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## Hospital care

WHEN is a hospital not a hospital?

When it's a members hotel by the name of The Hospital Club.



Such an establishment is found in London's Covent Gardens' creative community.

Founded by Paul Allen, co-founder of Microsoft, a bed at the Hospital comes with access to all the club facilities and events.

Remarkably, rates start at £99 but the downside is there are no windows, with the most expensive suite costing £580.

The rooms start small at 11 to 15 sqm with just a double bed and not much else, but there are larger rooms and suites that come with private terraces, cocktail bars and free drinks.

In addition to its private member spaces on the second and fourth floors, the property also boasts an array of exclusive spaces available for private hire including a fully equipped TV studio, a gallery, a 36-seat screening room and a first floor function space, The Oak.

News is that from January the hospital is getting a hotel wing, meaning it's open to all. *Jill*

## Hackathon event tender

A REQUEST for tender (RFT) of event services for a series of hackathon events in three capital cities closes next week.

The RFT from the Department of Industry calls for the provision of all logistics for a minimum of three events, including event and marketing services, venue hire and catering, for the Mining and Equipment Technology and Services (METS) sector.

The hackathons, where software developers provide solutions to problems provided by organisers, would identify and address productivity and efficiency issues restraining major resource owners, the Department said.

Each event was expected to see about 70 programmers attend, with funding expected to be "a substantial amount of money", matched by the sector, the Department said.

The events would ideally be held in the East and West coasts, with prelaunch and surrounding events, over a number of months, the RFT said.

The Department said it was flexible with the required venue provided there was WiFi available.

The RFT closes on 22 Dec.

**CLICK HERE** for to submit.

## Three pages today

**BEN** has two pages of news plus a full page from (**click**):

• Jito

## ibis Styles Adelaide

**ACCOR** has announced the first ibis Styles for Adelaide.

The ibis Styles Adelaide Grosvenor, located inside the Mercure Grosvenor Hotel Adelaide, has seen 64 of the hotel's rooms re-branded.

Guests would have access to the Mercure facilities, including meeting venues, event planning team and proximity to Adelaide Convention Centre, Accor said.

## Park Hotel Group in Indonesia

**THE** Park Hotel Group has signed a new management contract in Indonesia to introduce the Group's first resort in the country, the Park Hotel Nusa Dua Bali.

The resort was scheduled to open in the first quarter of next year, in partnership with Twenty-One Development, it said.

## Conferencing on Cockatoo

**THE** Sydney Morning Herald calls it one of the great camping grounds but when the Sydney Harbour Federation Trust proposed adding camping to the UNESCO world heritage listed Cockatoo Island, it was thought of as a pretty silly idea.

A decade later, improved camping facilities are now a part of the island together with its fascinating penal and maritime history, newly renovated heritage accommodation, new conferencing and meeting venues and cavernous boat building workshops.

The island hosts many music and arts festivals and groups such as Optus, Telstra and Cannon have held major events there.



had been enhanced, with wet weather tents on raised platforms added, new landscape areas and native tree planting in the area.

"The Administration building, built in the '30s by the wharf, has been done up.

"There are three conference rooms, including one for 12 to 20 people and a larger room for up to 50, all fitted with audiovisual equipment.

"We are finding that groups are coming out to Cockatoo because it's close by in Sydney Harbour and once they get here there are no interruptions – they can't get away."

**CLICK HERE** for more pictures.

**Pictured** above from left is Black, Tim McKay and Alexandra Terrey, Sydney Harbour Federation Trust and **left**, ship building machinery used as Easter Island art.



Trust media and communications executive Murray Black said in the last two months, the camp ground

## ASEAN gives curry

### A CAPACITY

gathering of writers and PR members were in attendance last Thursday when The Australian Society of Travel Writers Sydney chapter celebrated their annual Christmas lunch at the Malaya Restaurant, King Street Wharf.

It was held under the auspices of the Promotional Tourism Chapter of the Association of South East Asian Nations (ASEAN), established in 1967, which includes Brunei Darussalam, Cambodia, Indonesia, Thailand



and Vietnam.

Spokesperson for the event and Visit Indonesia country manager Alison Roberts-Brown said the aim of the Chapter was to raise the awareness about the ASEAN countries and encourage travel there.

**Pictured** are the ASEAN tourism boards representatives.





# business events news

17th December 2014



**DID** you sit next to a robot on your flight to your last conference?

No, it's not the final answer to our Face to Face question 'Will robots take over the industry?', but rather the first robot traveling as a paid passenger on an airline.

