

WHERE WILL YOU BE NEXT YEAR?

WE KNOW.....

AIME MELBOURNE, 24-25 February 2015



TOP REASONS TO ATTEND AIME 2015

93% of Exhibitors agree AIME offers a good return on investment



94% of Visitors agree AIME is a must attend event

98% of Hosted Buyers agree AIME is very important to their business



What to expect at AIME 2015



Total Visitors: **3000**

Total Hosted Buyers: **550**

Total Exhibitors: **750**

MANAGE ALL YOUR EVENT NEEDS IN ONE PLACE

Achieve a year's worth of business in just two days

MEET AND NETWORK

Make invaluable business connections

BE THE FIRST TO KNOW

Discover innovative solutions, event trends and new suppliers

GAIN INVALUABLE INSIGHTS & KNOWLEDGE

Immerse yourself in a year round event planning community

AIME KNOWLEDGE

Attend AIME's education program

GAIN KNOWLEDGE - BE INSPIRED - NETWORK & CONNECT - GROW YOUR BUSINESS

You can attend AIME as a Hosted Buyer, an Exhibitor or as a Visitor. Find out more at aime.com.au

AIME IS PART OF THE REED TRAVEL EXHIBITIONS MEETINGS, EVENTS AND BUSINESS TRAVEL INDUSTRY PORTFOLIO

AIME IS OWNED BY MCB

AIME IS MANAGED BY RTE



THE GLOBAL MEETINGS & EVENTS EXPO
18-20 November 2014 • Barcelona, Spain





Bloomin' lovely

ONE venue, a million bloomin' ideas; that's what is



available to the event organiser at Singapore's spectacular Gardens by the Bay looking to knock the socks off their delegates or incentive winners.

Here you can choose from event venues that include Flower Field Hall with its special programmed lighting and capacity for 700 seated, The Meadow, Singapore's largest outdoor space with a capacity for 30,000 people, where Jennifer Lopez performed recently and Silver Leaf, under a canopy of silver-hued Supertrees - a setting for private and exclusive events.

The towering Supertree Grove, the vertical gardens of which are home to more than 150,000 plants, are even more spectacular when viewed during the free, nightly audio and visual light shows.

The Gardens, which feature the best of horticulture, sustainability and architectural design in cooled conservatories, has, together with the three towered, architectural phenomenon of Marina Bay Sands and the city's unceasing development, made this nation one of the richest, cleanest, safest and most efficient in the world.

Jill



High DDR 'til new rooms avail

THE Carlson Wagonlit Travel (CWT) Meetings and Events Forecast has said day delegate rates (DDR) in Sydney were expected to stay high until a new wave of hotel rooms becomes available over the next two years.

A supplement to the Global Travel Price Outlook, which was based in part on a statistical model and an online survey from February to March of 624 travel managers, the Forecast said Asia Pacific organisations were particularly focused on the negotiation stage of event planning, following the DDR for five star hotels climbing above \$100, and rates in Sydney hitting \$130 due to the Convention and Exhibition Centre's closure and hotel space being "at a premium".

This was causing a flow on effect across Australia, it said.

CWT Meetings and Events Australia and NZ director Wayne Castle said he agreed with the observation.

With reduced space due to the closure, many events had had to find other venues, he said.

"As a result, we are finding that venues do not need to discount in order to secure business, therefore, costs will continue to remain high."

Business Events Sydney said in its team's experience, DDRs had remained fairly stable and were consistent with those offered prior to the Darling Harbour

redevelopment.

It said 2014 had been a bumper year in Sydney for events, and, as with any global city, there would be peaks and troughs in terms of venue availability and rates in the year.

CLICK HERE for the Forecast and **HERE** for the methodology.

WCC gets green light



THE Wellington City Council has given the green light to the Wellington Convention Centre, forecast to bring in up to NZ\$25m in new spending annually.

Set to open in 2017, the Centre would be able to host up to 1,200 conference delegates, CINZ ceo Sue Sullivan said.

Positively Wellington Tourism ceo David Perks said central government had recognised the value of international business events and was directing resources into securing more.

"The Convention Centre opens up a whole new range of potential business.

"The Business Events Wellington team has already been speaking with potential users about the proposal, which has been met with significant interest."

It had the potential to handle more than 57,000 extra delegate days, with the year end to June 2013 seeing 161,292 days, the organisation said.

Three pages today

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

- AIME

One&Only to manage Wolgan Valley

ONE&ONLY Resorts will manage Wolgan Valley Resort and Spa, Emirates has confirmed (**BEN** Breaking News yesterday).

It is the second Australian resort for the Kerzner International Holdings Limited subsidiary, which it is set to manage from early next year.

An exact date, and a gm appointment, would be announced soon, a spokesperson said.



MOVEMBER will see multitudes of males growing mo's to raise funds for the Movember Foundation's programs and to encourage community awareness and support around men's health.

