



Jockeying for position

TAKING industry roadshows to another interactive level, Business



Events Cairns & Great Barrier Reef combined their annual showcase event, A Tropical Recipe for Event Success, with some interactive activities for the guests on Wednesday.

Attendees began imagining all sorts of team building challenges and were slightly alarmed at the thought we might be expected to bungy jump off the IMAX Theatre building.

Fortunately nothing so startling was to happen, although we hovered behind one another when race caller, Andrew Dineen from Cairns Amateurs Racing Carnival, asked for volunteers.

Eventually a group of six women and one man threw themselves on the proverbial pyre and became jockeys on 'horses' to race one another to the finish line.

They did this by answering a question put to them about Cairns and the Great Barrier Reef.

The person with the right answer then moved along a space, until the winner was declared.

It was a good icebreaker idea, which tied in with Cairns' annual racing carnival and gave everyone there just that much more knowledge of the destination.

Jill



SA to drive biz events



A NEW six year tourism plan launched by the South Australian government has identified using events to drive visitation, including driving increased business events, as one of its five Priority Action areas.

The new plan highlighted the priorities and goals for the tourism sector and reaffirmed the state government's commitment to an \$8b tourism industry by 2020, Minister for Tourism Leon Bignell said.

The plan said events and festivals helped grow awareness of the state and drove visitation and one of the actions identified was to drive increased business events, particularly via developed infrastructure in Adelaide.

Bignell said along with other infrastructure developments, the Adelaide Convention Centre redevelopment had had a positive impact and given Adelaide a "new vibrancy", encouraging more people to visit.

Another action identified by the plan was to develop "innovative partnerships" across sectors and industries that delivered outcomes for tourism, such as business events.

Annual reviews and reports on the plan would be published on

the SA Tourism Council's website and a major review including stakeholder consultation would be conducted at the three year mid-point, the plan said.

Glasgow Games biz

A FIVE star venue award has been presented to The Scottish Exhibition and Conference Centre (SECC) and The SSE Hydro by VisitGlasgow, boosting the city's growing status as a world-class business tourism destination.

The grading means that the SECC and The SSE Hydro have been graded as "outstanding".

Copenhagen 4 free

ACTE Global is offering free registration to buyer members attending the Copenhagen Global Corporate Travel Conference from 19 to 21 Oct - **CLICK HERE** for enquiries.

Langham's in the pink

JUST as Langham transformed Melbourne's Sheraton hotel into The Langham Melbourne while keeping the hotel's iconic staircase entrance, so we can expect big things of The Langham Sydney, which closed its doors yesterday for four months for a \$30m refurbishment.



We hold our collective breath to see what emerges once the regenerative surgery is performed on this former Observatory Hotel.

The renovation will include a complete redevelopment of the lobby, dining areas, guest rooms and a residential-style ballroom.

MEANWHILE on Wednesday



evening, Doltone House Hyde Park was a vision splendid in pink hued roses, right down to the guests' pink lanyards and the Langham's pink pens.

The occasion was the Langham Hospitality Group's cocktail and tradeshow that included representatives from Langham hotels from Asia, Australia, New Zealand and America as well as airlines like Qantas and Emirates.

Pictured from left are Grace Ng, Powell Consultants and Jacinta Cox, Meat and Livestock Australia, Camilla Williams, Event Design Studio and Andrea Ambroze, Langham Hospitality Group, global sales office New York Area.

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business events news

25th July 2014



crumbs!



#BUSINESSEVENTS

Tourism and Events

Queensland have proven they're hip to the jive and down with the 411 by hosting a free Gold Coast Instagram 101 Workshop to help businesses learn how to use the social media photo sharing site.

It's set for 19 Aug from 2pm in Currumbin and it's a pretty savvy idea, given using Instagram for marketing helped one company grow to a multi-million dollar entity, according to *Forbes*, and that the behemoth that is Facebook paid US\$1b to purchase Instagram back in 2012.

The workshop covers things like what a hashtag is, a search labelling (and meta-joke) function - but whether it deals with the fall out of an ill thought out hashtag, a la the Susan Boyle Album party's #susanalbumparty is another question - **CLICK HERE** to register.

CONTACT US:

Editor
Jill Varley

Deputy editor
Alex Walls

Advertising:
advertising@businesseventsnews.com.au

P: 1300 799 220
F: 1300 799 221

PO Box 1010 Epping, NSW, 1710

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Wolgan's Heymeijer resigns



THE search is on for a new general manager for Emirates Wolgan Valley Resort & Spa, following Joost Heymeijer's resignation from the position after almost nine years.

Heymeijer, who describes himself as an "innkeeper" will take up the role of senior vice president Inflight Catering with Emirates in Dubai, in October and said Wolgan had been, and would continue to be, a massive part of his life.

"A job like this where I was able to be part of the development process, have a say in the design, construction, open it and run it is unique."

LACC's \$10m make-over



THE Los Angeles Convention Centre (LACC) is set to have a US\$10m make-over, in order to attract more events.

The year long project will begin in August, working around shows, and would see a complete remodelling the 299 seat theatre and an upgrade to the AV, IT and other operating systems, the Centre said.

The Centre would also expand, in the form of a new stadium or other development project, depending on whether LA wa awarded a football team later this year, it said.

The changes to the Centre were reflected in the surrounding city, including new hotels and cultural offerings, LA Tourism and Convention Board president Ernest Wooden Jr said, and this was fuelling the city's "surging" popularity as a meetings and convention destination.

These changes also demonstrated the commitment LA had to its convention centre,"

LACC gm Brad Gessner said.

"We're elevating the systems and services we offer across the board and enhancing our position as a competitive meetings and conventions destination."



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's perspective to help job hunters find the perfect job.

Ben has over 15 years working in 5 star hotels and the MICE industry and has worked on some of Australia's biggest events.

Body Language

HOW many of you have come out of an interview feeling like you had aced it, only to be declined



for reasons unknown?

This could come down to your body language. Confidence is key, but this is not only conveyed verbally.

My top 5 tips may help you nail your next interview:

1. A firm hand shake. No limp wrists or squeezing so hard you break the interviewer's hand.
2. Maintain eye contact. Don't glance around the room or look at your watch, look at the person you're with. Don't stare them down either, this can seem aggressive.
3. Avoid fidgeting. Twisting your hair or constantly touching your face shows you're nervous.
4. Mirror the posture of your interviewer. This will help relax the atmosphere faster but never slouch or you will appear disinterested.
5. Watch personal boundaries. Close talkers weird people out. If unsure, practice with a friend and ask for feedback.

ADVERTISING SALES EXECUTIVE Sydney-based

Travel Bulletin, the Australian travel industry's pre-eminent print publication, is seeking a sales professional to promote our respected monthly magazine to existing and new clients across the country.

The role will suit an experienced sales professional who has a passion for the travel industry, strong relationships with suppliers and is able to work autonomously to achieve results.

The successful applicant will have:

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