



## Selfished

LOVE 'em or hate 'em, the smartphone selfie photo currently rules, no matter the event or the occasion.



Propping up this fad is the introduction of the selfie stick - a collapsible cane that cradles your smartphone and extends it like a super-long arm to provide the perfect angle for selfie snapshots.

The true sign of success, they say, is when you finally have 'haters' and this comment from a writer at *Psychology Today* is rather apt:

"Just when you thought society had reached a pinnacle of narcissism that could not possibly be exceeded, a new invention comes along that proves us all wrong."

IHG tells us that its recently acquired boutique hotel brand Kimpton is offering all guests selfie sticks during their stay, available from front desk staff "well versed in selfie stick strategy."

MEANWHILE brownie points to the Trippas White Group who are the catering contractors to The Botanic Gardens Restaurant Sydney.

Food here is always a stand out and finger food at events such as the recent Vibe Marysville Hotel and Conference Centre launch was another reminder of how good it gets.

The beetroot and goats' cheese spoons were just one of the revelations!

Jill

## New brand for AIME

AIME is set to launch a new brand this year.

AIME exhibition director Jacqui Timmins said the

repositioning of the brand, which would be unveiled at the AIME press conference on 23 Feb, was just one of several changes to the two day tradeshow.

Timmins said these came as part of a strategy to make AIME more of a community, and create a platform for the show to communicate with the business events sector throughout the year.

Other changes included a revamped hosted buyer program based on feedback from last year, asking for added energy, which would see post show touring and buyers attending Open Space, Timmins said.



The welcome event had become the gala dinner, held at the end of the show, to allow attendees, having experienced AIME, to celebrate it, she said.

The show would also feature the Community Hub, with interactive features, as well as silent seminars for education programs with wireless headphones, Timmins said.

The new brand, which would put the stamp on the new AIME, the gala dinner and the Hub would be personal highlights of the show, she said.

AIME will be held from 24 to 25 Feb at the Melbourne Convention and Exhibition Centre.

## Jumeirah specials

BOOK your Dubai incentive or event by 31 Mar at the Jumeirah Creekside Hotel, hold it up until September and benefit from 10% commission on accommodation and 5% commission on F&B and room rental for meeting space.

[CLICK HERE](#) to enquire.

## \$20k for enlivening events

THE South Australian government is offering grants of up to \$20,000 for those with ideas for events, programs and small venues aimed at enlivening Adelaide's CBD and encouraging further development.

Part of the 'City Makers' program, the grants are open to entrepreneurs, sole traders, registered businesses, community groups and artists, with ideas needing to be based in the CBD.

[CLICK HERE](#) for more information.

## Peter Rix first in Young Stars series

GEORGE P. Johnson md Peter Rix will be the first speaker in the Exhibition and Event Association of Australasia's (EEAA) Young Stars and Leaders Table series.

EEAA ceo Joyce DiMascio said Rix was "one of the most influential and compelling leaders in the live events world".

Rix is set to speak on 23 Feb at the Henry and the Fox in Melbourne.

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# business events news

11th February 2015

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## Tour MEL's new pop up space

THE Melbourne Convention and Exhibition Centre (MCEC) has released a 3D walkthrough of the city's first pop-up gala space, Lorem Ipsum.



The space featured crystal chandeliers and an event management team, popping up in an "unexpected" central location, the Centre said.

The walkthrough shows the space attached to the Melbourne Exhibition Centre.

It could cater for up to 1,200 people sitting down and 2,000 for cocktail functions, and was

available to book from 03 to 22 Dec inclusive, the Centre said.

A preview will be available at AIME, but in the meantime you can **CLICK HERE** to view the walkthrough.

## Tourism Oz tender update

**TOURISM** Australia has answered further questions regarding its tender for public relations services in several markets, including business events services in international markets (**BEN** 19 Jan), confirming that the provision of business events PR services must be provided in Sydney.

**CLICK HERE** to read more.

## Who's who in WA

THE Western Australia (WA) tourism sector is being invited to attend a 'Who's Who in Tourism' event on 18 Feb.

Hosted by the Forum Advocating Cultural and Eco Tourism Inc (FACET), presenters at the evening at Matilda Bay on the River will include Australian Hotels Association WA ceo Bradley Woods, Simon Glossop from the Caravan Industry Association WA, and Loris Harding from Taste Bud Tours.

See [www.facet.asn.au](http://www.facet.asn.au) for more information.

## Accor's Sydney gms

THE Pullman Hyde Park has a new gm in Danesh Bamji, previously gm of the Novotel Brighton Beach since July and prior to this, Novotel Sydney Central (**BEN** 16 Jul 14), appointed to the Pullman as of 10 Dec.

Replacing Bamji at the Novotel Brighton Beach is Jonathan Dean, as of 08 Dec, who started with Accor in 2006, the company said.

Dean was most recently Mercure Capricorn Resort gm, a position he held since 2012, Accor said.

## Sydney travel site live in China

A **WEBSITE** listing 150 travel experiences in Sydney and NSW for Chinese travellers has been launched in traditional and simplified Chinese by Destination NSW.

