



Ka pai!

MEETINGS 2014's new location at the ASB Showground, with more than 18,000 sqm of events and exhibition space, proved by general consensus to be a winner by hosted buyers, many citing their preference for the one floor of exhibition space as opposed to having to negotiate two levels as was previously the case in Auckland.



Representing Ascot Park Hotel, Invercargill, Nikki Buckley said, "I'm loving the new venue, it's a great space and I think the buyers appreciate not having to run up and down stairs."

Rhonda Hendicott MCI Australia said, "I think it was really well organised, particularly the colour-coded exhibition space made it really easy to get around."

Motivating People's Peter Gray said he thought the show was excellent and very well organised, however he felt that because the venue was not in the CBD, day buyers might not be so inclined to get out to the venue at Epsom.

"I did hear that day visitors were down."

Also a huge success was last night's frocked-up, colourful and high-energy farewell at the Viaduct Events Centre where Wellington's fashionable Museum Art Hotel won Best Individual Stand and the Best Regional Stand winner was Auckland's well-thought out product precinct.

Prior to the event, Sofitel New Zealand marketing manager Reno Verikakis, a self-confessed **BEN** devotee, hosted drinks for invited guests, as did the Hilton and a few other host hotels.

Nice one, Auckland! Jill



BECA's AIME for biz ev study

THE Business Events Council of Australia (BECA) has said it is working towards having findings from a major research project to define the business events industry and measure its economic impact released at AIME next year.

The Council has said the research will be the cornerstone of its policy development for 2014-15 and that it had achieved all its milestones so far.

The research, 'National Business Events Research Project', will be conducted by Ernst and Young and co-funded by a \$100,000 grant from the Federal Government's TQUAL program, matched by BECA.

It will involve convention bureaux and their members, major convention centres, hotel chains and conference and exhibition organisers.

BECA chairman Matthew Hingerty said the Council had commissioned the research to obtain definitive and unique data for the business events industry, separate from figures relating to leisure tourism and major events, with which the business events sector was too often statistically lumped, selling the sector short.

The research would show what the business events sector alone contributed to the economy and the industry would have hard data instead of assertions about its worth, he said.

There was a general

understanding of the sector's worth but with research, the industry could talk in specifics which would help with funding grants, Hingerty said.

The Council had also decided at its board meeting last week to join the National Tourism Alliance Roundtable and regularly communicate to the sector after Council meetings, by publishing press releases and a communiqué, to keep those contributing to BECA and the industry informed about the decisions made, he said.

BECA has asked the industry to participate in the study, which was signed off a month ago.

MEA conf announced



MEETINGS & Events Australia (MEA) has announced it will hold its 2015 Annual National Conference at Hamilton Island.

This would be the second time the conference had been held at Hamilton Island, the first in 2002, MEA said.

MEA chair Simon Bags said the organisation had received many solid bids.

The destination for MEA 2016 would be announced in a few weeks, MEA said.

Conference specials

PULLMAN Quay Grand has a Snuggle With Us conference package from \$85 per person for a day package, with a selection of winter warmer catering options.

The offer is valid for conferences held in the Lachlan or Macquarie room with applicable conditions.

MEANWHILE the Peninsula Paris is offering introductory rates for stays from 01 to 31 Aug, starting from E695 for a superior room and E750 for superior room accommodation and breakfast.

Positive stuff in Welly



THE talk from the Australian conference and meeting organisers about their pre **MEETINGS** fam in Wellington was overwhelmingly enthusiastic.

They sipped on Black Doris plum, vanilla and chilli cocktails, created their very own designer dumplings and had dinner with Wellington's award winning chef Rex Morgan and the city's very own version of Willy Wonka.

They also went to a progressive dinner in Wellington's newest venue, Shed 6, located on the capital's waterfront.

Positively Wellington Venues ceo Glenys Coughlan said the group wanted to bring to life the 'Power of the Precinct', which was all about customising and tailoring events to deliver a distinctive and memorable Wellington experience for conference delegates.

"We have great business relationships and can connect people with Wellington's fantastic creative sectors – from chefs, artists and performers, to the best in the business including start-ups, entrepreneurs and academics."

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business events news

20th June 2014



crumbs!

IF THIS sounds catty, it probably is - it's the story of a cat house known as the Divine Creatures Cat Resort, where moggies holiday in cat heaven.

Here pampered felines not only live in opulent and plush suites but have in-room TV and DVD players that feature special cat favourites such as David Attenborough's documentary, "The Life of Birds."

What's more, highly qualified carers attend to their every whim, including personal grooming as well as playing puss's favourite games.

It's the brainchild of owner Jules dos Santos who comes from a disadvantaged childhood, finding comfort and companionship in her beloved pets.

A veterinary nurse who managed the emergency department for Sydney's busiest animal hospital, she refocused her veterinary skills to the provision of luxury accommodation for pets in the Tiffany's inspired shop front.

Internationally themed suites, relaxing music and the custom made and temperature-controlled air-conditioning are all part of the deal.

Divine Creatures boasts a patronage that increased by 76% last year and a 100% customer satisfaction rating and more than 5,000 'Likes' on Facebook.

She was the winner of this year's Telstra Small Business Award, to be announced on 01 Jul at the Westin Hotel Sydney.

Food glorious food

AUCKLAND has won its bid to host the 2017 World Food Travel Summit, beating out three other international contenders.

The bid was led by Elle Armon-Jones of The Big Foody, a food tourism business, and supported by Auckland Convention Bureau and Tourism New Zealand (TNZ).

