



Things come back to bite you!

I HAVE, on occasion, proselytised about people who forget or don't bring their business cards to events or on families - surely a vital networking tool for anyone working in this and any industry.



On Tuesday, at the BESydney inauguration of its International Advisory Board, I met Ian-Michael Farkas from Laissez-Faire Catering and had a go at him for not having his business cards with him.

"Business cards," he sniffed, "so yesterday.

"I use Bump, you should download the app."

Feeling like a Neanderthal and suitably chastened, I now have Bump on my iPhone, but in the interim, until the world catches up, I still think business cards are essential.

Bump for the uninitiated is an app that shares contact information and photos by simply bumping two phones (with Bump loaded) together.

Glen Lehman of Lehman & Associates, on reading my column (**BEN** Monday 25 Sept) about the Royal Australian Navy Fleet Review, wrote to say that ISES, the International Special Events Society, is taking over one of the Tall Ships on the 8 October.

Now that sounds like a great event.

Meanwhile Accor is promoting meetings on the NSW South Coast by inviting **BEN** readers to express their interest in an upcoming famil hosted by the area's three Accor properties:- Mercure Resort Gerringong by the Sea, Novotel Wollongong Northbeach and The Sebel Harbourside Kiama - See **page 4**.

Monday will find me heading off to Bangkok for IT&CMA.

I look forward to catching up with some of you there - Jill.

ABEE/SES morphs into inspireEX

A spectacular new show, inspireEX, specifically developed for the corporate and special event industries was announced by Gary Daly, managing director of Exhibitions and Trade Fairs (ETF), at L'Aqua in Sydney last night.

The revelation that ABEE and Sydney Events Showcase would be merged together to become inspireEX, is one that was clearly welcomed by the industry guests.

"Feedback we received from exhibitors and attendees after this year's exhibition, showed there was a difficulty in understanding why we had two brands.

"This new show will eliminate the confusion and streamline the two events into one," said Daly.

Figures from this year's show reportedly produced great results with almost 900 session tickets booked across 12 seminars.

72% of attendees had not been to the shows before and there was more business events focused audiences than previously.

Peta Moore, seminar manager for inspireEX advised that there would be an expanded Education Program in 2014, one that would have a focus on the education experience.

"We want to position ourselves as 'Thought Leaders,'" Moore said.

Adding to the 'star' power of this year's high-profile speaker, Academy Awards producer Cheryl Cecchetto - founder & president, Sequoia Productions, the hunt is on for more amazing guests speakers in 2014.

Other enhancements will be added to keep visitors at the show longer and a new initiative being implemented will be a Concierge service.

Speaking at the event, inspireEX 2014 ambassadors Lena Malouf, CSEP, AIFD and event specialist, and Janene Wardrop, event



manager - Australian Medical Association (NSW) Limited, lent their weight and support.

inspireEX - Inspire, Innovate & Create Amazing Events - will be held 18 - 19 August 2014.

BECA welcomes tourism recognition

THE move by the Coalition Government to recognise tourism by bringing it into the Foreign Affairs and Trade portfolio, is welcome news for business events, according to Business Events Council of Australia (BECA) executive manager Inge Garofani.

"The business events industry is a key economic driver for Australia, attracting international trade and investment, promoting innovation and increased productivity," Garofani said.

"The business events industry provides the platform for foreign trade and encourages global collaborations which lead to many flow-on benefits.

"The change allows great opportunity for the government to leverage the business events industry legacy values and opens the door for business events to gain international support by working with agencies such as Austrade.

"We are also excited by the commitment by the Coalition to lend consular support for business events."

Garofani said BECA was looking forward to working with the new Government and its ministries to ensure the greatest value was achieved from the new positioning.

Lehman ends the affair

LEHMAN and Associates' long standing relationship with the Sydney Convention and Exhibition Centre will have its final five-hall event - 'Variety the Children's Charity Christmas Party', on 21 November, before the Centre closes its doors.

A fitting farewell for the venue, it is also full circle for Lehman's long-standing relationship with the Centre, having given the venue Beyond 2000 - SCEC's first five-hall event over twenty-five years ago.

Known for their show stopping theatrical moments, full scale productions, and bringing theatre to business, Lehman & Associates are also well regarded for their versatility and giving the best return on an event possible.

