



Pop-ups

YOU'VE heard of pop-up restaurants, shops, and even of Christchurch's pop-up church, so it's hardly surprising that a pop-up hotel should be the next big thing on the pop-up agenda.



One such hotel emerged in Mannheim, Germany recently, styled the Hotel Shabby Shabby, consisting of a group of 22 individually designed, pop-up hotel rooms that were scattered about the city during the recent Theater der Welt Festival.

It all started with Raumlaborberlin, an architect collective which called upon architecture students and gifted DIY builders to come up with their design.

The rules of the game stated that recycled materials were to be used and the cost must not exceed €250.

The winning designers had to build their own rooms at locations that ranged from the roof of a high building to the banks of the Neckar River, from a bustling market square to right in the middle of a former US army barracks.

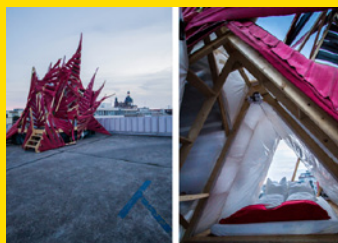
Designs included The Hedonist, a transparent box made of wood pallets, beams and tubular scaffolding, and The Lichter Hotel, a penthouse inspired room, raised high on scaffolding to provide privacy.

Then there was the spiky Feuer and Flamme, a sort of extreme wow tent made essentially of wood scraps.

What's next, the pop-up exhibition centre?

No, sorry, it's already been done on Gleebe Island!

Jill



BE Oz's IT&CM China debut

BUSINESS Events Australia will debut as an exhibitor at IT&CM China next year, with a 96 sqm booth, giving industry attendees of the North Asia showcase, also in April, more bang for their buck.

Gm Penny Lion said attendees of its showcase could also attend IT&CM China, giving a better return on investment for travel expenses.

The decision to exhibit was a natural evolution, as China continued to be front of mind, posting "outstanding" results in the business events space, she said.

Expressions of interest for attendees at its stand would be offered about three months out from the event, she said.

China is Australia's fastest growing market in terms of business events spend, growing by almost 30%, or \$284m, from 2012 to 2013 (**BEN** 11 Apr).

Tourism Australia greater China

of business events regional business director LC Tan said as an exhibitor, the organisation could take advantage of the show's appointments facilities and one-on-one meetings.

The show will be held from 14 to 16 Apr at the Shanghai Exhibition and Convention Centre.

Altogether Perfect famil



TWENTY two conference and event organisers from around the country toured Newcastle, Port Stephens and the Hunter Valley last week, as part of the Altogether Perfect campaign.

The campaign aimed to showcase the areas as leading business event destinations, organisers said.

The three day itinerary from 16 to 18 Oct included stand up paddleboarding, helicopter rides and gourmet cuisine, and was developed to showcase the region's appeal to group event organisers, spokesperson Rebecca Morley said.

\$750k event funding

EVENT planners and organisers across regional Western Australia are invited to apply for funding as part of the 2014-15 Regional Events Scheme, with \$750,000 in funding available.

Smaller, developing regional events held between 01 Jul 2015 and 30 Jun 2016 that had the ability to bring visitors to the region, attract media attention and involve the community, could apply to the program, jointly funded by Royalties for Regions.

CLICK HERE for more.

Walk this way

A SIGNIFICANT milestone in Sydney's Barangaroo construction has commenced with the tunnelling for the Wynyard Walk that connects the CBD to the site.

It is a project that links one of Sydney's most important transport hubs to Barangaroo, which will accommodate 30,000 workers and 2,500 residents, and attract thousands of tourists.

According to peak national industry body Tourism & Transport Forum ceo Margy Osmond, access to Barangaroo was critical, urging the need for a second rail crossing.

"Wynyard Station is already one of the busiest stations in the CBD and we remain concerned about its capacity to cope with the additional demand this will generate.

"We therefore continue to urge the government to route a second harbour rail crossing via Barangaroo if technically feasible."



The Christmas Venue Guide

BUSINESS Events News has launched a Christmas Events guide for all your end of year function venue needs.

The last few issues of the Guide are coming up so get in while you can to highlight your venue's unique features, like the ability to host a karaoke battle of 'We Three Kings - The Reggae Remix', to the business events industry and **BEN's** readers and social media channels by emailing

advertising@businesseventsnews.com.au.



Events 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@businesseventsnews.com.au.

