



New heights

ORGANISING 'the good night that was had by all' can be very much at the mercy of the organisers, the budget and the creativity of the events team.



The stars certainly aligned on Tuesday night when the Macau Government Tourist Office in Sydney presented the Macau Fringe celebration of entertainment at Luna Park.

An inspiring menu of Macau/Portuguese food served by Luna Park chefs, together with full-on entertainment and guest participation in the dancing, made it a most memorable evening (**page two**).

MEANWHILE in Reno, there's a team building climbing wall sure to test the mettle of those who are vertically challenged.

It's the world's highest climbing wall at 164 ft, located on the side of the Whitney Peak Hotel.

Known as BaseCamp, it costs US\$17 per adult and grand opening rates start at US\$129 per night for a room at the hotel.

Back in Australia, we wish you a happy Queen's birthday weekend - we'll be back on 11 Jun. *Jill*

Ibis design & save

YOU can design your discount and save up to \$250 on conferences held at Ibis Styles Salamander Shores, Port Stephens in a new winter 'Design your Discount' offer.

Available for conferences of 30 delegates or more, it's part of a campaign to promote Port Stephens as an ideal coastal destination for conferences, meetings and corporate events.

Groups can choose from four discount options including complimentary room hire, free day catering upgrade or free WiFi for all delegates on conferences of two or more days.

The offer is valid for conferences held up to 30 Nov.

Call 02 4916 0706 for more.

Accom survey axed

THE Australian Bureau of Statistics (ABS) has said its survey of tourist accommodation will be dropped due to cut costs.

ABS said it needed to reduce expenditure by about \$50m over three years and to meet this, the statistical work program would be reduced from 2014-15.

Tourism Accommodation Australia (TAA) managing director Rodger Powell said the scrapping of such a survey would be a "major setback" for the hospitality sector.

"Investments in developing hotels and other tourism accommodation generally involve significant amounts of money, and if we are to continue attracting foreign investment into hotel and tourism infrastructure development in Australia, we require the most up to date and

thorough statistics."

He said the TAA would be calling on the government and the ABS to reassess the decision.

Accommodation Association of Australia (AAA) ceo Richard Munro said scrapping the survey was akin to driving without a dashboard or navigation.

He said airlines also relied on this data to identify growth and sector performance, and scrapping it would affect investment in the country, since investors would be making decisions blind.

The AAA would be lobbying government about the decision and already had been, he said.

The ABS needed to look at its systems to increase efficiency rather than cut programs, he said.

An Accor spokesperson said independent and reliable statistics were an essential part of the hotel and tourism industry.

"So the loss of such a credible and independent information source will undoubtedly affect the industry and therefore might impact the future development of facilities for the conference and events sector."

Lehman's 4 decades

WHEN Glen Lehman entered into collaboration with industry colleagues on 21 May 1981, there were only about eight production houses in Australia and in those days the industry was referred to as Business Theatre.

With his theatrical background, Lehman said Business Theatre was an obvious catch phrase they took advantage of for staging lighting and sound to properly present their clients, with 35 mm slides and carousel projectors the order of the day.

Thirty three birthdays later, those elements of Business Theatre are all normal activities, he said.

"Except today we can incorporate so many more new technologies, the list is endless.

"As we are now in our fourth decade, it is interesting to reflect on previous decades and the changes that corporations go through; from taking their events in-house only to realise it is in fact more cost efficient to outsource these activities.

"Cheers to the next decade."

Park and thrive

WEEKEND work warriors and conference delegates will appreciate the big savings being offered by Sydney Airport's new pre-booked Weekender Self Park and Weekender Pronto Valet special offers.

Pre-book on-line for \$135 and you can park at the International terminal from Friday to Monday, a 30% saving on standard 'drive up' rates.

Available for up to four calendar days from Friday to Monday, they also offer the convenience of valet parking with their Weekender Pronto Valet pre-book parking option, available for \$175 from Friday to Monday, a saving of up to 29% on the standard valet parking fee.

Arrivederci Roma



WHEN a select group of business events professionals were in Italy on a luxurious pre-IMEX tour organised by Italian DMC +39 Events and its Australian representative Tourism Portfolio, they were ferried around in classic cars, stylish Vespas and glamorous boats.

The tour, which incorporated a stopover in the United Arab Emirates as guests of Gulf Ventures, included a stay at the five-star Address Downtown Dubai.

Their four day Italian tour began with an elegant water taxi ride in Venice and a stay in the famous Hotel Danieli.

There was a walking tour that concluded with drinks in Italy's oldest café and dinner in one of the city's most romantic restaurants, the historic Antico Pignolo.

Day two included a lesson in Bellini making at the famed Cipriani Hotel, a Venetian mask making workshop and a tour of the hidden passageways and secret doors of the Doge's Palace.

On then to Rome via a shopping expedition in Florence.

In the Eternal City they stayed at the central Boscolo Exedra Hotel and travelled in chauffeured cars, from a cute Fiat 500 to a Ferrari.