**CLICK HERE** to read more.

6-9 SEPTEMBER 2015



## MICE TRAVEL OUTSIDE THE BOX

MICE travel in the modern market is much more than huge conferences and cookie-cutter function rooms. The new breed of incentive travel embraces boutique properties and off the radar destinations. Now is the time to be imaginative with corporate travel.

The Solomon Islands is fast emerging as the hottest new destination in the South Pacific and is a first time exhibitor at Luxperience. The South Pacific has long been popular with MICE groups, but the Solomons offers an innovative and exciting alternative for travellers who have already done typical destinations like Fiji or Vanuatu.

CEO of the Solomon Islands Visitors Bureau, Josefa Tuamoto, believes that they offer the perfect destination for small conferences or incentive groups. He says "the beauty of the Solomon Islands is that our islands lend themselves perfectly to pre- and post-meeting opportunities [where] participants can avail themselves of amazing activities." These activities include some of the world's best diving, surfing and fishing, as well as unique and fascinating cultural experiences. Mr Tuamoto says that these offerings create "a unique backdrop unlike anywhere else on the planet." Take Tavanipupu Island Resort, one of the few properties that hosted Prince William and wife Catherine on their royal visit in 2012. Small groups of up to 30 people can book out the entire resort and enjoy their own private paradise.

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# business events news

11th February 2015

## You Gold Coast beauty!

**ABOUT** 1,500 delegates from Japan are enjoying the delights of the Gold Coast this week, with POLA Cosmetics holding its conference in Australia for the first time ever.

POLA is one of the world's biggest manufacturers of beauty products, with the company's top sales performers honoured at the event which coincides with the cosmetics giant's 85th birthday.

Attendees have been treated to some of the region's top business events activities, including koala encounters at Currumbin Wildlife Sanctuary and Dreamworld, day trips to Tangalooma, the Skypoint observation deck, tours of Byron Bay and rainforest Glow Worm Tours.

"We wanted to make this year's convention particularly memorable," said Kazuhiko Segaki from POLA.

"Australia's Gold Coast, with its combination of modern conferencing facilities and exceptional group event experiences was the perfect choice."

Tourism Australia md John O'Sullivan welcomed the POLA delegates, saying the visit was

"extremely significant" for Australia's business events sector.

"This visit really demonstrates Australia's strength as a destination that international businesses associate with individual achievement and business success, and will further assist in growing the economic contribution of our business events sector."

Last night the program culminated with an elaborate awards ceremony at the Gold Coast Convention and Exhibition Centre, including a custom-built 40m long stage.

### Qantas MEL-HTI

**QANTAS** this morning announced it would operate direct flights between Melbourne and Hamilton Island.

Effective 27 Jun, the move replaces Jetstar on the route, and at the same time Jetstar will commence direct Proserpine services from Melbourne.

Qantas also announced that its new direct Brisbane-Tokyo Narita flights will operate daily, up from the previously planned four weekly frequencies.



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### PNG's new hotel



**A NEW** five star hotel, the Raintree Hotel and Suites, is scheduled to open early 2016 in the heart of Port Moresby in PNG.

Close to Parliament House, Government offices, Foreign Embassies and Consulates, the 18-storey building will include 433 rooms and 99 serviced apartments in addition to more than 2000 sqm of function space.

### DMS expands to new destinations

**DMS** has announced that, in partnership with Pacific World, it will expand to three new destinations: Sri Lanka, Maldives and the Philippines.

The company said it had been listening to feedback and researching trends when it came to its portfolio expansion.

Pacific World had a strong presence in Asia providing, well established and financially secure offices, DMS said.

### Two's On Us MICE offering

**BANYAN** Tree Hotels and Resorts Lang Co in Central Vietnam has appointed Melbourne-based MHF Marketing to provide specialist MICE and golf representation in Australia and New Zealand.

The luxury Angsana Lang Co has a wide variety of meeting and event facilities for groups from 10 to 200 and has a current "Two's On Us" MICE offering, for packages booked from now and held before 31 Mar 2016.

**CLICK HERE** to enquire.

### 2014 record year for AKL int tourism

**AUCKLAND** saw a record more than two million international arrivals last year, up 5% year on year, Auckland Tourism, Events and Economic Development (ATEED) said.

This growth was attributed to a 14% increase in arrivals from China, 11.6% increase from Germany and a 10.4% increase in arrivals from the United States, ATEED said.

This summer was expected to be the biggest on record for events, Auckland Mayor Len Brown said.

**CLICK HERE** for more information.

### WIN WITH HOTEL REALM & THE CONFERENCE SHOP

This week **BEN**, The Conference Shop and the 5-star Hotel Realm Canberra are offering one night's accommodation for two in a suite, a two-course dinner with a bottle of wine, a full buffet breakfast, a late check-out and parking at the award-winning Hotel Realm.



The Hotel Realm offers understated elegance, impeccable service and world-class and sophisticated function rooms. Canberra is one of the many regions embraced by the new, free website service, The Conference Shop - [www.theconferenceshop.com.au](http://www.theconferenceshop.com.au) - which is dedicated to helping companies organise regional business events.

