



As I was saying

ICMI speakers and entertainers in their latest Chatterbox newsletter



have offered professional international speaker Eric J Romero's 10 tips not to annoy your audience and prevent effective communication.

Romero says some are a function of blindly following "conventional speaker wisdom" while others are the result of simply not paying attention to how audiences perceive them.

Annoying speaking habits distract from your message, such as 'umm', 'you know', 'ahh', 'I mean', etc. In this case silence is ok and can be a powerful message enhancer by focusing more attention on key ideas and allowing the audience to think about them, Romero says.

Others include 'kind of', 'sort of' such as 'I sort of sorted the mess' and 'I kind of came to work'.

"Ahhhh! Either you did it or you didn't."

"If you want to be perceived as a credible speaker, force yourself to stop using these useless phrases."

Up speak was when one ended each sentence with a rising tone, so it sounded like a question, he said.

"This makes it pretty hard to convince anyone that you know what you're talking about, so the audience tunes out."

Another speaker cardinal sin was asking people to raise their hands, he says.

"Asking the audience to scratch themselves is also participating, but I don't ask them to do that either because it, like rising hands, provides no value and is silly."

"If you want participation, have audiences do an activity, debate, take notes, tweet answers to your questions, but stop with the raising hands game."

For more tips on what not to do, call ICMI on 1800 334 625. Jill

cievents wins at NTIA



CIEVENTS has taken out the Australian Federation of Travel Agents (AFTA) National Travel Industry Awards (NTIA) Best Business Events Travel Agency for the first time.

The company was up against The Events Authority and Event Travel Management (ETM) in the category, sponsored by Amadeus.

ETM won the award in 2012 and 2013 (**BEN** breaking news 19 Jul).

cievents head of marketing Cate Carpenter (**pictured** with Amadeus md Tony Carter) said the company had been going for the award for a few years and the team would be overwhelmed by the win.

Spurring them on to the win, the company was passionate, loved what it did and was all about MICE, she said.

Tips for similar achievements included to believe in what you did and that it was all about the customer, Carpenter said.

The business events market was

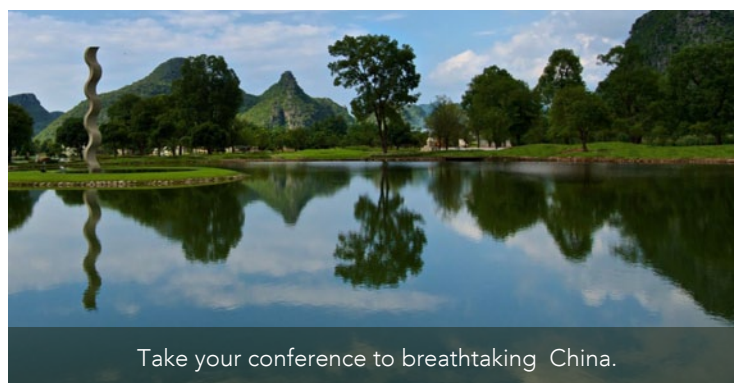
important not only to the travel industry but also in marketing terms, she said.

"Business events is an amazing opportunity to connect to clients and should never be forgotten."

Other winners included APTouring for Best Tour Operator for both the International and Domestic categories, Tourism New Zealand for Best Tourist Office International, Tourism Victoria for Best Tourist Office National, Shangri-La Hotels and Resorts for Best Hotel/Resort Group, qualia for Best Hotel/Resort Australian property and The Travel Authority for Best Travel Agency Corporate Multi Location.

The awards featured performances by Timomatic, dance crew Swagamama and Laserman.

View photos of the night by **CLICKING HERE** and a video of Timomatic's performance by **CLICKING HERE**.



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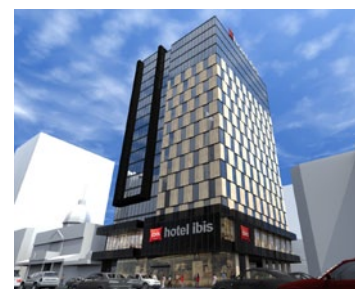
MH17 condolences

MEETINGS & Events Australia (MEA) has offered its condolences to the family of passengers on board Malaysian Airlines flight MH17.

The flight was carrying six delegates headed for the 20th International AIDS Conference, the *Guardian* reported.

MEA ceo Linda Gaunt said it was incredibly sad to realise that the world could no longer safely meet, conference, learn from each other and grow expertise.

\$65M ibis in Adelaide



CLOSE to the Adelaide Convention Centre, the \$65m 311 room ibis Adelaide opened its doors on Friday, making it the first purpose built economy hotel in the CBD for two decades and the largest ibis in Australia.

Accor VP operations for VIC, SA and TAS Adrian Williams said that the opening of the ibis Adelaide would be a significant boost for the city's already burgeoning tourism industry.

"This is a key development for Adelaide."

"The economy hotel sector is the fastest growing market in global travel, and is set to grow even faster with the rapid expansion of low-cost carriers many of which now operate direct flights to Adelaide from key Asian and domestic feeder markets."

The company expected the hotel's launch to stimulate travel from a range of sectors, particularly business and leisure travel, he said.