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business events news

27th September 2013

ARIA not so formal

FOLLOWING their appointment to the exclusive list of caterers at the State Library of NSW and the co-hosting of the official Luxperience Event feast at the Sydney Opera House, plus a slew of high profile clients such as the annual Sydney Children's Hospital Gold Dinners, AUDI, Sydney Theatre Company, Bvlgari and Harper's Bazaar, ARIA Catering say they are focusing on two styles of catering - classic 'three course' and "share-style".

"There are less requests for a formal dinner these days and more-so for a relaxed style of shared dining with shared dishes or interactive food stations," ARIA's group chef, Simon Sandall revealed.

WIN A 1888 HOTEL PACKAGE



This week, **Business Events News** and **1888 Hotel** is giving you the chance to win a 1888 Hotel Picture Perfect Package valued at \$239.

The prize includes one night in a King Room, an 1888 antipasto plate and two glasses of wine, internet connection and use of an iPad plus breakfast for two people.

1888 Hotel is Sydney's newest hotel and the world's first Instagram hotel.

Situated in Pyrmont, the boutique lodging offers Instagram-friendly walking maps, a 'selfie-space', plus plenty of photo-worthy design features.

For your chance to win, email your answer to the question below by midnight tonight to: comp@businesseventsnews.com.au.

In 25 words or less what kind of themed event would you host at Hotel 1888 in Sydney?

Hint: www.1888hotel.com.au

*Voucher will be valid for 6 months and bookings are subject to availability.

Meeting future challenges

IN a thought-provoking launch of BESydney's International Advisory Board (IAB) on Wednesday, at the Sheraton on the Park, ceo Lyn Lewis-Smith talked of Australia's position in the world as one that sits in the most competitive region.

It is a region where Singapore holds sway over the rest of the world in attracting conference business.

We learnt that there was a recovering growth in conferences from the US and that the prevailing impact from Europe's financial crisis, meant the region



is 'on sale' right now.

"70% of the world is within an 11-hour flight from Sydney, with more than 1000 international organisations headquartered in Asia, which gives us a competitive advantage," Lewis-Smith said.

The inaugural meeting which was facilitated by leading international meetings consultant, Barbara Maple, included three Advisory Board Members from Canada, Italy and the US – Rod Cameron, executive director, Joint Meetings Council, Alessandra Cortese, president, European Society of Association Executives and Sherrif Karamat, coo, Professional Conference Managers Association.

In a nutshell, the message from the Advisory Board members is that we need to relook at the way we attract, create and hold meetings.

* That there is an opportunity for Australia to align more with Asia.

* To re-think the trade show (a timely remark since inspireEX was launched last night – see **Page 1**).

* With greater competition, Centres need to look beyond their traditional streams as new regions emerge.

* The need to anticipate trends and design in a long-term facility, to create a culture of flexibility and to invest in understanding client needs and to have broad-based community support.

Pictured are The International Advisory Board members: Barbara Maple, Rod Cameron, Sherrif Karamat and Alessandro Jacques Cortese.

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WE all know that travel can be stressful, arriving at the airport late and getting sluggish an extra fee for having overweight bags doesn't hold, so here are some signs that you could be a bad traveller.

Don't just stick only to what you know.

Now is the time to try new things, whether it be tasting the local cuisine, climbing a breathtaking mountain or going hang-gliding.

Avoid the need to get a Maccas or to head back to your hotel room to watch The Kardashians.

Don't view your holiday from a screen and miss a spectacular location because you have buried your head in your laptop or mobile phone.

Realise that the locals may not be thrilled to see you smiling for a photo in front of a concentration camp.

Skip the mini skirt when you visit the Vatican or when you are in a country where the locals cover up.

When flying, don't bring too many carry-on items on board and take over an entire overhead locker.

Losing your temper will get you nowhere.

It's not always the fault of the gate staff or crew member when something goes wrong.

Remember take a good attitude and wear a smile – it'll go a long way.

Most importantly always look into the passport requirements before you go overseas, as some countries require at least six months validity on your passport after the completion of your trip.





business events news

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Cruising from Dubai

A cruise evening hosted by the Government of Dubai Department of Tourism & Commerce Marketing in conjunction with Cunard, MSC Cruises and Emirates, was held on Tuesday evening at the Museum of Sydney.

