



No drips!

THE jury is still out on how successful Inspire Ex was in its new location.



There was certainly a buzz on Monday and Tuesday but then that might have been the sound of the rain pelting down on the canvas and of Inspire EX md Gary Daly muttering "rain, rain go away."

Sydney Exhibition Centre@ Glebe Island gm Malu Barrios said she felt Glebe Island was a fitting location for Inspire EX, with both the island and the venue having experienced rebirths of sorts this year.

"The exhibitors I spoke with reported strong leads, the demonstrations and seminars were well attended and as with previous events, those visiting the venue for the first time were impressed with the quality of the facility and services - especially the weather-inspired, last-minute provision of a shuttle bus service from the ferry wharf and car park."

On the media front, we were not so happy at being lumped together in area that became something of a dead zone.

MEANWHILE Margaret Eagers-Rickett, executive officer and PCO at ASSBI responding to my comments on speakers with egos (BEN 18 Aug) said, "I found one particular speaker very focused on himself too, as did a lot of the VIP buyers that I spoke with."

"It was a complete waste of time waking up so early.

"Also I (and many others) found it very hard to hear speakers because of rain and the set-up of the "rooms" so close together and loud.

"It might have been better to have seminars in different parts of the hall so as to minimise the disruption." Jill



Bennelong tender closes

EXPRESSIONS of Interest for potential operators of Bennelong Restaurant close on Monday at noon.

The Sydney Opera House began a new, two stage tender process for the venue in July (BEN 16 Jun).

After Monday, applicants will be shortlisted for the second stage, with an operator expected to be in place by December and trading in the first half of 2015, the Opera House said.

ARIA Catering, owned by Matt Moran and Peter Sullivan, was appointed as the exclusive event caterer of the venue between July and December this year.

MEANWHILE the Opera House this week announced it had signed a 10 year agreement with incumbent operators, the Solotel



group, to operate the Opera Bar.

The group includes MorSul, Moran's company with Sullivan.

The tender includes new offerings such as a charcuterie room, raw seafood bar and new cafe section at the southern end of the venue, the Opera House said.

The tender also includes an extensive refurbishment carried out in two stages.

The first stage involves a four week closure, with dates to be determined, the Opera House said.

To access the tender, [CLICK HERE](#).

Aquis Cairns resort gets ACCC nod

THE Australian Competition and Consumer Commission (ACCC) said it will not oppose the proposed acquisition of the Reef Hotel Casino by Aquis Reef Holdings (Aus) Pty Ltd.

Aquis is looking to develop a billion dollar resort with a casino, convention and exhibition facilities and eight hotels in the Cairns area.

The ACCC said the Resort would target international VIP customers while the Reef Casino customers were non-VIP Cairns residents and domestic tourists.

Auckland on a roll

AUCKLAND has won the bid to host the Fourth World Journalism Education Congress, which is expected to see 300 delegates and more than NZ\$350,000 injected into the city's GDP.

The win follows the Auckland Convention Bureau's securing of five conferences since July and its launch of the first Business Events Plan for the city (BEN 15 Aug).

IACC planner top tips

THE International Association of Conference Centres (IACC) has released its top 'insider tips' for meeting planners.

The tips include suiting delegates and their preferences to the venue, making sure it suits generational differences in what was wanted in a venue and that it would inspire attendees.

Another tip was to structure site inspections to be more than beauty parades and to learn an organiser's requirements.

[CLICK HERE](#) to read more.

Melbourne most liveable

MELBOURNE'S win of 'Most Liveable City' for the fourth time has reinforced the city's position as a leading destination for conferences and meetings, Melbourne Convention Bureau ceo Karen Bolinger has said.

The city came top of the Economist Intelligence Unit Global Liveability Index, which looked at 140 cities, with an overall rating of 97.5 out of 100, while Vienna came in second at 97.4%.

Bolinger said the win meant the conference experience was complete as delegates could easily explore the city in their downtime.

Stella Fellas



SNAKING across the waters of Darling Harbour like a fairy lit vapour trail, the Dockside Group hosted the Project Futures - Stella Fella event on 16 Aug.

The sell-out event, which took place at Sydney's largest floating event venue, Dockside Pavilion, raised \$150,000 for The Salvation Army's Trafficking and Slavery Safe House.

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business events news

22nd August 2014



crumbs!

ARE you a lover of TED Talks, the much touted inspirational leadership talks from people such as Amanda Palmer, Sheryl Sandberg of Facebook and Julian Assange?

Well get ready - there's apparently a meeting planner take on the series, with Hilton Worldwide having launched the new video series, Hilton Elevated Discussions - or HED Talks.