15 OCT

ACTE Brisbane Networking Reception; NEXT Hotel Brisbane; www.acte.org

21-23 OCT

Walk21 International Conference on Walking and Liveable Communities; Luna Park Sydney; www.walk21sydney.com

22 OCT

ACTE Sydney Networking Reception; PARKROYAL Darling Harbour, Sydney; www.acte.org

23-25 OCT

Quest Serviced Apartments National Conference 2014; Melbourne Convention & Exhibition Centre

30-31 OCT

Ovum 2020 Telecoms Summit; Sydney Harbour Marriott; www.ovum2020.com.au

12-19 NOV

IUCN World Parks Congress 2014; Sydney Olympic Park; www.worldparkscongress.org



business events news

20th October 2014



crumbs!

IF YOU'RE due to attend an international conference and just killing time by browsing in a bookstore, for goodness' sake, check its closing times so you don't get locked in by mistake.

Yes, this really did happen, to a US tourist in a Waterstones store in Trafalgar Square.

David Willis was browsing upstairs for 15 minutes and came down to find the shop in darkness, so he tweeted a picture of the locked doors, and after two hours, the company itself, asking to be freed, *Orange News* reported.

The power of social media proved the right answer, however, with thousands of retweets and the arrival of the police to free him, the publication reported.

The bookstore has since made hay from the situation, as its Twitter account has encouraged people to attend book signings with the tag line "And yes, we'll let you out afterwards!"

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NT: Have your say

THE NT government has launched a website for Territorians to "have their say" about infrastructure projects that could be funded through the sale or lease of public assets.

Funding ideas include leasing Darwin Port's assets, and infrastructure projects included an Indigenous cultural centre in Alice Springs.

CLICK HERE to submit an idea.

Château Élan famil

TOURISM Portfolio, the Australian sales representative company of Château Élan, led a familiarisation tour of the resort for about 13 conference organisers and corporate buyers.

The group created their own blend of wine and designed their own label before enjoying the result, Tourism Portfolio said.

The two day tour also included golf, spa treatments and a 'Posh Picnic', the organisation said.

The resort's meeting facilities can host up to 200 people, it said.

Geldof's youth shake



LAST week Dublin welcomed the One Young World summit, together with 1,400 delegate, to the futuristic Convention Centre Dublin.

The delegates, mostly between the ages of 18-30, spent their first evening listening to Bob Geldof verbally shake them down and remind them that all is definitely not right with the world.

Supporting the bid, Fáilte Ireland, through the Dublin Convention Bureau, estimated the event would be worth almost €2m in direct economic impact for the local economy.



FACE : FACE

Danielle Puceta

Asia Pacific Director

American Express Meetings & Events



Business Events News recently caught up with Danielle Puceta, Director for American Express Meetings and Events Asia Pacific department, responsible for regional P&L as well as operational, account management and sales staff across Australia, Singapore, Hong Kong and India.

What's the first thing you do when you get into the office?

A good coffee is always a great way to prep myself for anything that may come up during my day.

What analogy best describes director of American Express Meetings and Events Asia Pacific and why?

A master juggler. You need to be able to move fast and keep your eye on many moving parts simultaneously.

How much of American Express' business does the Meetings and Events portfolio form?

The Meetings and Events business is an important part of American Express Global Business Travel. In fact, according to the recent MeetingsNet eighth annual 'CMI 25' list in the US, American Express Meetings and Events managed the highest number of corporate meetings and incentive travel programs (US).

What does the Australian business events industry do well, compared with the rest of Asia Pacific? What could it do better?

We have a fantastic service ethic and access to amazing fresh produce so catering really is one of our strengths. We should look to build upon this in future and make it a global destination of choice.

What's the most memorable business event you've attended in your time with American Express? What's the weirdest?

A memorable event was a dinner we recently organised at the Sydney Opera House hosted by chef Matt Moran with a custom-made degustation menu, matching wines and a perfect view. On the exotic side, we organised an event at Cockatoo

Island with over 200 people from around Asia attending a two day event, of which the first night was spent camping on Cockatoo Island.

What are your picks for this year's trends when it comes to meetings and events in Australia?

One thing I believe we'll continue to see is a lot more scrutiny on and accountability around meetings spend in Australia. This leads to greater focus on objectives and outcomes, which I see as a very good thing.

What one change in the industry would make your job easier?

Our jobs are becoming easier as the industry evolves and becomes increasingly professional. With clients becoming more aware of what a quality event entails, it makes it easier for us to deliver those services.

Will robots ever take over the meetings and events industry?

Not a chance – they'd self-destruct under the pressure! Seriously though, the meetings and events industry will continue to embrace new technology as it has proven potential to enhance meetings and events in many different ways.

What's one historical meeting or event you wish you could have attended?

The launch of the Titanic or the fall of the Berlin Wall were both iconic moments in history which would have been amazing to witness in person.

What would be your dream event?

One where everything goes perfectly according to plan! I think I'd find it hard to turn down a best resorts or luxury living event – a girl can dream.