



Accenting the positive
CONSIDERING that the male and female loos at the Glebe Island Exhibition Centre are housed in demountables, a more than adequate arrangement for the job at hand, they are nevertheless not quite as posh as those in more established exhibition centres.



Lifting the whole conveniences thing up a notch were the amenities made available in the women's loos (can't speak for the men's) courtesy of Pure Chica. They provide pop-up pamper rooms for events and special occasions and during Inspire EX, they made it a positive joy to pay a visit with scented candles, luxury perfume and fragrance, hand wash, hand creams and hair spray to tame wayward hair.

For a moment, I thought I was in the Emirates Tent at the Spring Carnival!

A nice, well thought out touch.

MEANWHILE in the quest to champion those hotels offering free in-room WiFi comes the news that the Harbour Grand Hong Kong has now joined the ranks of free in-room WiFi, in order to provide better communication facilities to its guests.

It's available for all bookings made through hotel direct, the hotel's website, designated travel agencies and online travel agencies. *Jill*

MICE drives >80% occupancy

JW MARRIOTT said average occupancy was more than 80% for the first half of this year at its JW Marriot Marquis Hotel Dubai thanks to meetings, incentives, conventions and exhibitions business.



The latest EY Middle East Hotel Benchmark Survey showed the average hotel occupancy rate for Dubai hotels dropped from 87% in January to 79% in May.

Billed as the world's tallest hotel, Marriott said its occupancy rates rose 9.5% in the first six months of 2014, fuelled by an 86% rise in inventory.

JW Marriott Marquis Dubai gm Bill Keffer said the Emirates Group

had designed the hotel to meet the needs of large MICE groups, to position the Emirate as a leading desination for large scale conferences and events.

MEANWHILE Dubai's Department of Tourism and Commerce Marketing said its

hotels saw more than 5.8m tourists in the first half of this year, the highest number of visitors in the first half of a year, ever, with guest nights up 6.7% for hotels.

MICE business played a "central role" in boosting first half visitor numbers, it said, including an incentive trip with more than 14,500 Chinese delegates.

Pure imagination

NOVOTEL Sydney Olympic Park is offering a 'Pure Imagination' conference special.

Organisers who get a quote for a conference will receive a \$50 Harvey Norman voucher and if the event is then booked and held, the organisers will receive a 55" Samsung HD LED TV.

The offer is valid for new quotes and bookings for conferences held before 31 Dec with a \$5,000 minimum food and beverage spend.

For more information, email H2732-sb02@accor.com.

Taiwan's invitation

THE Taiwan Tourism Roadshow is coming up on 09 Sep at the Sofitel Sydney Wentworth Hotel in Sydney and on 11 Sep at the Hilton Brisbane, starting at 6.15pm.

The workshops would provide access to Taiwan tour operators, hotels and airlines and would showcase Taiwan as the new destination for tourism, the Taiwan Tourism Bureau said.

PCOs as well as the retail/wholesale industry are invited but the events are invitation only.

To attend, email seanc@taiwantourism.org.

Events ben Calendar

BEN's calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au.

25 AUG

Tourism Fiji 'Product Updates'; The Menzies Hotel, Sydney; for enquiries email lfniasi@tourismfiji.com.fj

26 AUG

Tourism Fiji 'Product Updates'; Park Hyatt Melbourne; email enquiries to lfniasi@tourismfiji.com.fj

27 AUG

Tourism Fiji 'Product Updates'; Hilton Brisbane; email enquiries lfniasi@tourismfiji.com.fj

27 AUG

Asia Pacific International Education Forum (APIEF) 2014; WACA Ground, Perth; www.acpet2014.com.au

28-29 AUG

ACPET National Conference; Esplanade Hotel, Fremantle; www.acpet2014.com.au

8-12 SEP

Join International Symposium on the Nutrition of Herbivores/ International Symposium on Ruminant Physiology; National Convention Centre; www.herbivores2014.com

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business events news

25th August 2014



crumbs!

READING someone's job title on a name badge at a conference or convention can often be a tricky enterprise, particularly when you're not quite sure if you've read it correctly thanks to an odd title.

Enter the weirdest job titles and their translations, courtesy of [Coburg Banks](#), where a list of 50 includes 'Wizard of Light Bulb Moments' (or marketing director), 'Initiative Officer' (planner) and 'Dream Alchemist' (Head of Creative).

