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## Cup this!

WITH the Melbourne Cup and its associated race days dominating last week,



**BEN** celebrated the big day with Pan Pacific Hotels at the Parkroyal Darling Harbour as a guest of Nicola Chandler and newly recruit Tim Birley, in true Melbourne Cup style.

The event, held in the company of many Pan Pacific clients, was complete with fashions in the field, numerous sweeps, fine food and a special buffet groaning with desserts and cheeses.

Following the 'Cup', **Travel Daily** owner, and publisher of **BEN**, **travelBulletin**, **Cruise Weekly** and **Pharmacy Daily**, Bruce Piper flew down to Melbourne as a guest of Emirates on Crown Oaks Day.

Run two days after the Emirates Melbourne Cup, guests celebrated in lavish style in the German-themed marquee.

We're not saying Bruce took part in the performance by German Slap Dancers or availed himself of the beauty services offered by Lancôme makeup artists and spa therapists from Emirates Wolgan Valley Resort & Spa, but he did rub shoulders with the likes of actor Adam Garcia, former Miss Universe Australia contestants Renae Ayris and Olivia Wells, celebrity chef Karen Martini and AFL players Matt Cooper, David Rodan, Brendon Goddard, Matthew Pavlich and Travis Cloke.

Arguably watching from the best seat at Flemington, guests were taken on a culinary journey of delicious German dishes including honey roasted venison, schnitzel and kartoffelsalat, Hamburg panfish and an array of fine German desserts.

The cup runneth over! *Jill*



## SA wins \$4.7m conference

ADELAIDE will host the International Council on Systems Engineering International Symposium in 2017, expected to boost the South Australian state economy by \$4.69m.

Minister for Defence Industries Martin Hamilton-Smith thanked the Adelaide Convention Bureau (ACB) for its contributions in securing the bid for the event,



which would see 1,000 delegates attend over four days, including an exhibition component at the Adelaide Convention Centre.

The Bureau said a site inspection by the conference organiser earlier this year had been key to securing the Symposium.

The state's related industries and Adelaide's conference and leisure offerings were on show during this inspection, it said.

Also working with the Bureau to secure the event was the Systems Engineering Society of Australia, the SA government and its Team Adelaide partners, the ACB said.

The symposium would be one of the first events to take place at the Convention Centre following its redevelopment, the Minister's office said.

## Santa Monica sales mission

THE Santa Monica Convention and Visitors Bureau's (SMCVB) sales and media mission in Australia will kick off from today.

The first stop is Melbourne until tomorrow, then onto Sydney from 12 to 14 Nov.

Attending the mission is SMCVB executive vice president Richard Peterson, Shore Hotel's Lori Harrison and Le Meridien Delfina's Dan Sparacino.

Peterson said Australasia became Santa Monica's largest overseas tourism market last year and the mission showed the Bureau's commitment to developing relationships in the market - [CLICK HERE](#) for more.

## Reg open for Perth Aspire lunch

REGISTRATIONS for the Perth Convention Bureau's Aspire Professional Development Award workshop luncheon are now open.

Co-hosted by the Perth Convention and Exhibition Centre, the event will be held on 06 Feb 2015 and registrations are open to all academic staff or not for profit sector representatives who wish to be part of the program, the Bureau has said.

The Aspire program (**BEN** 03 Oct) aimed to assist an individual's development through attendance at an international conference, the Bureau said.

For more information, email [aspire@pcb.com.au](mailto:aspire@pcb.com.au).

## Ni hao WA reg open

REGISTRATIONS for Ni hao WA 2015 are now open.

The event aims to strengthen business relationships with Chinese trade buyers and media to highlight the state as a destination.

Buyers would tour Western Australia in a famil and then participate in one on one industry appointments, Tourism WA said.

The event also included a business forum, it said.

It will be held on 16 Mar at Aravina Estate.

[CLICK HERE](#) for more.

## Five pages today

**BEN** has three pages of editorial plus full pages from ([click](#)):

- Jito
- Accor

## Singapore Airlines, TA partner up

SINGAPORE Airlines and Tourism Australia (TA) have signed a strategic marketing deal which will see the airline as the exclusive partner for all Restaurant Australia campaigns in Singapore, India, Indonesia and Malaysia.

This would see it provide flights for 30 Asian food and wine influencers to the campaign finale, a countrywide famil, TA said, as well as flights for Corroboree Europe (**BEN** 06 Aug).



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 to late to join - register at [au.movember.com](http://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](mailto: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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## NZ eyes Indian MICE biz

**INDIAN** visitors travelling to New Zealand for business events such as conferences, meetings and exhibitions will benefit from a streamlined visa process, as the country targets the business events sector.

