



### A Crowne-ing stopover

THIS issue of **BEN** comes to you from Singapore, courtesy of Crowne Plaza Hotels & Resorts and in particular, Crowne Plaza Changi Airport.



We are here to experience the hotel during ITB Asia; its cutting edge design and outdoor landscaped pool has seen it hailed as one of the Best Airport Hotels in the world.

There's nothing quite like getting off a long flight to be the recipient of the hotel's VIP Meet-and-Greet Service and be whisked through formalities.

Held from 29 to 31 Oct, ITB promises a power-packed program with new partners Robb Report Singapore and TTG Asia, and a record number of sessions.

More of ITB and its significance to the Oz business events market in Friday's edition. *Jill*

## Capitalise on expansion

THE Victoria Tourism Industry Council (VTIC) has said the state should capitalise on the opportunities provided by the expansion of the Melbourne Convention and Expansion Centre (MCEC) (**BEN** 27 Oct).

Ceo Dianne Smith told **BEN** this was one of five policy recommendations made.

Policy makers needed to seize on the opportunities provided by the expansion by creating a state that was "visitor friendly", for instance by ensuring transport links were easy for visitors, Smith said.

One of the lessons from the AIDS conference in Melbourne this year (**BEN** 30 Jul) had been how easy delegates found getting around with transport and tour operators, she said.

As well, complementary



recommendations should be adopted to capitalise on visitor growth from the expansion, Smith said, including creating a dedicated sales team to secure and expand regional small to medium sized events.

This would cost about \$2m annually with an estimated 600 jobs created, VTIC said.

Tourist attractions should also be made more appealing to the Asian visitor market by culturally appropriate upgrades to displays, ticketing and information, to the tune of \$7m annually, it said.



### The Christmas Venue Guide

**BUSINESS Events News** has launched a Christmas Events guide - check out **page three** for more.

The last few issues are coming up so get in quick by emailing [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au)

### AIME buyer reg open

**AIME** hosted buyer applications for next year are now open.

The event would see nearly 500 buyers over the two days, with successful applicants receiving complimentary return flights, organisers said.

**CLICK HERE** to register.

**MEANWHILE** Nicole Santer has been appointed the new AIME manager, taking over from Rebecca Caines, who told **BEN** she was setting up her own project.

## THE ULURU MEETING PLACE

### THE PLACE FOR AN UNFORGETTABLE EVENT

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# business events news

29th October 2014



**MAKE** sure you photobomb someone's formal pic at your next conference, in honour of the word having been chosen as the Collins English Dictionary 2014 Word of the Year.

For a master class on how to do it, **CLICK HERE** for the time Benedict Cumberbatch photobombed U2 and **HERE** for the time a cow photobombed a horse stuck in a fence.



**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**.

If you are game, **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**) by the end of October.

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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## Hunter tender workshop

**HUNTER** companies who want to tender for major government works can attend a workshop tomorrow at Rutherford.

The workshop was open to companies from all sectors wanting to supply to government or large organisations, who would learn what is required for pre-qualification and how to diversify, NSW Minister for Trade and Investment Troy Grant said.

The free workshop will be held at the Bradford Hotel.

To register for the event, **CLICK HERE**.

## Thai MICE growth



**THAILAND'S** business events industry saw 5.16% visitor growth in the first fiscal quarter of 2014 (October to December last year), the Thai Convention and Exhibition Bureau (TCEB) has said in its Thailand MICE Industry Report 2014.

Nearly 187,000 MICE visitors arrived in the first quarter with revenue of THB 16b, it said. Visitors from China made up 38,036 of these, up 177% year on year, with Australian MICE visitors clocking in at 6,303, it said.

The convention sector was the largest market in terms of volume and revenue, seeing 58,682 delegates, up 9.29% year on year, and generating TBB 5.81b in revenue, up 9.3%, the TCEB said, with more than 58,500 incentive travellers arriving in the quarter.

**CLICK HERE** to view the report.



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## Pan Pacific refurb

**THE** Pan Pacific Perth is set to undergo a multi-million dollar refurbishment, starting in December and slated to finish early next year.