The event will be held at Shed 10 on Auckland's waterfront in May 2017 and as a result the New Zealand embassy of the World Food Travel Association (WFTA), Feast NZ, has been established.

The summit will include a consumer and business tradeshow component and be connected to a global network of food tourism businesses.

Auckland Tourism Events and Economic Development ceo Brett O'Riley said the conference would generate \$750,000 for Auckland from the estimated 500 international delegates expected.

"As well as the financial return we are also excited about what these new global connections could do for the local food and beverage sectors."

CLICK HERE for more.

Book at ATP to win

BOOK your next conference at Australian Technology Park Sydney (ATP) and have it catered by Lazzie-Faire to receive a two-night escape at Palazzo Versace Gold Coast, with two return airfares, two nights accommodation transfers, daily breakfast for two.

Email: sales@atp.com.au.

Starwood Expo

STARWOOD Hotels and Resorts Worldwide has announced its 2014 Australian Expo which will be held in June, with 35 international representatives travelling across Australia to showcase its offerings.

The Expo events will be held in Perth on 23 Jun, in Sydney on 24 and 25 Jun, in Melbourne on 26 Jun and in Brisbane on 27 Jun.

CLICK HERE for more.

Mantra ASX float

MANTRA Group Limited has listed on the Australian Securities Exchange (ASX) today.

The bell was rung at 12pm to signal trading.

It debuted under the code MTR for \$1.85 per share compared with its IPO price of \$1.80.

Maynard for SCDL

SUSAN Maynard has been appointed the new tourism development manager for Sunshine Coast Destination Ltd (SCDL).

Maynard has worked in the tourism industry for 20 years, most recently with Tourism and Events Queensland as digital coach for the Digital Ready Program.

Sydney's new abode

PARKROYAL Darling Harbour's ABODE Bistro and Bar has opened.

The venue can be used for functions and events for sit down dinner or cocktails, with lounge areas, a sports bar and a performance area, a spokesperson for Parkroyal said.



SHEER INSPIRATION

Oliver Sheer, managing director of BeChallenged Team Building, gives insight into the team building industry in a regular feature in *BEN*.

Laughing yourself to success

I UNDERSTAND that sometimes the culture you work in doesn't consist of the funniest of activities (probably most of the time) but I do know how important it is to laugh.

Think back to the last time you had a belly laugh that stopped you breathing or was so funny it made your cheeks hurt...how good did that make you feel? Well funnily enough (pardon the pun) it is this feeling and mindset that will make you more successful than you ever have been.

It's truly amazing what laughing can do for the body. That "feel good" feeling is like a natural Panadol; fast, effective, temporary relief from pain and discomfort.

Laughter is to the body what a grease and oil change is to a car - if we don't grease our internals with laughter and oil our souls with fun attitudes, we seize up and conk out.

You might ask yourself, "How is laughing going to make me successful?" When people are laughing they think more clearly, have an increased intellectual performance and information retention.

Build a team culture that can laugh together, play together and is creative together and you will have a winning team no matter what you are trying to achieve.

There are a number of different approaches you can take to move into this frame of mind; the important part is discovering what is going to work best for your team.

To create a successful team culture that laughs together you need a holistic way of thinking and a long term plan.

Make a conscious effort to deliver a consistency that meets and grows the particular culture you are attempting to build.

Events can significantly influence a company's culture and with businesses labelling their culture as the difference between success and failure, it is important that the events industry continues to develop a long term companywide approach with their clients.

"We don't stop laughing because we grow old; we grow old because we stop laughing!"

For more information about Oliver and BeChallenged's team building offerings, see www.bechallenged.com.au.



CONTACT US:

Publisher Editor Contributor/Coordinator
Bruce Piper Jill Varley Alex Walls

For advertising enquiries email Sean Harrigan & Katrina Ford:
advertising@businesseventsnews.com.au

P: 1300 799 220 F: 1300 799 221

PO Box 1010 Epping, NSW, 1710

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Floored at MEETINGS

MEETINGS 2014, held in Auckland from 18 to 19 Jun, saw more than 6,000 meetings with potential clients for the 185 exhibitors over the two days.

More than 600 business event and conference organisers converged on the City of Sails for the two day trade show at ASB Showgrounds, a new venue that was pronounced a success (see **Jill's Column** for more).

Organised by Conventions and Incentives New Zealand (CINZ), **MEETINGS** opened with a welcome event at the Pullman Hotel and closed with a high energy event at the Viaduct Events Centre.

Ninety six Australian buyers attended the trade show with positive feedback about the pre-show familiarisations in locations such as Wellington and Auckland.

For more photos, check out our Facebook page www.facebook.com/BusEvNews.

Or **CLICK HERE**.

BELOW: On the floor.



ABOVE: Celebrity Speakers 'Leading Men' were in fine voice at the Millennium Hotels lunch.

LEFT: From left, Michelle Weston & Tracey Burton, Millennium Hotel Rotorua.

CENTRE: Ngahihi-o-te-ra Bidois, who describes himself as a modern day warrior, enjoying his tea.



RIGHT: Auckland Convention Bureau Hosted Buyers Dinner.



LEFT: Little Chief and Kia Magic were two standouts!

ABOVE: Barry McLeod gets serious with Maxine & Kim from Alexandra Park.

BELOW: Walking the floor.



BELOW: Twice as much fun at Copthorne Hotel Auckland City.

