



## MEA ready for show

**MEETINGS** and Events Australia is gearing up for its first ever The Event Show, which takes place on 01-02 September at Sydney's Royal Randwick Racecourse.

General admission to the show is free, with all members of the event industry invited to attend.

More than 50 exhibitors from across the country will be present, with the show floor divided into zones to help attendees locate what they are looking for.

There's also a seminar program covering the latest in event technologies, trends from the UK and US, social media and "how to hold an event that will engage the senses of your event attendees".

During the show Saxton Speakers Bureau will host "Australia Speaks" with talks from 11 of Australia's most inspiring presenters including journalist Sara James and the thinking woman's eye candy, Mark Bouris.

"We are so excited about this event," said MEA ceo Linda Gaunt.

"It is the first time MEA has hosted a trade show of this scale...I am confident all attendees will leave the show feeling inspired and invigorated," she said.

Delegates can pre-register at [www.eventshowsydney.com.au](http://www.eventshowsydney.com.au).

## Events at NSW Parliament



**NEW** South Wales Parliament House is opening its doors to the corporate market, with bookings now available to give organisers "an experience and a venue quite unlike any other".

The unmistakably historic Sydney CBD venue has a variety of rooms available for hire, enabling it to cater for functions ranging from board meetings to product launches, sit-down meals, cocktail parties or even movie screenings.

Venues include the Dining Rooms with unparalleled views over the Domain; the historic Jubilee Room; the Fountain Court; the Rooftop Garden; as well as contemporary meeting, seminar and theatre spaces.

Menus have been created by Executive Chef, David Learmonth, who comes to the Parliament with a "hatted restaurant and international experience under his belt," Philip Freeman, director of NSW Parliamentary Catering told *BEN* yesterday.

The venue offers experienced and professional hospitality staff, baristas and chefs, with dining offerings showcasing the freshest NSW produce, he added.

As well as becoming available to the corporate market, Parliament House has announced the debut of High Tea, open to the public on the last Friday of each month in the Strangers Dining Room.

For more information on events at NSW Parliament House contact David Quinn by email on [david.quinn@parliament.nsw.gov.au](mailto:david.quinn@parliament.nsw.gov.au).

## Park into Adelaide

**SINGAPORE'S** Park Hotel Group is expanding into Australia, with a new contract to manage the Park Hotel Adelaide which is set to open in the last quarter of 2018.

The group's ceo Allen Law said the move was a significant milestone, with Adelaide a key market due to its massive expansion of convention facilities, increased flight connectivity and strong event calendar.

The 250-room hotel is part of a mixed-use development located in the heart of the CBD, about 20 minutes from the airport.

## Today's issue of *BEN*

*Business Events News* today has three pages of news and the latest *BEN* Christmas Venue Guide on **page four**.

## Liveable Melbourne

**MELBOURNE** has been named the World's Most Liveable City for the fifth year running, with UK-based Economist Intelligence Unit basing the accolade on criteria such as stability, healthcare, culture & environment, education and infrastructure.

The award came the day after the Melbourne Convention & Exhibition Centre was recognised as one of Australia's Most Innovative Companies by BRW.

"It's been a great week for Melbourne," according to MCB ceo Karen Bolinger.



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## Director of Revenue Management

**FOUR POINTS**  
 BY SHERATON

Sydney  
 Darling Harbour

Four Points by Sheraton Sydney, Darling Harbour is less than 12 months away from launching Sydney's most exciting hotel and convention venue. The hotel will boast 4,800spm of convention, meeting and event space and will add 222 new guest rooms to its current portfolio, bringing the total number of rooms to 905 to be the largest hotel in Australia.

We are seeking a highly motivated and passionate individual who has extensive Revenue Management in a large convention hotel or convention centre environment, who thrives in a high pressure and rewarding team environment and is looking for a career with a hospitality leader. In addition, you will have a proven track record managing a team and maintaining the highest level of guest satisfaction. Experience in revenue management in pre-opening and convention environment would be highly regarded.

Applications can be forwarded to: [shauna.kleem@fourpoints.com](mailto:shauna.kleem@fourpoints.com)

<http://www.fourpointssydney.com/en/video>



# business events news

20th August 2015



## Guide highlight

### Bendigo Events Planning Guide



**THE** new Bendigo Events Planning Guide 2015-17 offers event and conference organisers everything they need to arrange an event in Beautiful Bendigo.

Featuring an array of venues and attractions, the guide aims to build on Bendigo's growing reputation as an events capital for regional Victoria.

The Bendigo Visitors Centre offers free accommodation booking services, with personal management for each delegate simplifying arrangements for event organisers.

Event registrations can also be managed online including gala dinner bookings, workshops and social outings.

To download a copy of the guide see [bendigotourism.com](http://bendigotourism.com).

## PCOA webinar

**THE** next webinar from the PCOA Association will be presented by Robyn Henderson, titled "How do I generate endless referrals through strategic networking".

Taking place on Thursday 27th August from 1.30pm, the webinar is free for PCOA members and costs \$25 for non-members.

Henderson will share why networking accounts for over 80% of business today, how to identify key players, the difference between a tip, a lead and a referral and much more.