Their last supper was held at Casina Valadier on a day that saw them zipping through the streets of Rome on Vespas for a private visit to Colonna Palace.

EIBTM Tech Watch

EIBTM has announced that applications are open for the annual EIBTM Technology Award 2014, an annual award for technology innovation in the meetings and events sector.



business events news

6th June 2014

GENERating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in *BEN*.

Topics will include new generation events and making events effective and valuable.



KNOWLEDGE IS EVERYWHERE!

IN previous articles, I've mentioned the importance of content creation and drawing upon the 'Wisdom of Crowds' and the 'Collective Intelligence' of those attending your events to optimise their value and ROI.

Not only that, but meetings and conferences become more engaging and a higher level of learning is achieved when you turn your audience into participants.

Younger generations will drive this concept further since they dislike sitting through lectures, they seek inclusion and want a chance to have their voice heard - think social media and the reason for its popularity.

However, for many event owners, this is still a new concept.

Probably because they're simply following what's been done in the past ("We've always done it that way"), they don't have time to think of a different way or don't consider it their responsibility for people to learn...they're providing information, giving everyone a pen and pad, and it's up to each individual to take charge of their learning. In this kind of meeting, the paradigm is: knowledge is found exclusively in the expert brain.

The audience plays no role in the transfer of information and knowledge, other than being consumers of it.

Perhaps the best way to change this way of thinking is to understand that knowledge is everywhere.

Meetings allow audiences to become participants and for participants to exchange ideas, express opinions, provide insights, make collective decisions, problem solve, think out loud on processes, etc.

All of this becomes an extremely valuable exchange of knowledge and everyone benefits from this.

If your participants gain value from this knowledge exchange by being able to use what they've learnt in their day-to-day working lives, the greater the value of your event.

And for companies, this value will come full circle back to them as it will contribute to their bottom line at some point, therefore optimising the ROI of your event.

So it's worth remembering that 'knowledge is everywhere' at your events, not just in the minds of your experts.

If you design your events to encourage the flow of information and knowledge, and turn your audience into participants, your participants will gain greater value and so too will your organisation.

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact Max Turpin at

Conference Focus on 02 9700 7740 or visit the website at conferencefocus.com.au.



Mary Reibey sets sail

A STATE of the art, \$2.6m catamaran has been added by the SeaLink Travel Group's Captain Cook Cruises fleet, with the launch in Sydney of Mary Reibey.

The cat is named after the NSW businesswoman featured on the Australian \$20 note.

The new generation 24 metre Rocket catamaran, like her sister vessel Elizabeth Cook, is eco-friendly, fuel efficient and equipped with the latest technologies to reduce her carbon footprint.

The Mary Reibey is contracted to Harbour City Ferries (Sydney Ferries) from 02 Jun and will be providing ferry charter services.

SeaLink Travel Group managing director Jeff Ellison said the second new vessel for Sydney Harbour was part of the company's plan be a major charter operator on the harbour.



THINGS got decidedly uneasy when an EasyJet captain in the UK was forced to abort a landing in Turkey after three drunken passengers 'ran amok' in the aisles, said passenger and BBC journalist Neil Henderson.

The flight from Gatwick was delayed after the holidaymakers were reported to be behaving like they were on the 'Jeremy Kyle Show' at 37,000ft, he tweeted.

Only when all 155 passengers were seated that the flight was allowed to land in Dalaman Airport where police met the plane but made no arrests.

"The flight then landed safely and routinely," an EasyJet spokesperson said.

(For the uninitiated, Jeremy Kyle is the controversial British radio and television presenter, best known his daytime show.

Macau fringe celebration



ALL the elements that go into making Macau a glittering destination for incentives and events were given full reign on Tuesday evening at Sydney's Luna Park, when the Macau Government Tourist Office threw one of its best events.

Staged at the Luna Park's Crystal Palace Ballroom with stilt walkers, balloon artists and rides on the Ferris Wheel, it presented a colour and light show reminiscent of the audiovisual mapping that appears on the ruins of St. Paul Cathedral's façade in Macau and dovetailing with Vivid.

Macau Government Tourist Office gm Helen Wong spoke of how Macau's landscape was constantly changing with a sky covered in construction cranes.

She said construction was continuing on the 29.5 km Hong Kong-Zuhai-Macau bridge, due to open at the end of 2016, while other developments included construction of a Versailles-

like Lisboa Palace, valued at A\$4.5b, which will include three hotels, one a Palazzo Versace and another designed by Karl Lagerfeld.

Added to this, the City of Dreams has begun work on a new hotel with 780 rooms opening 2017 and MGM is breaking ground in Cotai on its 1600 room hotel, set to open mid 2017.

And if that's not enough, you can now have a Shrekfast - an animated way to begin the day at the Sands Cotai Central!

Pictured from left is Andrew Clark, regional director Hong Kong Tourism Board, Wong & Weijian Luo, acting director China National Tourist Office (ANZ).

