



## Having your cake

**THE** Leading Hotels of the World's (LHW) latest directory is a weighty and impressive tome containing more than 430 remarkable properties.



What spiked my interest is the number of fascinating hotel back stories it contains.

An example is the fabulous Hotel Sacher Salzburg.

It appears that the famous Sacher Torte chocolate cake was created in 1832 by a 16 year old pastry chef Franz Sacher for Prince Clemens Lothar Wensel Metternich, a cake that today is part of Austrian culinary history.

It was in 1876 that Franz's son Eduard Sacher opened a grand hotel called the Hotel Sacher and Eduard's dynamic, cigar-smoking wife, Anna, turned it into a great European hostelry where the aristocracy and diplomats would meet.



Today, Sacher Torte is still handmade according to the original recipe and leaders, luminaries and event planners are attracted by the hotel's classically decorated rooms (**pictured**), antiques, oil paintings and crystal chandeliers.

Such are the glamorous locations of LHW's former castles, palaces, one-time monasteries, converted banks, safari camps and private islands that they have starred in 85 movies.

Honouring this bond between film and travel, a vintage camera symbol is found on select hotel pages, designating that the property has been featured on the big screen.

That's a take! *Jill*

## Report opens govt doors

**A REPORT** by Deloitte Access Economics, commissioned by the Association of Australian Convention Bureaux (AACB), has found expenditure by international business events delegates generated an estimated \$2.2b in GDP in 2012 (**BEN** Breaking News yesterday).

The report, which uses data collated from various sources including Tourism Research Australia, the AACB and the State of the Business Events Industry report, said international business events secured through convention bureaux business development activities in the 2013 financial year contributed an estimated \$241m to GDP.

Australian bureaux secured 356 international business events in the period, 68% of those bid for, a "relatively stable" rate over the last four years, the report said.



AACB executive director Andrew Hiebl (**pictured** right with Deloitte's Lachlan Smirl) said it had opened doors within government, enabling further consultation with its agencies.

"Our policy platform argues the case for more support at the Federal level through a strategic partnership with industry."

AACB said it was anticipated this consultation would see support mechanisms put in place around event bidding.

To read the report, **CLICK HERE**.

## Chukkas with Sunlux

**THE** beauty and splendour of the African continent and Sun International's Sunlux Collection images provided the backdrop to the Sunlux marquee on Saturday at the Waterford Crystal Polo in the city.



Held in Sydney's Centennial Park, it was chukkas on the field and endless glasses of champagne when industry guests, including Lalie Ngozi from South Africa Tourism and those from South Africa Airlines, American Express and The Leading Hotels of the World, were hosted by Unique Tourism's Jonica Paramor and Svetlana Jovanovic (**pictured** left with Julian and Sarah Hall of South Africa Airlines).

Adding to the excitement of



the game was Travmedia's Nick Wayland riding for the McGrath polo team while in the Victor Chang marquee next door, we charged glasses with Wiltrans' Diane and James Patrick (**pictured** above).



**Pictured** above is Carol McLaren, LHW, with Derek Forrest.

## Dubai to open regional office

**DUBAI'S** Corporation of Tourism and Commerce Marketing (DCTCM) is to open a regional office based in Sydney.

The Asia Pacific Regional Office would be led by Julie King in addition to her role as DCTCM Australia and New Zealand director, the organisation said.

The office would oversee existing establishments in Australia, New Zealand, Japan and the Far East, to help increase visitor numbers from these countries as well as Malaysia, Indonesia and Singapore, it said.

DCTCM ceo Issam AbdulRahim Kazim said the Asia Pacific region was of high strategic importance with significant potential for growth.



“even if you're not actively looking for a job, make sure your future employer can find you by uploading your profile and resume now”

[view jobs](#)

[post a job](#)

over **250 HOT** jobs in travel, hospitality and tourism available

[jobs in travel online](#)  
[www.jito.co](http://www.jito.co)



# business events news

21st November 2014



## crumbs!

**A COMEDY** conference - no, really, it exists - is aiming to teach businesses how to be funny so they can tap into "humour's power" in terms of creating effective content and building brands.

The FunnyBizz Conference was held for the first time in San Francisco this year and for a conference about being funny, the education sessions sure have fairly standard (read: fork in the leg to keep you awake) titles, for example 'Humour, experimentation, and the search for effective content'.

However, maybe the conference is helping those beyond help - when *Fast Company* asked one attendee why she would pay to attend, she told them "Because I'm not funny".

That's honesty for you.

Apparently, if you get nothing else, you'll at least meet speakers you can hire to write your funny for you, the publication reported.

The only apparent downside is that the conference allows media to perpetuate the abomination that is the made-up phrase 'infotainment'.