The series was launched to have industry and thought leaders inspire meeting planners and help them share best practice, the company said, and features videos in four categories including Driving Results and Creating Experiences.

Speakers include Professional Convention Management Association ceo Deborah Sexton and Institute of Electrical and Electronic Engineers meetings, conferences and events senior director Marie Hunter.

To watch the videos, **CLICK HERE** and to watch a compilation of TED bests (for research, of course), **CLICK HERE**.

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All Together Perfect



TOURISM Hunter chairman Will Creedon (**pictured**) regaled buyers with his wit and wisdom at the 'Altogether Perfect' lunch during Inspire EX this week.

The newly formed 'Altogether Perfect' body aims to draw more business tourism to the Hunter Valley, Port Stephens and Newcastle region.

Creedon in the last four years, and in particularly in the last year and a half investment, had jumped up "quite a few knots."

He said the organisation had listened to feedback about wanting quicker access, opening the Hunter Expressway this year, and the desire for more routes into the region, with work ongoing at Newcastle Airport and a new terminal.

"This alone will bring a dramatic rise in passengers from around Australia and in time from overseas.

"We have spent time, effort and energy and that has resulted in such things as a new conference centre at Crowne Plaza Hunter Valley and the revitalisation of the Cypress Lakes Country Club by the Oaks Group.

"The thing is, we can build but we want you to help deliver the people to us."

Park Hyatt Melb

PARK Hyatt Melbourne has appointed Edwina San as its director of sales and marketing.

San was most recently commercial partnerships gm at the Melbourne Convention Bureau, a role she held for seven years.

She had 20 years' experience in senior management positions including in the business events, travel and hotel industries, Park Hyatt said.



CONFESSIONS OF A COMPULSIVE CONFERENCE-GOER

Andrew Klein, director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

And Now A Word From Our Sponsors

ASA Conference MC, I get to hear countless sponsor presentations. Platinum sponsor presentations at the conference opening, keynote sponsors before the keynote presentation or Awards night sponsors doing a welcome at the dinner. More sponsor presentations than I could poke a stick at. And to be honest, poking them with sticks is exactly what I feel like doing most of the time.

I fully understand that as part of the sponsorship package, sponsors are often given the opportunity to "say a few words" to potential clients in the room. And if all the sponsor said was "a few words" then there would be no problem.

Unfortunately, so many sponsors get the balance wrong. Their three minute welcome becomes a 10 minute sales speech that literally no one in the room wants to hear - and certainly not at a dinner. I understand that sponsors pay good money for this opportunity but the opportunity is often squandered, to the point where the delegates end up forming a negative opinion of the sponsor as they took time away from the main act or from the networking.

Here's my simple advice - as both a presentation skills trainer and an MC who hears many bad sponsor speeches. Keep it very short and simple. Tell the audience one key message, invite them to attend your expo stand or better still, to chat with you during the conference.

All you really need to do is allow them the opportunity to put a 'face' to your company. Or ask the MC to interview you, which allows the audience to get to know you in a more relaxed, engaging fashion.

I assure you, you will never hear a conference delegate say, "You know, that sponsor's presentation was too short." As the K.I.S.S principle says "Keep It Short Sponsors".



For more information about Andrew and what he can do for you at your next conference email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



BUSINESS EVENTS MANAGER

The position manages the "Whitsundays Business Events", the Business Events Unit of Whitsundays Marketing and Development Ltd. The core role of this unit is to establish a strong profile for the Whitsundays region in the business event marketplace. It undertakes activities to attract business events (conferences and incentives) to the region through a range of strategic marketing and branding initiatives, in consultation and partnership with Whitsunday industry stakeholders. The Business Events Managers responsible for developing and implementing a targeted marketing strategy, which positions the Whitsundays as a leading destination in the domestic and international business event marketplace, and enhances the sales and marketing activities of its stakeholders.

There is flexibility in where this position is based and the role will report directly to the CEO.

Whitsundays Marketing and Development (WMDL) is the lead regional development agency in the Whitsunday region. WMDL is a non-profit company created to undertake a coordination and facilitation role for regional and economic development related activity in the Whitsunday region. WMDL is dedicated to promoting the right balance between social, environmental and economic interests, in order to secure growth that will truly benefit our community. The major industries of the Whitsundays are Agriculture, Horticulture, Resources and Tourism.

Up for the Challenge? To obtain a position description please contact Ms Tori Frobish via email at support@wmdl.com.au. Applicants are required to respond to the selection criteria. Applications are due by 1st September 2014. Only applications addressing the Selection Criteria in the PD will be considered.