The refurbishment would see its 2,470 sqm of conference facilities upgraded, as well as a makeover for the 124 rooms and eight suites, the hotel said.

The hotel will remain operational throughout.

## Match Oz rego

**AUSTRADE** has said it and the Office for Sport would help coordinate tailored business programs for international delegates, with state governments adding to Australia-wide programs for individual delegates outside of business events (**BEN 27 Oct**).

Austrade was undertaking the international promotion, it said.

To register, **CLICK HERE**.



## Partner Up

The low down on tech in the events world

### Make your next event an Appy one for attendees

These days it seems everything is moving from print to digital and this includes how events are organised and executed.

For an event organiser or planning team, an event app can save hours and sometimes days in the preparation and planning of any event, allow content to be updated in a timely manner, and provide further opportunities for event organisers to engage with event attendees.

A good event app will integrate event information with social media tools, gamification, surveys, push notifications and live polls. Event attendees are becoming increasingly tech savvy and with this, they expect both an online and offline experience.

Here are some features to look for when considering using an event app:

#### Interaction

Look for apps that act as an interactive conference guide, allowing the user to access up to date event information such as programs, flyers, videos, maps, and local weather as well as speaker, attendee and exhibitor information.

#### Feedback and reviews

Attendees should be able to interact and engage with speakers and

other attendees by leaving reviews on sessions, speakers, venues and exhibitors.

#### Social networking platform

Look for an app which integrates with social media channels. The best apps will even let attendees post updates, tag their location, like posts, comment and send private messages within the app.

#### Reporting

An event app should include an analytics function allowing event organisers to comprehensively report on active users, attendee interactions in the app and reviews.

This information can provide useful insights when planning future events.

*Andrew Hackett is business development manager at AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored IMEapproach.*

For more visit [www.avpartners.com](http://www.avpartners.com)



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

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Part of the Travel Daily group of publications.

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# Christmas Venue Guide

Looking for a Christmas venue or staff celebration?  
**Business Events News** guide to 2014/15 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## The Westin Melbourne

Melbourne, Victoria

Celebrate well this festive season at The Westin Melbourne. With our central location and our stylish function rooms overlooking the Christmas activities in City Square our team is ready to create your memorable event. We offer packages for a group High Tea, cocktail party, dinner with a DJ and exclusive use of our signature restaurant Allegro with the outdoor terrace.

Contact our event specialists on 03 9635 2222 or email [eventswestinmelb@westin.com](mailto:eventswestinmelb@westin.com).  
[www.westinmelbourne.com](http://www.westinmelbourne.com)



## Botanic Gardens Restaurant

Sydney, NSW

This sleek and modern venue is nestled in the heart of Sydney's Royal Botanic Gardens, a short walk from the CBD and Circular Quay.

Enjoy an elegant and contemporary menu with open-air dining overlooking the Gardens and Harbour. Two or three course Christmas menus including canapés and a 4-hour drinks package start from \$159.

For details, call Emily on 02 9232 1322 or email [events@botanicrestaurant.com.au](mailto:events@botanicrestaurant.com.au).  
[www.botanicrestaurant.com.au](http://www.botanicrestaurant.com.au)

## MV EPICURE

Sydney, NSW

MV EPICURE is a brand new, state-of-the-art luxury motor vessel sailing Sydney Harbour. Impress your guests with sensational food and wine against the best vantage points on the harbour.

Custom built for luxury events, MV EPICURE can cater 300 for sit-down and 450 for canapés across three stylish levels. The modern neutral interiors play host to a range of Christmas events.

Celebrate Christmas in style onboard MV EPICURE starting from \$159.00pp.  
[www.mvepicure.com.au](http://www.mvepicure.com.au)



## Doltone House

Sydney, NSW

Doltone House Venue & Catering Collection boasts Sydney's most glamorous award winning venues, ideal for your Christmas event! Experience spectacular Sydney Harbour views and our recent CBD addition Hyde Park.

Christmas packages start from \$79pp.

Book now to receive a \$200 Chanel Gift Card and complimentary upgrade to French Sparkling for all your guests.

Call 02 8571 0622 for further information.  
[www.doltonehouse.com.au](http://www.doltonehouse.com.au)