

DISCOVER THE EXPERIENCES THAT WILL MAKE YOUR EVENT SPARKLE.

7 DAYS
TO GO

NEWS FLASH - Inspiring your career

You know that Inspire EX can help you deliver amazing events for your company, but what about you?

The biggest challenge individuals face is in their ability to stand out, influence outcomes, progress their careers and demonstrate their value to the companies they represent.

Our seminar program can help you to take your career to the next level.
Don't miss out, book your place today.



18 & 19 August 2014

Sydney Exhibition Centre @ Glebe Island

Free to attend, register today: www.inspireex.com.au



business events news

Chasing the monsoon

FROM the imposing mountain ranges and desert of Ladakh, we flew back to Delhi and into the monsoon.

With the assistance of Nageshwaran from Incent Tours, whom many of you know from taking part in his incentive familis and his visits down under, we headed with our driver to Agra, 200 km from Delhi on a brand new and empty Yamuna Highway.

The monsoon started outside of Delhi and the closer to Agra we got, the wetter and lusher the countryside became.

In Agra, we settled at the ITC Mughal, a luxurious 233 room hotel nearing the end of a refurbishment.

The following day emerged clear for a sunrise visit to the nearby Taj Mahal; as breathtaking the third time as it was for the first, the Taj is a must on any incentive wish list.

From Agra, we drove through rural townships filled with holy cows, trishaws, camels, goats and all the colour that is Rajasthan, to the Amanbagh Villas. This resort's cupolas and arches are reached through a jungle landscape alive with black-faced monkeys, birds and peacocks. Later we witnessed a Hindu Temple ceremony at the Barakhambin Temple; all in all, we have been well served on this famil with spiritual guidance. Jill

Social media & events

TOURISM Research Australia has developed a toolkit for event organisers and marketers to get hands on experience with using social media to promote events.

'Get social and improve your event!' involves eight 'steps to success', with each step a link through to more information.

Steps include identifying the target audience and understanding the phases of event communication.

To view the toolkit, [CLICK HERE](#).



BCEC hosts \$21m worth of conf

THE Brisbane Convention and Exhibition Centre (BCEC) will host 11 conferences this month, worth an estimated total of \$21m in economic benefit to Brisbane and the state, it has said.

These conferences would see about 7,300 delegates visiting Brisbane in the back to back conferences, the BCEC said.

"In the past five years the Centre has doubled the number of conferences it hosts each year, with 123 in the 2014/15 Financial Year calendar including the G20 Leaders Summit in November."

The 17th World Congress of the International Association of Applied Linguistics would be held this week and see about 1,400 delegates attend, the BCEC said.

BCEC gm Bob O'Keeffe said he believed the Centre's growth was due to a combination of factors, including that awareness of Brisbane was much stronger and would become more so after the G20 summit, as well as the reputation and performance of the BCEC over a long period and its track record of hosting successful large scale meetings.

"We have a strong consistent sales team, who adopt a very strategic approach and to which we have added each year with

Two pages today

BEN has one page of editorial plus a full page from ([click](#)):
• Inspire Ex



specialist skills and expertise."

The BCEC's development of a dedicated customer services department had been a successful initiative, with the Centre enjoying a 65% rate of repeat business, he said.

EEAA roadshow starts

THE Exhibition and Events Association (EEAA) roadshow has begun, with the board meeting members last week in Brisbane.

Forums for members would be held in Western Australia, South Australia, Victoria and at Inspire Ex in Sydney, EEAA ceo Joyce DiMascio said.

These would allow members to discuss issues affecting each state and present news about the EEAA's work, she said.

DiMascio said the EEAA was pleased to hear that Queensland Tourism and Events recognised the economic contribution of trade exhibitions, following an update from its business and strategic events director Sandra Passaro on the state's bid fund.

Next up this month are Perth and Adelaide.



EVER fancied conferencing under the Northern Lights? Floating development company Dutch Docklands might just have your back - the company is working on a floating five star hotel in Norway with conference rooms featuring "Jetson-style" seating.

The hotel, which the company calls 'The Krystall', would also have 86 rooms as well as spa facilities, the company said.

It is slated to sit off the coast of Tromsø and would be designed to be self supporting and sustainable, Dutch Docklands said.

The hotel is set to open in December 2016, CNN reported, so plenty of time to plan those conferences!



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