In *BEN's* time, we've seen a whole PR company with monkey-themed titles (such as 'Chief Monkey' and 'Musos Monkey'), while [Just Something.co](#) found a *BBC* report labelling someone a 'Writer/Wizard/Mall Santa/Rasputin impersonator'.

TNZ conf potential

TOURISM New Zealand is targeting local universities to tap conference opportunity potential in the country.

The organisation held sessions at Victoria University and the University of Waikato recently to promote its Conference Assistance Program.

International Business Events Manager Bjoern Spreitzer said promoting to the world areas where NZ had particular expertise provided great incentives to host a conference in the country.

[CLICK HERE](#) for more.

Be Choosy

PRE-PAID Visa gift card the uChoose has been launched by 212°F.

The uChoose card has been designed for corporates, associations and event organisers.

The cards could be custom designed and arrived with a set amount loaded, ready to be handed out at registration, 212°F md Joe Wojcik said.

He said the cards were a great idea if organisers wanted delegates to enjoy the area such as with a tour or a meal out.

"All cards will be activated and ready to spend with no fuss required."

[CLICK HERE](#) for more.

Bulley IHG ops head

CONGRATULATIONS to Jolyon Bulley, one time Hayman general manager, on his elevation to the position of InterContinental Hotels Group (IHG) America chief operating officer.

It's a responsibility that will see him lead the operations for IHG's portfolio of more than 3,600 hotels, as well as further strengthening IHG's existing franchisee relationships and developing new ones.

This Aussie national will also serve on the Americas Regional Executive Committee.

An experienced hotelier who started his career as a hotel front office clerk in Melbourne 30 years ago, he commenced at IHG in Australia in 2001.

Most recently, he served as IHG's chief operating officer for its Greater China region.



FACE : FACE

Kristin Intrass CEO Worldhotels



Business Events News recently caught up with Kristin Intrass, ceo of Worldhotels, a leading group of independent hotels worldwide. A hospitality industry expert, before joining Worldhotels Intrass was president and ceo of InnLink LLC, a Central Reservation Services provider in the United States.

In terms of an analogy, what does Worldhotels do?

I like the gym vs. trainer analogy. Most of us will know from experience that a gym membership alone doesn't get us in shape. After a few very enthusiastic weeks, most people reduce their training routine or stop it completely. A trainer, however, motivates us to keep going and helps us achieve our goals. That's what we do at Worldhotels: we train, consult and support our hotels, and thus help them achieve their targeted results.

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

My work routine already starts before I get to the office: I check my emails and get ready for the day.

What does a typical day look like?

There is nothing typical – every day is different.

What can hotels do to appeal to the business events market?

It is crucial that a hotel understands the market and its needs. As soon as hotels start asking themselves what meeting planners and participants want (rather than what the hotel wants), they start getting more appealing to the market.

What would you be doing if you weren't ceo of Worldhotels?

I would buy another company or work with companies on a mentoring basis.

Who in the world would you most like to have dinner with, alive or dead?

I would like to meet Nelson Mandela, Martin L. King or Ghandi. These were all great individuals who changed our world for the better – against all odds. A conversation with them would be truly inspiring.

What is your most memorable experience as ceo, and your most strange?

The most memorable was when a young female employee came to

my office shortly after I had bought InnLink, telling me that she had long abandoned her dream of going to college. But seeing me (and what I had accomplished) she felt inspired and started to believe in herself. The strangest experience and thus a very memorable one as well, was when I participated in a CEO summit of the technology industry. I was the only female CEO, and the only one with no technology background.

What's the most challenging aspect of your job?

My previous company was local working on global projects. Now I am working for an organisation with a global team consisting of 22 different nationalities; with different cultural components, values, timezones and views. I try to follow the platinum rule rather than the golden one. The golden rule is treat others the way you would like them to treat you. But even though we are alike in many ways, we're also different in many others. This is especially true for an international team. In this situation, people want to be treated as they want you to treat them, which is not always how I would like to be treated. Understanding and respecting other people's needs and values is therefore key in my day-to-day business.

What's your key to juggling the various demands of being ceo?

I believe in empowering people and giving them autonomy in their respective areas of responsibility. I think an ideal CEO should lead through integrity and guidance rather than by command.

What would be your dream hotel?

My dream hotel actually already exists: it is a hotel where each room is designed to provide a unique bucket-list experience. For me, that is the epitome of creativity.

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