Dubai's sprawling 3,300sqm dedicated cruise hub right on the southern coast of the Arabian Gulf, straddles two berths in Port Rashid.

The gateway to a memorable Arabian Gulf cruise for a post conference or incentive program, Dubai is host to more than 25 of the world's leading cruise lines, including Cunard and MSC.

The evening provided an opportunity to update key cruise sellers on Dubai and the new and exciting cruising options available, which incorporates a Dubai experience with an Emirates flight.

Pictured above from left are: Fiona Stewart, DTCM; Rebecca Mutanen, P&O Cruises; Lincoln Bache, Emirates; Christine Gardiner, MSC Cruises and Veronica Rainbird, DTCM.



Corporate Xmas party

PALMER Coolum Resort have released their Corporate Christmas Party packages for the upcoming festive season.

Parties and banquets can be booked now for lunch or dinner from 31 October to 22 December, with buffet style or set menu dining options.

Palmer Coolum Resort gm Bill Schoch said "This year our Christmas packages offer so much flexibility without compromising on quality; there really is something for everyone."

To book call 07 5446 1234.

A biodynamic partner program

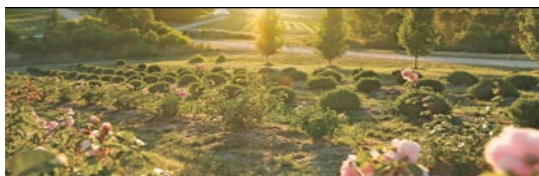
NESTLED in South Australia's Adelaide Hills is something of a surprise for the uninitiated – Jurlique's impressive biodynamic flower farm.

Located on the outskirts of Mt Barker, it is here that many of the herbs and flowers

are grown for its organic and biodynamic skin care ingredients.

Jurlique run 90 minute farm tours on Wednesday, Thursday and Friday at a cost of \$20, which makes a unique add-on to a conference or partner program and are ideal for anyone wanting to know more about biodynamic farming.

Bookings are essential as are closed toe, flat shoes and full-



Increase the benefits

STAMFORD Plaza Auckland has a Residential Conferencing Program with advantages that increase depending on room nights.

The benefits start from as low as 20 room nights and increase when you make your conference - Bigger, Better, Brighter.

Valid for conferences booked before 31 December.

For more information or to make a booking contact Sunny Kaushal via email at - sunnykaushal@spak.stamford.com.au.

InterCon Wellington major refurb

NEXT week the InterContinental Wellington is to commence a major hotel refurbishment, which will see a transformed Club InterContinental lounge, a new deluxe category of accommodation, and state of the art electronic enhancements when it is completed in mid 2014.

GM, Scott Hamilton said, "Our refurbished Club InterContinental Lounge, will span the total width of the hotel overlooking the whole harbour and provide truly stunning views, day and night."

The 64 Club InterContinental guestrooms and suites will be totally recreated, featuring state of the art electronic room controls, while the newly defined 84 deluxe guestrooms are scheduled to be available from December 2013.

length pants.

The soil in biodynamic farming is considered a living entity.

By following biodynamic

principles, Jurlique's aim is to encourage healthy, well-structured soil on their farm that's rich in humus and high in biological activity.

The farm, which spans 12.5 acres of hilly terrain, grows a wide variety of plants and flowers including lavender, rose, marshmallow, licorice and calendula.

In addition, more than 7,500 native trees have been planted to assist with Jurlique's biodynamic accreditation and to improve the environment.

See - www.jurliquefarm.com.



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiters perspective to help job hunters find the perfect job.

Ben has over 15 years working in 5 star hotels and the MICE industry and has worked on some of Australia's biggest events - visit www.inplacerecruitment.com.au.

THE MICE

job market is looking increasingly buoyant.

Now post-election, companies are feeling

confident to push forward with their plans that had been temporarily on hold awaiting a decision on government.

We are seeing this especially in the Events sector with event executives and managers in high demand.

Employers are focussing on the long term with future plans for growth.

MICE job seekers with strong industry networks are sought after in sales, business development (true hunters!) and client relationship management to ensure this planned growth is achieved.

As business grows we expect to see an increase in recruitment of operational roles, both to fill what have now been long term vacancies and new positions to support new growth.

Digital marketers for SEM, social and creative campaigns are also on our most requested list.

As business confidence returns so too will job seekers who have been waiting some time to move.



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