To register **CLICK HERE**.

## Fancy a bargain?

**THE** newly opened Mercure Newcastle Airport is offering a special industry rate of \$90 per night, valid for bookings made by the 30 September and stays until 30 November 2015.

The \$15 million 95-room four star newbuild is the only hotel located in the airport precinct, and offers high speed internet, a 24-hour gym, the Mach One Restaurant and Bar, iPod docking stations, Foxtel and family rooms which can sleep up to four people.

There will also be four purpose-built conference rooms which can hold up to 120 delegates.

To access the industry deal call 02 4033 8900 or email the hotel on [h9000@accor.com](mailto:h9000@accor.com) and quote 'Opening Industry Rate'.

## Bangkok update

**SECURITY** around Bangkok has been upgraded, with the city on high alert following the bomb attack earlier this week which killed 22 people and injured several hundred more.

According to Destination Asia, residents are in total shock "as incidents of this nature are extremely rare in Thailand".

The Department of Foreign Affairs and Trade has not increased its Smartraveller alert level for Thailand, which remains at the mid-range "exercise a high degree of caution" category.

Qantas and THAI Airways have both issued waivers which allow fee-free changes to tickets.

## Chile representative

**TURISMO** Chile, the national tourism marketing organisation of Chile, will be represented in Australia by Hill+Knowlton Strategies' Passport Marketing division.

H+K will manage the PR efforts for Chile, working across its latest Visit Chile campaign which is now active locally.

The company also represents the Abu Dhabi Tourism & Culture Authority in Australia.

# High flying incentive



**THESE** intrepid adventurers from Australian homewares brand Lorraine Lea recently enjoyed the delights of Queenstown in New Zealand, as part of the company's annual leadership seminar.

76 staff and leaders from across Australia descended on the South Island playground, with the company deciding to head overseas for the event for the first time in several years.

The group stayed at the Hotel St

Moritz, which ticked all the boxes in terms of capturing the town's alpine feel while providing free wi-fi, a conference room with modern AV technology and plenty of spaces for delegates to meet, relax and network.

As well as a traditional Maori Powhiri welcome in the lobby, the St Moritz facilitated customised signature Lorraine Lea cocktails and cupcakes, as well as excursions such as a flight seeing tour of Milford Sound (**above**).

# Partner Up

The low down on tech in the events world

## What is projection mapping?

**PROJECTION** mapping is transforming event styling to create some truly unique and transfixing event experiences.

The projection technology has gained prominence through the Vivid festival in Sydney where buildings are transformed into public art installations, though the process also has application on a smaller scale.

Using specialised software and high-powered computers to turn objects or structures into a display surface for projected videos, projection mapping brings objects to life and turns them into illuminated and interactive displays.

Projection mapping works by modifying - pixel by pixel - the projected video to fit the surface and space. The image will then mask and change the look of whatever you are projecting onto, making existing features "pop" or completely overlaying them to create a new, virtual object.

Projection mapping is used to add extra dimension and movement to stationary objects. The displays are commonly combined with audio to create an audiovisual narrative.

Projection mapping works on most surfaces including buildings,

cars, walls, stages and furniture. At Hamilton Island we have projected onto a 3D cube suspended over the pool, created a 4m tall 'talking' truck (which MC'd the event!), projected onto the entire surface of a suspended sphere and turned the entire foyer balcony into a projection screen. The options are limitless!

Offering a diverse range of styling opportunities, projection mapping is a great solution for all events including trade show presentations, conferences and live concerts.

Projection mapping can offer a cost-effective and creative way to transform any event space. The visual impact of projection mapping goes beyond ordinary video projection to deliver an unforgettable experience.

*Ritchie Harland is the Partner at Hamilton Island with AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach. [www.avpartners.com](http://www.avpartners.com)*





# business events news

20th August 2015

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## (Hard) hats off to ICC Sydney



**EARLIER** this week these lucky guests took a sneak peek at the new International Convention Centre Sydney, with the first ever behind-the-scenes look coinciding with Business Events Sydney's fifth International Advisory Board Forum.

Rod Cameron, executive director of the Joint Meetings Industry Council joined the tour, with ICC Sydney ceo Geoff Donaghy saying he was delighted to show the distinguished group of industry leaders how the venue was taking shape "and how its integrated

design would deliver a paradigm shift in the way that business events are delivered in the global city of Sydney".

He said the venue would allow three concurrent large conventions as well as a contemporary 8,000 seat theatre which will double as an entertainment venue.

BESydney ceo Lyn Lewis-Smith said the project, along with other developments at Barangaroo and the Bays Precinct, meant that "Sydney will be where the world wants to meet".

## PCOA welcomes ISES

**THE** closure of the Sydney chapter of the International Special Event Society (**BEN** 29 Jun) has prompted a proposal from the PCO Association which would see a special sub-committee formed for past ISES members.

Complimentary PCO Association membership is on offer until 31 Dec 2015, and there's also an opportunity for a position for a former ISES member to join the PCO Association Council, depending on how many ISES members decide to join.

