



A lasting impression

IT'S not hard to see why Clifford Austin of The Rialto won the Front Office Services Employee of The Year at the Accommodation Australia (Victoria) Awards this year.

Smartly attired in a bowler hat (pictured), he was the topic of conversation among some of the conference and event organisers who were guests of the InterContinental Melbourne this week for the launch of the renamed The Laneway Rooms.

Not only did he impress everyone on our arrival at the hotel from the airport, but Debbie Haddock of Purely Creative Solutions in Brisbane was particularly impressed with his manner and dress; noticing his name badge, she addressed him as Cliff.

"Later on when we were departing on our graffiti tour of the laneways, he came up to say hello and addressed me by my name.

"I was chuffed. Clearly he had gone out of his way to find it out.

"The thing is, when you are in the business organising events, it's that attention to detail that is so important – it's the lasting first and last impact that counts."

Jill



Committing to Austrade



AUSTRADE and the Exhibition and Event Association of Australasia (EAAA) have mapped out next steps following a meeting between Austrade representatives in five countries in the Asia Pacific region and EAAA members.

EAAA ceo Joyce DiMascio said the meeting was a "break

through" in relations with the agency responsible for promoting international trade, investment and tourism.

It involved senior Australian trade officials in cities including Beijing, Shanghai and Seoul speaking via video conference.

She told **BEN** the meeting had planned some 'next steps', including practical, immediate outcomes which would benefit Austrade staff, and EAAA members pursuing the internationalising of their businesses.

EAAA member events would be marketed through Austrade channels to highlight them to buyers across Asia, she said, and the meeting had provided insight into how to better service buyers from markets such as China, where there was a strong focus on relationships and less on immediate transaction.

The meeting aimed to explore the capacity of exhibitions to drive trade and investment in key sectors aligned with the country's export capability including food, mining and healthcare, EAAA said.

DiMascio said it had been facilitated by having a Minister for Trade and Investment who understood the power of exhibitions, and business events.

NSW funding boosts

THE NSW government has boosted funding for three tourism projects in the region, including \$500,000 for conference centre development.

Peppers Manor House, Southern Highlands, would receive \$500,000 for five star accommodation refurbishment and conference centre development, while the Port Stephens destination marketing program would receive \$92,500 to develop a marketing program and increase low season, midweek visitation to the region, Destination NSW said.

Minister for Tourism and Major Events Andrew Stoner said the total \$672,070 in funding was to assist product development and destination marketing in three regions, including Spicer Caravan Park, Parkes.

It came as part of the state government's \$21.6m commitment to the Regional Visitor Economy Fund program (RVEF) over three years, he said.

Applications for round two of the RVEF Contestable Fund would open on 29 Sep, he said.

The Christmas Venue Guide

BUSINESS Events News has launched a Christmas Events guide - check out **page four** for the best end of year function venues out.

The Guide is booking out fast, so get in while you can to highlight your venue's unique features, like a karaoke battle to the death of 'We Three Kings - The Reggae Remix', to the business events industry and **BEN's** readers and social media channels by emailing advertising@businessesnews.com.au.

Newcastle Expo



THE first Altogether Perfect Business Events Expo is set for 24 Sep in Newcastle.

The Expo would highlight the appeal of Newcastle, Port Stephens and the Hunter Valley for conferences and meetings and came as part of the \$270,000 Altogether Perfect campaign (**BEN** 16 Jun), organisers said.

Businesses, government representatives and universities are invited to attend the expo, held at Newcastle City Hall, to meet venue and event suppliers and learn how to better organise, support and promote business events through free seminars.

Spokesperson Georgia Lazzari said the expo was planned to be an annual event, and invited anyone interested in staging a business event in the regions to attend.

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

Four pages today

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

- NT Convention Bureau
- The Xmas Events Venue Guide

CIBTM record

CIBTM has opened with a record number of hosted buyers this year, according to organisers.

Hosted buyers clocked in at 424, the highest number ever appointed, CIBTM said, with international buyers up by 28% year on year.

The exhibition floor at the China National Convention Centre in Beijing covered 11,000 sqm, up 30% on last year, it said.



business events news

19th September 2014



TEAM building events can be a great way to improve your business, as **BEN's** own columnist Oliver Sheer can tell you in 'Sheer Inspiration' ([CLICK HERE](#) to read more).

If you're looking for some terrible team building ideas, however, then head to Ask A Manager, where a post asking for the worst team building experiences received a whopping 337 comments.

One such was a surprise snake handling workshop. Yup. You read that right.

Another involved 'horse whispering', until an over-excited horse nearly trampled one of the employees.

One of the more interesting ones involved bumping elbows to avoid "unsanitary" hand shakes.

However, many of the comments detail positive experiences - [CLICK HERE](#) to read more.

Luxperience up 53%

LUXPERIENCE saw an increase of 53% year on year in the number of exhibitors attending, to 228 in total.

The exhibitors had access to more than 470 luxury and experiential buyers from Australia and global inbound markets, Luxperience said.

The company said 96% of exhibitors reported feeling that the buyers were of a high quality, with more than 85% saying they were likely to return next year.

PCEC extension call

THE Perth Convention and Exhibition Centre (PCEC) has said it needs an extension to link it to the state government's \$2.6b Elizabeth Quay project.

General manager Nigel Keen told *The Sunday Times* the convention centre needed to be expanded to join it with the project, as direct access to Elizabeth Quay was "critical" to the Centre's success.

