



Hawaii appointment

THE Walshe Group, which has represented Hawaii in Australia and New Zealand for over a decade, has been reappointed to the role under a formal tender process.

The Hawaii Tourism Authority has also made new representation appointments in the form of AVIAREPS for Korea, BrandStory Asia for China and Hills Balfour for Europe.

And AVIAREPS Southeast Asia will also launch representation for Hawaii - primarily in Singapore and Malaysia, Thailand and Indonesia.

Walshe Group has appointed former Tourism and Events Queensland executive Kerri Anderson as its new Hawaii country manager.

Anderson will relocate to Sydney to take up the role formerly held by Ashlee Galea.

EEAA celebrates excellence

THE exhibition and event industry's best and brightest were honoured earlier this week at the Exhibition & Event Association of Australia annual gala dinner which took place at Doltone House Jones Bay Wharf in Sydney.

Almost 300 guests were in attendance at the event which was hosted by SBS news presenter Janice Petersen.

There were a broad range of entries in a variety of categories, with the winners selected by 29 independent volunteer judges.

"It is clear from the judges' feedback that our members have worked very hard to deliver



outstanding results," said EEAA ceo Joyce DiMascio.

"It is this drive to constantly excel that we celebrate tonight".

One of the top accolades of the night was the Trevor Riddell Award for contribution to the industry, which was presented to Jim Delahunty of ExpoNet by EEAA president Domenic Genua (pictured above).

For more pics and the full list of awards see our Facebook page at [facebook.com/BusEvNews](https://www.facebook.com/BusEvNews).

Fast5 Netball for VIC

MELBOURNE has won the rights to host the the Fast5 Netball World Series next year - making Victoria the first Australian state to hold the international event.

"We're the events capital of Australia and we want it to stay that way," commented Minister for Tourism and Major Events, John Eren.

He says that "events like Fast5 Netball mean jobs for Victorians and a stronger state."

Held at Hisense Arena, the first Australian Fast5 Netball instalment will kick off Oct 2016.

\$20m boost to Bris

BRISBANE'S economy will benefit to the tune of \$20 million due to 28 new events secured this financial year by Brisbane Marketing and the Brisbane Convention & Exhibition Centre.

Lord Mayor Graham Quirk confirmed that the new events would bring in more than 11,000 delegates over the coming years.

Today's issue of BEN

Business Events News today has two pages of news, plus a full page from AIME.

IHG Assist rollout

INTERCONTINENTAL Hotels Group has announced the global launch of two "industry leading initiatives for business travellers".

Effective from today "IHG Assist" and "IHG Meeting Point" will roll out across more than 4,900 properties with the aim of helping build "more trust and loyalty with our business guests".

IHG Assist is a suite of initiatives designed to help corporate clients address their growing concern for traveller safety and security.

It includes a 24-7 phone line to answer client queries about safety, security consultations to address risk assessment concerns, and guest location services giving corporate clients access to information about their staff's location during times of crisis and emergencies.

IHG Meeting Point is being introduced as a solution for the Pharmaceutical, Automotive, Energy, Technology and Manufacturing industries which each have a dynamic sector-specific set of needs.

A dedicated training portal will enable IHG Meeting Point to help hotel employees to develop "unrivalled industry-specific knowledge" to help directly cater to the needs of clients.



AT your next conference beware the double-dipped chip - it's now been scientifically proven to be somewhat unhealthy.

According to research involving a variety of dips and crackers done at Clemson University in the US state of South Carolina, the second dip definitely carries bacteria from the dipper's mouth into the food - which is then spread to other dippers.

Win with travelBulletin

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New Marriott for Melbourne

THE first five star Marriott Hotel to come to Australia in almost 20 years is set to be built in Docklands, Melbourne, with planning now under way for a 200 room hotel with 260 residential apartments across 36 levels.



The hotel will operate under the flagship Marriott Hotels & Resorts brand, with Mohan Du, the md of developer Capital Alliance saying

he believes the property will be a landmark for both Melbourne and international tourism.

There are plans in the pipeline for a rooftop infinity pool and bar that will overlook Melbourne and be open to the public, much like Singapore's

Marina Bay Sands.

The project is currently targeted for a 2019 opening.



Events into Canada

EVENTS, the Flight Centre-owned event management business founded in Australia more than 30 years ago, has opened a new office in Toronto, Canada giving the company a footprint in seven countries.

Global general manager Natalie Simmons said the new office adds to existing operations in Australia, the USA, the UK, New Zealand, South Africa and Hong.

The growth will continue next year with the planned opening of a new office in Singapore.

"This global expansion allows us to continue to offer our customers a truly global solution to their event management, event production, reward and recognition, digital and design requirements," Simmons said.

She said given Toronto's proximity to the US East Coast the new office will look to establish close ties with the US operation where events is headquartered in New York.

Barossa reopening

THE South Australian Tourism Commission has announced that the iconic Barossa region has reopened for business, following a major fire last week which left many homes destroyed and over a dozen people injured.

"While there is still much to do, particularly for those whose families and properties were left devastated by the blaze, we must show our support for the region," commented SATC chief executive Rodney Harrex.

"During these times, we need to ensure the visitor economy remains stimulated to help give the area its best chance of continuing on the road to recovery," he adds.

"There is no danger to visitors and travel plans should continue as normal."

Local wineries, restaurants and accommodation remain unscathed by the blaze, with only minor road closures still in place, Harrex said.

GENERating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**.

Topics will include new generation events and making events effective and valuable.



How Do You Measure Event Success?

PRIMARILY, this article relates to a corporate event. Perhaps an annual Sales Conference, Divisional Meeting or Channel Partner event. Attendees don't pay to attend as the host organisation picks up the bill. Attendance might well be mandatory. The event runs 2-4 days, interstates are flown in and everyone is accommodated, fed, watered and entertained. The days are full of various plenary and breakout sessions, including the odd guest speaker or two. The evenings are designed for fun, socialising and networking with work colleagues, peers and senior management from the host organisation.

When the event is over, attendees expect to receive an evaluation form of some kind seeking their feedback. In fact, the best time to obtain feedback is when they're still at the event. However, many still send it afterwards and then wonder why the response rate is so poor. But that doesn't overly concern the host organisation or the event planner since everyone left smiling, verbally offering their thanks and high praise. Here are the big problems with this and how the success of an event gets judged....

Smiling faces and verbal appreciation often tends to be the gauge of success. In addition, the execution of an event is judged against success – if there were no mishaps or disaster then the event must have been successful, right? Wrong. The only thing that should matter is outcomes. Action taken afterwards by attendees and how they apply information and knowledge provided to them during an event to their personal or work lives should be

the key determination of success. Nothing else really matters. You can write down all the notes you like during an event but if you do nothing with them afterwards and take no new action when you get back to your desk, the event's been a total waste of time and money.

The error and misjudgement of equating event success with smiling faces and smooth execution is often reinforced and amplified by the feedback from poorly designed evaluation forms seeking satisfaction ratings from hospitality components – eg. the venue, the accommodation, the food, the team building, the gala dinner, the entertainment, etc. There will be a natural bias in people's assessment of these elements particularly if the attendee didn't pay to attend and even more so if the event was organised by an internal employee. Feedback is further tainted if it cannot be given anonymously. Success becomes coloured, polluted and delusional. Reality is warped.

Really want to know if your event has been a success? Two weeks to three months afterwards, ask participants if they're doing anything new as a result of attending. If their answer is "no", your event was a fail.

Outcomes are the only things that really matter.

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact Max Turpin at Conference Focus on 02 9700 7740 or visit the website at conferencefocus.com.au.



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