The 17 storey hotel also features conference and meeting facilities.



business events news

21st July 2014



SHOULD you have headed to Earls Court, London, last week, you would have seen the power of the business events market at play, as well as the near-obsessive nature of geek love, as more than 100,000 comic book, sci-fi and fantasy fans converged on the London Film and Comic Con.

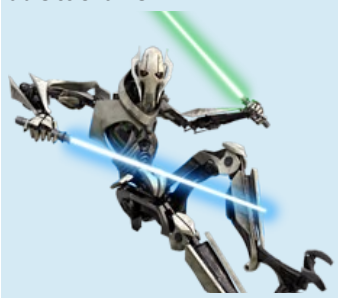
At £8 a ticket per day, that's a minimum of £800,000 in ticket sales alone.

BEN decided that Jill would have dressed as Pris the replicant and Alex as General Grievous (pictured), should we have attended.

The event saw guests such as Carrie Fisher (or Princess Leia from Star Wars, for the uninitiated) and Stan Lee, comic book writer of such fan favourites as Spiderman.

The *Telegraph* reported the event had almost doubled in size since last year, which organiser Jill Ubdogrove attributed to mainstream acceptance of geek culture.

It must be true - apparently, a Sherlock Convention is planned, a sneak peak of which fans at the London Film and Comic Con were able to snaffle.



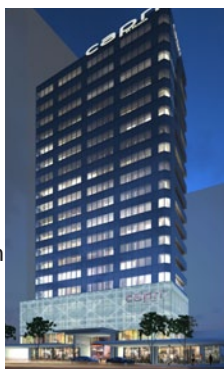
Capri Brisbane arrives

FRASERS Hospitality Pte Ltd has announced its fourth property in Australia, Capri by Fraser Brisbane.

The property is set to open in the Brisbane CBD next year, with construction having already begun to change the former office tower to an apartment hotel.

The property will have 239 rooms and meeting room facilities, Frasers Hospitality Australia said.

Other Australian properties include Fraser Suites Sydney and Fraser Suites Perth.



Elite for Turkey

WITH a growing number of business tourism inquiries about Turkey from Australia and New Zealand, especially in the area of incentives and meetings, kmice by Karavan has appointed Elite Representation Asia Pacific to complement the sales and marketing activities of the MICE segment in the region.

kmice director Onur Alkaya said Turkey was "well and truly" on the radar for the meetings, incentives, conventions and exhibitions sector.

Email Pat Monneron for more at pat@elite-representation.com.

Sydney redevelops

THE NSW Government has a number of redevelopment projects underway that will create events spaces and tourist destinations.

Arts NSW has proposed a new arts precinct at Walsh Bay, building on existing institutions, which will include "flexible and adaptive spaces" for "activating events and uses", a performance pontoon for events and complementary facilities such as bars and restaurants.

The estimated capital investment for the area was in excess of \$109m, the planning documents said.

MEANWHILE the government has said it will hold an international summit for urban renewal experts from 19 to 20 Nov in Sydney to discuss ways to renew the Bays Precinct, with

Planning Minister Pru Goward saying the 30 year renewal program had the potential to create "the next big destination" after the Sydney Opera House.

UrbanGrowth NSW said the government would be looking at urban renewal projects such as the Battersea Power Station in London and Melbourne's Victoria Harbour and Docklands to help inform the strategy.

The Precinct includes sites such as Glebe Island and Blackwattle Bay (the Sydney Fish Market).

Industry wins with TAA

THE Tourism Accommodation Australia 2014 Awards for Excellence has seen a number of hotels honoured.

Function Venue of the Year went to the Hilton Sydney while Conference Venue of the Year was taken out by Chateau Elan at The Vintage.

Regional Deluxe Accommodation Hotel of the Year was won by Emirates Wolgan Valley Resort & Spa, while Atura Blacktown scooped Mid-Range Accommodation Hotel of the Year and Four Points by Sheraton Sydney, Darling Harbour won the Sydney Superior Accommodation Hotel of the Year.

To read other award winners, **CLICK HERE**.

Tourism upgrades

THE Northern Territory Government has granted \$25,000 for tourism upgrades in the Roper Region for the Yugal Mangi Development Aboriginal Corporation to develop facilities to make Burrunju more tourist-friendly.

The grant would go towards the construction of a bush ablution block for visitors and upgrading the site, it said.

Letter to the Editor

IN response to Jill's Column (BEN 14 Jul) about the harrows of applying for a visa for India, Citrix Asia Pacific event marketing senior manager Stuart Frank wrote this letter to the editor:

I read your column today with interest.

In my role covering Asia Pacific, I am always needing visas.

The available information on each country's requirements can be a minefield, with different sources claiming different requirements.

Also, as I travel with a number of demo devices we use at our events, it is clear that I am not a tourist, so I can't take any risks of getting pulled up by customs (it still happens though).

I have waited in embassies with exact US Dollar payments in the

past, only to be told that the photo wasn't right, my business invitation letter didn't have the company chop on it, etc, etc.

And then I came across VisaLink - <http://visalink.com.au/> - an absolutely stellar service that takes ALL the pain away.

Yes they charge a fee for the service, but it is so worth it.

Download an application pack, tick all the boxes and then send they pickup and deliver your passport, taking care of EVERYTHING.

They can also handle multiple visas together in one order (as my recent China/Indonesia trips required).

We welcome any comments.

If you would like to weigh in on this or any other subject, email info@businesseventsnews.com.au.

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