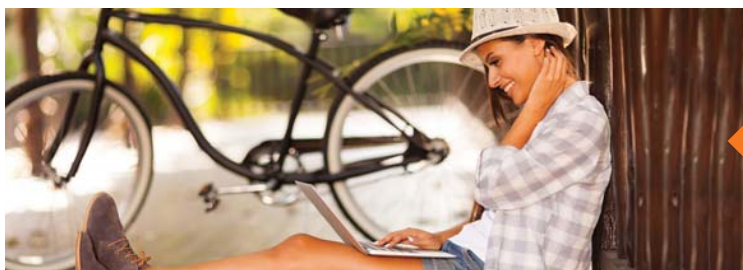
Amadeus IT Pacific men are putting out the challenge to the travel industry to raise funds for the cause. The person who raises the most money will win a **Shaving Brush Travel Kit**.

It's not too late to join - **register at au.movember.com** (add your company name after your name and choose to join the **Amadeus IT Pacific team**).

Email your before and after pics and progress updates to mocomp@traveldaily.com.au and we will showcase them on **Facebook** and in **BEN**.

Get involved as an Amadeus Mo Bro! Click **HERE** to learn more about the program.

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What is jito





business events news

7th November 2014



EVER considered spending half a million dollars on a promotional activity for your event which only does half the job it's supposed to? No? Allow us to introduce Plymouth University.

The organisation has apparently spent almost £300,000 (AUD\$555,000) on a giant video screen which can't use be used to show video.

The screen measures 30 by 15 feet, set to be used to promote events, activities and achievements, the *Telegraph* has reported.

However, only still images would be allowed, since the site was visible from two major roads and so, could distract drivers, the publication reported.

Apparently the University isn't exactly shy when it comes to spending, given that the *Telegraph* also reported it shelled out almost £100,000 for seven chairs to be used in graduation ceremonies.

For that amount, we'd expect a whole of resort buy out, not just seven delegates' chairs!

To read more, [CLICK HERE](#).

New ICCA head

THE International Congress and Convention Association (ICCA) has elected its new president, Nina Freysen-Pretorius.

The Conference Company ceo Freysen-Pretorius was the first ICCA president from Africa, the organisation said.

She beat out Australia's own Gold Coast Tourism Corporation ceo Martin Winter, who was a candidate along with Halic Congress Center gm Handan Boyce.

Double Bay opens



THE InterContinental Sydney Double Bay opened yesterday, ahead of schedule (**PD** 03 Nov).

Refurbished by Royal Hotels Australia, the 140 room hotel has seen its grand ballroom restored.

The room could host up to 495 cocktail-style, IHG said, and there were six further spaces for smaller events and conferences.

Gm Frederic Brohez said the company had worked hard to stay true to the hotel's history while starting a new chapter.

BEN recently took a sneak peek of the Double Bay (**BEN** 15 Sep).

Pictured from left is Brohez, Woollahra Mayor Toni Zeltzer and Royal Hotels md Peter Wilding.

Sell TNQ starts today

SELL TNQ has started, set to showcase tropical North Queensland to the business events industry, Business Events Cairns and Great Barrier Reef said.

Running until 12 Nov, the event would take 31 Australian and NZ meeting and incentive buyers, media from Australia and Kong Kong, and a Tourism Australia representative, on a famil of the region, including workshops at Cairns Convention Centre and lunch at the Shangri-La Hotel, director Rosie Douglas said.

Eighteen would stay for post-touring, she said.

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.



The critical need to produce valuable events

I MENTIONED in last month's article (if you missed it, you can read it [here](#)), that I recently read the summary of a survey conducted in the UK of corporate event delegates. The findings were somewhat shocking. Here's a quick snapshot:

- 82% of corporate event delegates fail to fully engage with event content
- Only 18% of delegates viewed events as an opportunity to learn (only 18%)!
- 21% of delegates revealed that attending a conference was nothing more than an excuse to escape the office
- And 42% admitted to writing shopping lists instead of taking notes during events!

Given this, is it truly any wonder why most CEOs and CFOs secretly view meetings and events as entirely discretionary, place little value on them and, as a result, are the first thing that get chopped when a company's profits are under pressure or there's a blip in the economy? Of course not. And you can't blame them.

The large and increasing challenge faced by many professional meeting and event organisers is delivering value and benefits to clients beyond mere logistical execution.....beyond registration and logistical management. Our traditional role in these areas has become increasingly commoditised. The internet has disrupted venue finders, everyone has become an 'event expert' and even a newcomer to the industry can provide registration services using

widely available new cloud-based registration tools. So what's to become of the traditional professional event planner or PCO?

To survive in the future, my firm belief is that you must be able to consult with clients to optimise the value of their events – to help them design and produce more effective events that deliver better business outcomes and increased ROI. In years to come, I believe this will be a core requirement of all professional event management companies.

The findings from the survey above would only go to reinforce what many senior managers already think (whether quietly or openly stated)...that most meetings and conferences deliver little value and are a cost centre to their organisations.

This is a consequence of many factors which I've mentioned in previous articles. And yet there are many ways to improve events...during the planning stage, throughout the event itself and post-event. If you're not learning how to do this now, you'll end up wishing you did.

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.



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