Named Athena, the robot picked up her ticket in a wheelchair at Los Angeles International Airport this week on her way to Germany's Max Plank Society, *AP* reported.

Fairly creepily dressed in red Converse and a shirt, you can forgive the robot for taking a more comfortable trip than the cargo hold, as the Society intended to try and make her perform tasks too dangerous for humans, like cleanup after nuclear disasters, *AP* reported.

Athena got an economy ticket but first class treatment - so keep an eye out for our robot Sitting Pretty...

## Regional NSW event bonanza

**REGIONAL** NSW is set to host 10 major events this summer, with visitor numbers expected to hit 190,000, generating more than \$28m for the NSW economy, Minister for Regional Tourism John Barilaro has said.

International and domestic overnight and day trip visitors for the October to March quarter were expected to match previous years' figures of about 26m visitors, he said, with the line up including the Tamworth Country Music Festival and the Australian Bowl Riding Championships.

## IHG buys Kimpton Hotels

**INTERCONTINENTAL** Hotels Group (IHG) has bought Kimpton Hotels and Restaurants for US\$430m.

The company managed 62 hotels in the US and had a further 16 in the pipeline, with the acquisition making IHG a "clear market leader" in the boutique segment, the company said.

Kimpton EBITDA was expected to double by the end of 2017, IHG said.

Adding the brand to its portfolio created the world's largest boutique hotel business, IHG ceo Richard Solomons said.

## Thinking India?

**HERE'S** something to consider during the holiday period.

Book your meeting room at any of the Accor hotels in India and get one room night free for every 15 rooms booked.

Or book 10 rooms and get a complimentary meeting room with high tea.

**CLICK HERE** for more.

## Naka Phuket ready to roar



**THE** Naka Phuket has confirmed the completion of resort facilities and services as of 20 Dec.

These include the Meka Sky Lounge and Restaurant, 30 metres above sea level, as well as more pool villas.

## One-stop shop for ACT event permits

**ACT** Chief Minister Andrew Barr has said the government will create a 'one-stop shop' for businesses, community groups and individuals seeking permits, approvals and licenses to establish a new business or event.

Access Canberra would connect people with the ACT government and would include Canberra Connect, with an aim of cutting red tape when it came to approval processes, he said.

The aim of the initiative was to introduce a 'no wrong door' approach for entrepreneurs engaging with government, as Access Canberra would work closely with businesses and community groups, Barr said.

**CLICK HERE** for more.

## The South Beach, so HIP

**THE** newly opened South Beach has become a member of Preferred Hotels and Resorts.

Asia Pacific, Middle East and Africa executive vice president Anthony Ross said the property would prove to be one of the best independent hotels to open in Asia in recent years.

He said the 654-room luxury hotel had been dubbed H.I.P. for Highly Individualised Places and People.

"With 49 luxury suites and an exclusive Ladies' Floors that boasts additional security features, it has a pillar-less ballroom and 19 meeting rooms with state-of-the-art facilities and equipment for any type of meeting or social event."



## What's the difference between 4:3 and 16:9? What you need to know about aspect ratio at your event.

**There** is enough to keep you busy when organising an event. Understanding aspect ratios can help clarify some of your AV decisions and tick them off your seemingly never-ending 'to do' list.

So, what is aspect ratio? Simply put, it is the proportion of width to height of an image, presentation or screen.

Since the 1940s, the 4:3 aspect ratio has traditionally been used in television. For every four inches of width of an image, there are three inches of height.

The 16:9 aspect ratio evolved from the film industry as a way to make movies bigger and better and provide a point of difference for viewers from what they could view at home on their television. Transitioning into 16:9 provided filmmakers with more space around the subject and greater flexibility to compose better images.

Both 4:3 and 16:9 aspect ratios are commonly used today. We typically recommend 16:9 to leverage modern screens.

Most modern-day HDTV screens,

otherwise known as 'widescreen TVs', are designed for 16:9 images. Only older TVs are built to accommodate the 4:3 aspect ratio. 4:3 images or presentations viewed on 16:9 screens will have black bars down the right and left hand sides of the screen.

For any event, it's important to maximise the visual impact of presentations or images on-screen.

Talk to your AV professional for advice on which option will best suit your event.

*Kris Licari is the Partner at Esplanade Hotel Fremantle - by Rydges with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach.*

For more visit

[www.avpartners.com](http://www.avpartners.com)



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