countries, including Australia and New Zealand.

The difference is significant. According to the Incentive Federation Inc./Aspect Market Intelligence Study 2013 US Business spent USD78 billion on incentive rewards (travel, gift cards, merchandise) of which corporate and customer gifts (merchandise and travel) account for some 40%.

The Incentive Association (www.incentiveassociation.com) is the industry association for incentive practitioners and suppliers in Australia and New Zealand and now has in excess of 200 members.

And yet BECA didn't think to contact the IA.

Monash University is about to undertake research into the size and value of the incentive market in Australia and New Zealand for the IA and hopefully the next BECA report will use data that's relevant.

Peter Gray is the founder of and a consultant to Motivating People. He can be contacted at peter.gray@motivatingpeople.net



MyCEB Aussie education

THE Malaysia Convention & Exhibition Bureau (MyCEB) recently hosted two educational seminars with the aim of helping local businesses to secure leads for international events.

More than seventy members of MyCEB's Industry Partners Programme attended the seminars, including PCOs, event organisers and marketing and communication staff from several organisations.

The workshops were entitled *The Incentive Innovation Seminar* and *Using Technology to Achieve better ROI for Events & Venues*.

There was a strong Australian link to the training, because in the innovation seminar participants were asked to create a "spectacular welcome event" for next year's Meetings & Events Australia 2014 Conference, which is taking place in Kuala Lumpur from 14-17 May.

The session was presented by David Grant, who said there were lots of people with fantastic ideas for the Malaysian events industry.

And the technology workshop covered social media, mobile trends, new lead technologies and more.