The visa process would now take three days and require a letter of support from one of six approved travel agents, rather than proof of funds and employment, reducing the required paperwork, Associate Tourism Minister Paula Bennett and Immigration Minister Michael Woodhouse said in a statement.

These agents were chosen based on their ability to attract high value and low risk business events visitors to the country, the Ministers said.



Woodhouse attended the signing of the Memorandum of Understanding last week and said the agreement sent a "clear message" that the country welcomed such high value visitors and supported initiatives to grow the business events sector, which was one of Tourism New Zealand's strategic priority areas.

Bennett said of 35,000 visits by Indians to New Zealand in the past year, only 500 travelled for business, and increasing the number of visitors from key markets such as India was a priority to growing the country's economy.

### Ole to El Bulli



**IN HAPPENSTANCE** with **BEN's** two night stay at Sofitel So Singapore with its tantalising cuisine by celebrity chefs, Sofitel Luxury Hotels Australia played host to the iconic Spanish chef Ferran Adria, renowned for his El Bulli restaurant.

Touring Australia last week, Adria was here to promote his new anthology *El Bulli: 2005-2011 - the Definitive Anthology of El Bulli's Final Years*.

To celebrate, Sofitel has created a 'So Gourmet' package including overnight accommodation and daily \$60 credit.

**Pictured** from left is Sofitel Sydney Wentworth gm Erkin Aytekin and executive chef Boris Cuzon with Adria.

### DoubleTree debuts in NZ



**DOUBLETREE** has debuted in New Zealand with the DoubleTree by Hilton Queenstown.

Formerly the Kawarau Hotel, the 98 room hotel has meeting spaces accommodating up to 300 people.

Australia vice president of operations Ashley Spencer said Australasia was a key growth market for DoubleTree and the introduction of the brand to New Zealand was a "significant milestone".

### Tourism workshops

**THE** Tourism Council Western Australia is offering operators in Perth and regional WA various discounted training workshops to develop staff capabilities.

**CLICK HERE** for more.

### Auckland conf win

**AUCKLAND** has won the bid to host the Inter-Pacific Bar Association (IPBA) annual meeting and conference in 2017, which was expected to see more than 600 lawyers attend the five day event.

The Auckland Convention Bureau (ACB) worked with the IPBA to win the bid, expected to generate NZ\$1.047m for the city's regional GDP and 2,705 visitor nights, ACB manager Anna Hayward said.

Auckland beat out bids from Shanghai and Manila, IPBA NZ chair Denis McNamara said.

### HTA RFP re-released

**THE** Hawaii Tourism Authority has re-released a request for proposal (RFP) for tourism destination representation services in Korea.

The new contract would replace the current contract set to end on 31 Dec, the organisation said.

The new contract would be awarded in December, running for two years from January, it said.

Submissions close 21 Nov.

**CLICK HERE** for more.

## Events ben Calendar

**BEN's** calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email [info@businessesnews.com.au](mailto:info@businessesnews.com.au).

#### 10-13 NOV

Asia-Pacific Rainforest Summit; Sheraton on the Park, Sydney; [www.environment.gov.au/rain-forest-summit](http://www.environment.gov.au/rain-forest-summit)

#### 12-13 NOV

3rd Annual NHMRC Symposium on Research Translation; Sofitel Melbourne on Collins; [www.nhmrc2014.com](http://www.nhmrc2014.com)

#### 12-19 NOV

IUCN World Parks Congress 2014; Sydney Olympic Park; [www.worldparkscongress.org](http://www.worldparkscongress.org)

#### 7-12 DEC

Royal Australian Chemical Institute National Congress; Adelaide Convention Centre; [www.racicongress.com](http://www.racicongress.com)

#### 8-9 DEC

ACTE Global Corporate Travel & Meeting/Events Education Conference - Sydney; Sheraton on the Park; [www.acte.org](http://www.acte.org)

## A Manly thing to do

**WAKING** up to a wide expanse of beach, a rolling surf and a quick dip can make for a fairly inspirational start to a day in the conference room and especially so when that venue is just a ferry ride away from the CBD, in Manly.

It's a vista that greeted a recent group who spent a day and a night at the Sebel Manly Beach and dined at the Novotel Manly Pacific Sydney on an Accor 'Mindful Manly Retreat.'

It was one that included activities led by Manly Beach Health Club, which tailors conference health and fitness packages and led the group in some fun beach Olympics, early



morning yoga, and gave a talk on the importance of good health and nutrition.