Other benefits cited include recognition of past ISES members on the PCO Association website, an Event Managers special interest group meeting to be included in the upcoming PCOA Conference & Exhibition and an extension of the PCOA accreditation program to include a Corporate Accreditation covering ISES members.

## Sofitel appointment

**SOFITEL** Melbourne on Collins has announced the appointment of Shane Douglas as its new Director of Sales & Marketing.

Collins moves to Sofitel from his former role as DOSM at The Langham Sydney, where he was involved in the closure, repositioning and reopening of the property.

He's also worked at the Park Hyatt Melbourne and the InterContinental Melbourne.

## Vancouver on show

**A NEW** video from Tourism Vancouver showcases the central role 'Local Hosts' play in bringing major international meetings to the city - view it on our website at [businessseventsnews.com.au/videos](http://businessseventsnews.com.au/videos).



**BRONWYN** Bishop and her fellow politicians with their snouts in the trough - take note!

A far cry from helicopter junkets, British prime minister David Cameron has been captured on a Youtube video squashed into an economy seat on low-cost carrier easyJet.

The footage was taken by a 16-year-old girl named Ashleigh, who posted the video along with a Twitter comment confirming the PM was eating Paprika Pringles.

According to the *Independent* newspaper, Cameron was flying to Portugal to join his wife and three children for a holiday.

The video can be viewed by clicking on the logo or at [businessseventsnews.com.au/videos](http://businessseventsnews.com.au/videos).

## KLCC strong 2015

**THE** Kuala Lumpur Convention Centre is on track for a strong 2015, after hosting 661 events in the first half of the year.

Almost 780,000 delegates and visitors took part in activities at the KLCC in the six months to 30 Jun, with the upcoming season also set for strong patronage.

The Centre has extended the 2014 prices for its popular Day Conference Packages and other offerings through to the end of the first quarter of 2016.

That's in addition to other existing value adds such as free Wi-Fi, coffee breaks, lunch, IT and A/V support and more.

Convention and conference clients who confirm bookings for three or more consecutive years are also being offered the previous year's all-inclusive pricing and a 10%-25% discount.

## Win with HOYTS

Looking for a new way to engage clients and guests at your next conference, product launch or training seminar? Think HOYTS Corporate Solutions! With tiered style seating, high-definition projectors and the latest in surround sound, you can deliver everything at HOYTS - and in a more stimulating environment than traditional venues. Call 1300 345 664 to make your next function a HOYTS experience!

Thanks to HOYTS Corporate Solutions you can win two tickets to see any film at your nearest HOYTS cinema. Valid until November 2015 you have plenty of time to see a film of your choice.

To win, be the first person to answer the question correctly. Send your answers to [comp@businessseventsnews.com.au](mailto:comp@businessseventsnews.com.au)

What are the names of HOYTS' Corporate LUX packages?

Congratulations to Monday's winner, Sarah Percy from American Express Meetings & Events.



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# Christmas Venue Guide

Looking for a Christmas venue or staff celebration?

**Business Events News** guide to 2015/16 Christmas venues is the place to showcase!

To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## Sheraton Melbourne Hotel

Melbourne, VIC

If you are after an event space for Christmas lunch, cocktail party or gala dinner event in our ballroom - Sheraton Melbourne Hotel is the perfect place to host your festive event. With more than 660 square metres of event space and an outdoor Terrace Bar, we can accommodate any style of event. Choose from one of our festive packages, or let us tailor an event to suit your colleagues and clients. For more information please contact or 03 9290 1042

[www.sheraton.com/melbourne](http://www.sheraton.com/melbourne)



## Tangalooma Island Resort

One hour from Brisbane, Queensland

Want to create a memorable, fun filled experience this Christmas?

Why not visit Tangalooma island resort, Brisbane's premier Island getaway.

For only a short cruise away you can let your staff enjoy the crystal clear waters of Moreton bay, experience an action packed ATV Quad Bike Tour, see our abundant marine life by Snorkeling the Tangalooma Wrecks or simply relax and enjoy the view.

Create your own experience from only \$105pp

[www.tangalooma.com](http://www.tangalooma.com)

## Rock Monster

Sydney, NSW

Looking to make an impact at your next Christmas party? Rock Monster adds a dynamic, authentic, and exciting dimension to any event, big or small.

Having accumulated over 20 years of entertainment experience Rock Monster reignite rock classics of the 60s and 70s with style guaranteed to get your guests on their feet. With a fully customisable set list including The Beatles, Queen and all points in between, Rock Monster is a must for your Christmas Party this year!

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email: [admin@greatsouthernoutbound.com](mailto:admin@greatsouthernoutbound.com)  
[www.greatsouthernoutbound.com](http://www.greatsouthernoutbound.com)



## Gold Coast Convention and Exhibition Centre

Broadbeach, QLD

Take the stress out of organising this year's Christmas party and leave the hard work up to us at GCCEC's iconic Centre of Christmas. Sit back and enjoy a decadent evening of seasonal festivities or celebrate in style with live entertainment, premium beverages, award-winning catering and so much more! Tickets are available online for \$135 per person or \$1,300 per table of 10 but be sure to get in quick, seats are selling fast for the 4 December event!

[www.gccec.com.au](http://www.gccec.com.au)