**CLICK HERE** to read more.

## PCB's new directors

**THE** board of the Perth Convention Bureau (PCB) has two new directors.

EECW Pty Ltd events director Renee Bennett and ADAMS executive general manager Chad D'Souza join the existing directors of the board, confirmed at the PCB's annual general meeting this week.

Seven candidates stood for the election, PCB said.

The board appointed two new consultative directors in University of Western Australia chief operating officer Gaye McMath, and Racing and Wagering WA corporate social responsibility manager Nicole Moody.

Their appointments are for a two year term.

## Four Seasons on a jet plane

**FOUR** Seasons, following the launch of the hotel industry's first fully branded private jet earlier this year, has announced the launch of four new private jet itineraries for 2016.

Prompted by a growing demand for a luxury experience both in the air and on the ground, Four Season global product and operations executive vice president Christopher Norton said guests on the journeys would enjoy the finest of everything, including the latest vintage Dom Pérignon Champagne.

A glimpse at the extraordinary itineraries in 2016 include 'Timeless Discoveries' from 26 Jan to 18 Feb, flying from Los Angeles - Kona - Bora Bora - Sydney - Bali - Chiang Mai - Taj Mahal and Mumbai with a stop in Prague.

**CLICK HERE** for more.

## PCO Assoc conf lounge access

**ATTENDEES** of the PCO Association Conference who book with Virgin Australia will receive complimentary lounge access in Canberra.

The Canberra Convention Bureau also has a range of famil options on offer for 03 Dec following the conference, including an outdoor adventure featuring visits to the zoo.

**CLICK HERE** for more.

## SAT: 143 events to 2017

**SOUTH** African Tourism (SAT) has said last year, South Africa hosted 118 meetings that met ICCA criteria, up from 97 in 2012, bringing 94,000 association professionals to the country.

Ceo Thulani Nzima said 143 association conferences and events had been confirmed between now and 2017.

Next year will see the 10th anniversary of Meetings Africa.



## SHEER INSPIRATION

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

## Gamification secures a better return on investment for your client

You hear it everywhere: 'No more power point slides, we need to create interactive sessions'.

Everyone seemed to agree at the latest MEA conference when Eric De Groot said we need to make our meetings full of participants, not audiences.

I personally know from previous discussions with many event planners that this change in thinking, of moving into the gamification world, where a game is used to help participants learn, is out of their comfort zone, but for those who have made the jump, the increased ROI has been noticed.

I feel with most of us the intent is there but still here at BeChallenged we walk into meeting rooms every day with the presenter up the front clicking away.

Maybe the biggest problem we all have with gamification is the how.

A recent team building program we ran for CGU Insurance and its Leadership Forum 2014 was The Big Picture.

The objective was to create discussion about the possibilities of the future, how good leadership occurs and how to collaborate. Fifteen teams were armed with 30 canvases, paint and the challenge to create one collaborative masterpiece.

Outcomes from participating in the activity included the creation of an image that was well above anyone's expectations and therefore the absolute connection to imagining the possibilities.

Other outcomes included a change in mindset from competitive to collaborative and the behaviours that came from this change, and a total networking experience, which was one of the main reasons we all go along to conferences.

The final image demonstrated, among many things, diversity, represented by the people, different genders, age and backgrounds; CGU's range of clients, symbolised by the city, home and farm landscape; and the complex world we live in, shown by the variety of colours and images.

Gamification delivers a higher ROI because it hits the three big outcomes of conferences and events: engagement, delivering content and promoting networking.

Change your way of thinking to what is going to be the future of conferences and events.



## For more information about

**Oliver and BeChallenged's team building offerings, see [www.bechallenged.com.au](http://www.bechallenged.com.au).**



## ETF's new client manager

**SAMANTHA** Adams has been appointed to the newly created role of client engagement manager for Exhibitions and Trade Fairs (ETF).

Adams would manage the visitor engagement strategy for the business event portfolio including Inspire EX and the Travel Industry Exhibition, ETF said.

*Business Events News* is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

Sign up for a free subscription at [www.busesseventsnews.com.au](http://www.busesseventsnews.com.au).

**Postal address:** PO Box 1010, Epping, NSW 1710 Australia

**Street address:** 4/41 Rawson St, Epping NSW 2121 Australia

**P:** 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

Part of the *Travel Daily* group of publications.

*Business Events News* is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter no liability can be accepted for errors or omissions. *BEN* takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

**Publisher:** Bruce Piper

**Editor:** Jill Varley [info@busesseventsnews.com.au](mailto:info@busesseventsnews.com.au)

**Deputy Editor:** Alex Walls

**Advertising and Marketing:** Sean Harrigan and Katrina Ford [advertising@busesseventsnews.com.au](mailto:advertising@busesseventsnews.com.au)

**Business Manager:** Jenny Piper [accounts@busesseventsnews.com.au](mailto:accounts@busesseventsnews.com.au)