The Sebel's 83 guestrooms and suites with room service and dining by Manly's go-to restaurant and bar, Manly Wine, located within the building, gave the group a quintessential Manly beachside experience.



# business events news

10th November 2014



**JILL** has previously touched on the perils of a conference or event speaker who is more interested in their ego than information imparted (**BEN 20** Aug) and another example of what not to do comes in the form of Zack Zehnder, a pastor in Florida who is trying to break the world record for the longest speech made.

This would require a speech longer than 48 hours and 31 minutes, or more than two days straight, the *Leesburg Daily Commercial* reports - and you thought your conference speaker was going on a bit!

Zehnder is apparently raising money for an addiction recovery program, and plans to give an overview of the entire Bible, with a five minute break every hour, the publication reported.

This isn't the first time Zehnder's made news, as this year, he also offered to pay for his congregation's cross tattoos.

## Suite deal

**JW MARRIOTT** Hotel Hong Kong has introduced an executive meeting suite package for smaller-sized business events, together with special room rental rates until 31 Dec.

Each of the meeting suites can accommodate up to 18 boardroom style with a half-day room rental charge of HK\$5,000 or full-day at HK\$8,000 for eight hours, including complimentary WiFi and use of LCD projector.

For more, email: [jwmarriott.hk@marriott-hotels.com](mailto:jwmarriott.hk@marriott-hotels.com).

## Melbourne to host asbestos conference

**MELBOURNE** will host the inaugural International Conference on Asbestos Awareness and Management from 17 to 18 Nov at the Crown Conference Centre.

The goal of the conference was to work towards an asbestos free Australia and it would bring together government, business, legal, union and medical asbestos advocates, organisers said.

## Outrigger's new crew



**PAUL** Cutler has been appointed as director of sales and marketing for Outrigger on the Lagoon, Fiji, and Castaway Island, Fiji.

Cutler, who is based in the new Outrigger Sydney office, most recently held the position of the Australia-based sales and marketing manager for Fiji's Nanuku Resort and Spa.

At resort level, well-known hospitality industry figure Petero Manufolau has been named director of sales.

Juliet Hudson, previously Outrigger on the Lagoon Fiji sales manager, has moved to the regional sales office as global MICE manager for Mauritius, Thailand, Fiji and Hawaii resorts.

**MEANWHILE** Outrigger's new conference centre (**BEN 08** Oct), the Similan Ballroom, has been unveiled (**pictured**) and is available for bookings.



# FACE : FACE

**Frederic Brohez**  
General manager

## InterContinental Sydney Double Bay



*Business Events News* recently caught up with Frederic Brohez, general manager of the newly opened InterContinental Sydney Double Bay, formerly the Ritz Carlton.

What does a typical day look like for you?

In the opening phase of the hotel, I'm spending time exploring the local area, meeting and engaging with people in the community. Another key focus is bringing together a great team of very talented people to deliver a fantastic, seamless and unforgettable guest experience.

What analogy best describes being general manager of a hotel and why?

A ship captain. There are so many working parts to a hotel. We all need to sail in the same direction, working as a team, with all the components coming together so we can smoothly navigate our way across the sea, no matter the weather.

What's the most important thing when it comes to hosting a business event at a hotel?

Planning and preparation. Our team is working very closely with PCOs and their clients to help them plan and deliver the best. Our role extends well beyond offering a venue. Also important is taking advantage of location and taking events beyond four walls of a function space.

Where do you stand on free WiFi for guests?

The availability of free WiFi is a must. InterContinental Sydney Double Bay offers free internet access to all members of IHG

Rewards Club.

What is your most memorable experience in the hotel industry, and your most strange?

I was part of the reopening team of the InterContinental Paris Le Grand in France, originally opened in 1862 by Empress Eugenie, wife of Napoleon III. I also worked at the InterContinental Carlton Cannes in France, built in 1911 and heritage-listed, where Grace Kelly met Prince Rainier.

You recently moved from Beirut to Sydney - what's been the biggest adjustment?

I have lived in Sydney before, almost two decades ago now. While some things have changed, much remains the same - the sunny weather, the beautiful beaches, the friendly faces, and the love of food, the outdoors, sport and family.

Since returning in January this year, I have enjoyed rekindling old friendships and exploring the neighbourhoods I once knew well.

What's your key to juggling the various demands of being a hotel manager/gm?

It might sound clichéd, but the key is to surround yourself with great people. Hotels are unique worlds and opening a hotel is an intense, all-consuming process. You need a team of people who love what they do, are passionate and serious about their job, but want to have fun along the way.

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