



Speaking frankly

I NEED to fess up.

As many of you will know, the weather in Sydney is positively monsoonal - it certainly was on day one of Inspire EX, so while the ferry transfer option may have looked a good one on the weekend when I wrote Monday's column, the ferry was not the user friendliest way to get to Glebe Island.



It was this inconsistent fact that was pointed out to me with some mirth by various readers during the show.

Nicole Friedler from Captain Cook Cruises, also commenting on my piece, said there was no better way to travel to Glebe Island than by ferry.

"(Right now) It is such a shame that there aren't more people lining up to have a go."

Talking at Inspire EX with Kitty Hendley from Bells at Killcare, I learned they recently held a launch for L'Oreal during which 40 guests were flown to the luxury Central Coast retreat in eight seaplanes, and all in one go!

MEANWHILE I feel compelled to comment on Inspire EX's excellent seminar program at which speakers are chosen because they have a message to deliver to their audience.

However, some speakers go down the path of their own ego so that the message, if there is one at all, is lost in stories of self.

Some speakers need to listen to their own presentations and ask, what have I given to this particular audience that they might not have known? People are looking for solid information and if the speaker is wrapped up in their own self-importance, then the speaker's bureau needs to update itself to see if the message is relevant to the audience they are addressing.

We are interested in your back story but we'd like to know what lessons you have learnt and what you can impart too - we are here to learn. *Jill*

The future of events



THE Australian events industry could see a new model of event venues sharing risk with clients or entrepreneurs in the setting up of new events, Exhibition and Event Association of Australasia ceo Joyce DiMascio told attendees of Inspire EX's 'The Future of Events' panel.

DiMascio said there was an opportunity for venue operators to look at partnering with an organiser to share the risk of setting up a new event, she said, with venues investing in the event's start up.

There was a small amount of this already happening in Australia, but currently, venues tended to wait for the client to come in, she said.

"If we look towards the future, I think there's the potential in Australia for that model to be revisited, the existing model, where the client turns up, 'I want to book a space, in a particular calendar slot, have you got the capacity?' towards venue and organiser or entrepreneur...saying 'We see a market opportunity here'."

Models included where the venue and organiser shared the business risk as a joint venture and where the venue was the organiser, DiMascio said.

Government funding for public events would continue to shrink as governments globally did not have a lot of money, and the industry would see more joint venturing between government and venues, she said.

Panellist and Arinex md

Roslyn McLeod said the event funding model had changed, as governments looking for return on investment with convention centres had pushed up prices, with the market following suit.

Registration fees could increase as a result, which put the industry in danger of people not attending event, while there was also pressure from clients to keep fees down, she said.

"It's challenging trying to put all the components that are needed to organise an event into the budget and then have a selling price that attracts the delegates, the sponsors and the exhibitors so that all parties feel that they're getting good value out of the event."

The industry might see rationalisation of competitive events in the future, she said.

GCEC's IT manager

THE Gold Coast Convention and Exhibition Centre has appointed Nicholas Prome'e as its new IT manager.

Prome'e has 12 years' experience including with FreeChoice Australia.

Moet Winner, less problems

CONGRATULATIONS to Lauren Harkness of LH event management.

Lauren was the winner of the BEN draw at Inspire EX.

She wins a bottle of Moet - enjoy, Lauren!

The Daly factor



HE'S one of the most sought after event organisers in the world and John Daly, international events guru from San Francisco, was the kick off seminar on day one of Inspire EX at Glebe island Exhibition Centre.

Speaking to a capacity audience, Daly's keynote address focused on the topic, "What's so great about face to face?"

He opened by saying to an audience of Twitter users, Facebookers and emailers, "In this day and age you can't rely wholly on emails, Facebook and Twitter.

"If want to get your message across, you need to talk face to face with people you intend to work with and to build a solid relationship from the very beginning."

Also important in running an event company, Daly said, was building a team you could trust.

He said when he had a new event job, he brought his whole team together in what he called 'Story Time.'

"Timelines are imperative when building an event because, as they say, the devil is in the detail.

"I walk everyone through the proposal - I tell the team what the client expects, so instead of them constantly asking what is next, everyone has a clear picture of the final objective.

"Then, as we get closer to the event, everyone involved, even the delivery drivers, are sent the client proposal and the timelines.

"Always give more than expected - promise less, give more."

Pictured: John Daly talks with Vivien Reed of Australia in Style after his seminar.



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Port Stephens hosts



DESTINATION Port Stephens has invited tourism representatives to register for the Australian Regional Tourism Convention, which is estimated to bring in \$240,000 to the region's economy.

The four day event, to be held from 20 to 23 Oct at the Ramada Shoal Bay Resort (**pictured**), was expected to see more than 160 delegates from around the country, Destination Port Stephens said.

It helped win the bid, announced at the conclusion of last year's convention, with manager Janelle Gardner saying the region looked forward to hosting the conference in its backyard.

For registration, **CLICK HERE**.

Fav Event nominations open

AUSTRALIA'S Favourite Event nominations are now open.

Anyone who attended a public event between 01 Jul 2013 and 30 Jun 2014 could nominate it, with public voting open on 01 Oct and the winner announced on 11 Nov, Australian Event Awards said - **CLICK HERE** for more.

MyCEB biz ev week

TODAY marks the last day of the Malaysian Convention and Exhibition Bureau's (MyCEB) inaugural Malaysia Business Events Week.

The event ran from 18 to 20 Aug at the Pullman Kuala Lumpur and was expected to see more than 200 delegates, MyCEB said.

The week included workshops and sessions, and looked to sustain Malaysia's momentum when it came to securing bids from international business events each year, ceo Zulkefli Haji Sharif said.