The publication reported that currently, the Centre's position meant delegates would need to book off-site accommodation and navigate William St to reach the waterfront.

Keen did not respond to requests for comment.

Perth Convention Bureau ceo Paul Beeson said the subject of expansion was in early days and the Bureau had not been involved in any formal discussions.

The Metropolitan Redevelopment Authority, which is handling the Elizabeth Quay project, did not respond to requests for comment at time of writing.

[CLICK HERE](#) for more information.

Carlson Rezidor vp

CARLSON Rezidor Hotel Group has appointed Sandy Russell as Asia Pacific commercial operations vice president.

Russell had 21 years of hospitality experience including 14 with Carlson Rezidor in sales and marketing roles, the company said.

The Rialto's street art

WHEN the InterContinental Melbourne The Rialto embarked on a journey to re-imagine its ballroom and conference space, it did so with the idea of creating something that would be uniquely Melbourne.

The restoration saw the hotel strip the interior walls back to the original 1890s brickwork and commission eight Melbourne laneway artists from The Blender Studios to paint graffiti onto Robb Laneway directly outside the ballroom windows.

For the 300 guests gathered on Wednesday evening for the launch of the now renamed 'The Laneway Rooms', a reveal of the graffiti installation that spans more than 40 by 5 m as a centrepiece had them crowding around the windows, iPhones at the ready.

Hotel manager Sebastian



Germershausen said the rooms were a unique addition to The Rialto's iconic Melbourne architecture, a fusion of history and cutting edge style.

The Laneway Rooms comprise three separate event rooms, which can also be opened up into a ballroom for up to 370 guests.

For more photos, [CLICK HERE](#).



CONFESSIONS OF A COMPULSIVE CONFERENCE-GOER

Andrew Klein, director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in **BEN**.

Conferecing First World Problems

A LOT has been written lately about 'First World Problems'. Having heard many petty complaints at conferences and having read a lot of conference evaluations, here are my favourite First World Problems specifically as they relate to conferences, together with the polite response I think they deserve.

Not the Gold Coast again - Yes, so sorry, over the past five or so years, we have conferenced in every luxurious resort in Australia - from Hamilton Island to Port Douglas and the Barossa Valley. You are correct, finally it was time to return to the central, easy to fly into, beautiful weather, endless things to do location of the Gold Coast. Sorry we had to put you up again in the stunningly renovated Sheraton Mirage too.

The exhibitors always give out USB sticks - Apologies for giving you free stuff. Things that cost \$10 at Harvey Norman for most people who don't frequent conferences that take place because sponsors put up the money and in return ask you to take free things with their logo on them. We should have given each delegate an iPad or bottle of Grange to show our appreciation. Or other \$2 shop promotional items that you really don't need.

The chairs in the ballroom were uncomfortable - You are right. We should have spent \$10,000 and replaced all 600 chairs and hired new ones with more cosy cushions.

The room was too cold/hot - You are correct. It did take us a bit of time to get the air conditioning right. Next time, we'll get everyone who is hot to put their hands up and everyone who is too cold to put their hand up - and we'll simply get you to swap seats.

The Barista queue was too long - Fair point. We did provide you free of charge, unlimited, tasty, fresh, barista-made lattes and cappuccinos. Sadly, other people also wanted a cup and so you had to wait in a line for five minutes. I guess you could have had some of the hotel coffee also on offer or perhaps we should have hired 10 baristas to avoid any queues.

The wireless was too slow/kept cutting out - Now jokes aside, this is a legit complaint, given that our first world internet speed is actually slower than most third world countries.

So delegates, apart from that one, keep it all in perspective!

For more information about Andrew and what he can do for you at your next conference email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



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INVITATION

We are excited to bring the NT to your backyard and share the wide range of options for Business Events in the Territory.

DISCOVER why the NT should be the destination for your next event.

CONNECT with the local expert to professionally plan your event.

INSPIRE yourself with unique possibilities and connections the NT can provide you and your next business event.

VENUES

Monday 13 Oct, 12:00-2:00pm - BRISBANE:

Sofitel Brisbane - Odeon Room - 249 Turbot St | Brisbane QLD 4000

Tuesday 14 Oct, 7:30-9:30am - CANBERRA:

Sage Restaurant - Gorman House Arts Centre/ Batman St | Braddon ACT 2612

Tuesday 14 Oct, 5:30-7:30pm - SYDNEY:

The Slip Inn Sydney - Sand & Garden Bars - 111 Sussex St | Sydney NSW 2000

Wednesday 15 Oct, 5:30-7:30pm - MELBOURNE:

MCG - Premiership Dining Room - enter via Gate 6, use elevators 14 and 15 and go to level 2 | Brunton Ave | Richmond VIC 3002

Thursday 16 Oct, 12:30-2:30pm - ADELAIDE:

Chianti Classico - Gallo Nero Private Dining Room - 160 Hutt Street | Adelaide SA 5000

Friday 17 Oct, 12:00-2:00pm - PERTH:

The George - London Room - 216 St Georges Terrace | Perth WA 6000

KEY NT BUSINESS EVENT SUPPLIERS

Alice Springs Convention Centre

Darwin Convention Centre

Darwin Turf Club (BNE,SYD, MEL ONLY)

Fusion Exhibition and Hire Services

Great Southern Rail (BNE,SYD, MEL ONLY)

Hilton group ((BNE,SYD, MEL ONLY)

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Christmas Venue Guide

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Business Events News guide to 2014/15 Christmas venues is the place to showcase!
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www.tangalooma.com



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