For your chance to win, answer all three questions featured in **BEN** this week and send your answers to: [hotelrealmcomp@businesseventsnews.com.au](mailto:hotelrealmcomp@businesseventsnews.com.au)

**2. How many boardrooms does Hotel Realm offer?** Need a hint? [Click here.](#)

For more information visit [www.hotelrealm.com.au](http://www.hotelrealm.com.au) and [www.theconferenceshop.com.au](http://www.theconferenceshop.com.au). Prize courtesy of Hotel Realm Canberra and The Conference Shop - a new, free website service designed to assist companies to plan business events in regional areas. Prize is a Kingdom Getaway Package and valid for one year, subject to availability. Contest open to all BEN readers.



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# business events news

11th February 2015

## Gray's Say

Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



### WHERE ARE INCENTIVES GOING?

OF ALL the 'business event' categories, incentives remain the most misunderstood and, probably for this reason more than any other, least used. Yes, there are plenty of incentive programs being run annually, by car manufacturers, pharmaceutical companies, printer manufacturers and so on, but statistics suggest that of all the companies that could use incentives as part of their marketing strategies, less than 50% actually do so.

And yet an incentive program, if properly designed and implemented, is very effective, probably the most effective of all marketing strategies.

When the word 'incentives' is mentioned many people think of the rewards rather than what can be a complex program structure specifically designed for a predetermined purpose.

And circumstances can often draw the public ire if these rewards are perceived as 'extravagant' in their eyes. When HIH went belly-up in 2001, a group of its advisers were on an incentive reward trip to some exotic destination. The company was pilloried because of this and yet these people had met targets which had contributed to the company's income and had, in fact, lessened the ultimate debt.

But travel is only one of the rewards on offer and, statistics

suggest, comprise only about 4.6% of all rewards available to incentive program participants; merchandise, lifestyle and experiential rewards make up the majority.

Anyone who has ever set themselves a goal will realise that simply having the desire to achieve something is not enough.

There are three important components to motivation. These are activation, persistence and intensity. The first is the decision to initiate a behaviour (often in incentive programs this is enrolment in the program). The second is the continued effort towards the goal which often throws up obstacles like the need to achieve KPIs or other results. Finally, intensity is the effort which has to be expended to achieve or exceed the goal.

There are many forms of incentive programs and an incentive practitioner can explain them to you and advise on the best one for your business. Depending upon what you want to achieve, incentive programs should be cost-neutral at worst but are generally very profitable as well as effective.

Peter Gray can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net).



## Tourism businesses drop in 2013

THE was a net reduction in the number of tourism businesses operating from June 2010 to 2013, according to a recent report from Tourism Research Australia (TRA).

There had, however, been a gradual increase in the number of small, medium and large businesses, which in economic terms offset the total decline in self-employed and micro businesses of 8.5%, TRA said.

Positive outcomes during this period included solid job growth in the industry at 24,300 new jobs, growth in tourism business revenue, at 4.6% per year, and tourism consumption by visitors was up \$12b to \$110b in the period, TRA said.

Overall, 38% of tourism businesses were located in regional areas but generated 44% of total tourism revenue in 2012-13, TRA said.

"This highlights the need for strategic development of infrastructure to facilitate tourism activities in regional areas."

**CLICK HERE** to read the report.

## AEG shines in LA

CONSIDERED a bold experiment at the time, the decision of the Los Angeles Convention Center (LACC) to convert to a private sector operating contract with AEG Facilities has exceeded its highest expectations.

LA Department of Convention and Tourism Development executive director Bud Ovrom said the organisation had seen a "significant investment in preventative building maintenance as well as the completion of numerous projects, ranging from painting to replacing and improving lighting systems throughout the building.

"Undeniably, these projects have contributed to the positive responses received in the electronic post-show client surveys – the LACC has received an overall rating of 4.5 out of 5."



EVER had someone with a name like "Hugh Jarss," "Amanda Huginkis," "I.P. Nightly" or "Pat McGroin" register for an event?

Facebook is in hot water with Native Americans, after banning them from using their traditional names to sign up for the social networking service.

It appears you can't actually register for Facebook with a name like "Kills the Enemy," "Running Bear" or "Lone Elk" because of the network's Real Name Policy which stops users signing up using nicknames or pseudonyms.

This aims to ensure that "you always know who you're connecting with" - somewhat ironic, since Facebook recently removed more than 80m fake accounts in a clear-out.

TEAM-BUILDING will never be the same for conferences held at the Stanley Hotel in Colorado.

The property is famous as the setting for Stanley Kubrick's 1980 classic horror movie *The Shining*, in which a deranged Jack Nicholson tries to kill his family with an axe as he chases them through a hedge maze.

That was a fictional location but the owners have just announced the winner of a competition to design a real hedge maze which will be created there during 2015, "giving guests a chance to reimagine the timeless terror of the film," *USA Today* said.

## Lee's new destination

ALLISON Lee has been appointed director of PR and media in the Communications division of Destination NSW.

She brings with her a strong background in publicity and communications and was most recently managing director of PR agency IMPACT Communications.

She is currently deputy president of the Public Relations Institute of Australia.

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

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