G20 interpretation services

THE Department of the Prime Minister and Cabinet has released a tender calling for organisations with experience in providing simultaneous interpretation services for major events to provide these at the G20 Summit.

The services in the tender include coordination and integration of all activities required to conduct the interpretation services, including supply and coordination of interpreters at event time and arrangement for their accommodation and travel.

No budget had been released for this, a spokesperson said. While the principal G20



Summit venue was the Brisbane Convention and Exhibition Centre (BCEC), two additional venues in close proximity would also require simultaneous interpretation services.

These services would be required for 14 languages, including Mandarin, Arabic and Portuguese, the tender said.

The summit would be held from 15 to 16 Nov and was expected to see up to 4,000 delegates attend, the G20 organisation said.

To access the tender, **CLICK HERE**.

Credit: G20 Taskforce, Department of the Prime Minister and Cabinet.

Horticultural BCEC

THE Brisbane Convention and Exhibition Centre (BCEC) is this week hosting 3,500 horticultural science experts for the 29th International Horticultural Congress, from 17 to 22 Aug.

The five day conference would see an estimated \$11m pumped into the Brisbane economy, the BCEC said.

It said a further 17 international meetings would be held at the Centre in conjunction with the conference, held in the Southern Hemisphere for the second time.

Shangri-La Sanya reservations

SHANGRI-LA'S Sanya Resort and Spa, Hainan is now accepting reservations for arrivals on its opening day, 28 Sep.

An introductory rate of RMB988 per night is on offer - **CLICK HERE**.

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crumbs!

THE NT's gone all fluttery after exhibiting at "the birdwatchers' Glastonbury", a major exhibition held in the UK last weekend that was all about birds.

Called Birdfair, the NT Government said the exhibition attracted more than 25,000 feather fancying fiends last year, with more than 300 exhibitors from around the world - not a poultry effort by any measure.

The NT was a magnet for bird and nature enthusiasts, being home to about 400 species of birds, with several species unique to the territory, including the interestingly named Chestnut-Quilled Rock Pigeon, Minister for Tourism Matt Conlan said.

The NT's exhibit effort included guest speakers and sponsorship of the event.

"We also feature appears [sic] on the Birdfair website which receives around three million hits in 2013.

"We are also advertising in a range of niche magazines including *Birds* magazine, which has more than two million readers."

While birdwatching was a niche market, with time it could be an important source of visitors for the NT, Conlan said

It certainly doesn't sound like the NT is winging it or needs egging on in its aspirations to the eyrie heights of increased visitor arrivals - just as long as it doesn't crow about it, they'll have visitors flocking to the state.

VenueMob secures more funding

AUSTRALIAN venue matching company VenueMob has secured backing from Sydney Angels Sidecar Fund in its second funding round, which raised \$530,000.

The company matches event organisers with venues around Australia, and national events executive Ying Wang told **BEN** it had more than 1,000 preferred partners on its internal system.

The next steps for the company included continuing growth of people using the service, driving more value to the company's database of venues and expansion offshore, such as Singapore, Wang said.

The Sidecar Fund joined original backers Optus Innov8, which upped its investment in the second round, as well as other new "high profile" investors, Wang said.

BEN on Instagram



BUSINESS Events News is getting its Instagram groove on - you can follow our surely triumphant social media rise at instagram.com/businessesnews.



FACE : FACE

Andrew McEvoy MD, Marketing Services Fairfax Media Publications



Business Events News recently caught up with Andrew McEvoy, currently Managing Director of Marketing Services for Fairfax Media. This includes businesses such as Fairfax Events and content marketing division. Prior to that Andrew had more than 20 years in the tourism industry – the last four as MD of Tourism Australia.

What does your role entail?

I help clients tap into our monthly audience of 10.6m or 61% of Australians over the age of 15. They come to us through our mix of major metropolitan mastheads such as *The Sydney Morning Herald*, *The Age*, and our national business daily *The Australian Financial Review*, 190 regional and community titles across Australia and our national radio network. I help clients access this audience through things like events, content and other means – beyond advertising.

What's the first thing you do when you get in the office?

Find a desk. We use real time working which means the company uses its floor space much more efficiently. It also improves productivity with more conversations as opposed to email or internal calls.

How important is the events sector to Fairfax and to businesses as a whole?

It's a small but growing business for Fairfax Media. It utilises our big audience by getting them up and about to events we run in the areas of sport, food, the arts, business, etc.

What strategies have you implemented in your time with Fairfax, particularly to build revenue?

Growing our core businesses geographically, building or acquiring new events where we have a strong audience.

What do you think the future will see in terms of corporate involvement in events?

There is already very strong corporate involvement in events. We have major partners such as

Citi across Good Food Month in Sydney, Brisbane and Melbourne; Westpac across our running events nationally and many others. Events are a chance for brands to demonstrate who they are to an extremely engaged audience.

What is the most challenging aspect of your job?

Capitalising on all the opportunity that is out there. It's a matter of forming priorities and focusing on those things that will have the greatest impact. It's a discipline and means saying no or not at this stage more than you would really like to.

What would you be doing if you weren't heading Marketing Services for Fairfax?

Still running Tourism Australia. It was an awesome role and extremely fulfilling.

If you could have dinner with any person from history, dead or alive, who would it be and why?

Apart from my wife Ali and our three great kids? Jack Kerouac. His writing and that period in history is fascinating.

What makes a business event?

Great speakers, an engaged audience who participate and/or learn something.

If you could attend any business event of your imagining, what would it be – the Chocolatiers Annual Conference, the Giant Lazer Manufacturers Moon Exhibition, etc?

I was lucky enough to attend Google's Zeitgeist event in the UK. There were people like Archbishop Desmond Tutu, WWW founder Time Berners-Lee, Lord Mayor of London Boris Johnson and Google co-founder Larry Page. That was pretty special.

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