



High flying...

NO sooner off the Air New Zealand flight from Auckland after a week of meet n' greets, sightseeing, site inspections and the two day MEETING exhibition, it was back to Sydney and on to Melbourne for a celebration of the arrival of winter and the official opening of the Hilton South Wharf's new function and meeting space – Woodside.



The hotel has also unveiled a stylish new Dock 37 Bar and Kitchen - a 150 seat space which embraces the Hilton Melbourne South Wharf's riverside setting.

Complementing the hotel's dramatic interior design of warm timbers and bold metal features, to reflect the Yarra River and the Polly Woodside tall ship on which the hotel sits, the Woodside rooms have been built as intimate yet flexible spaces within its existing interior, provide a canvas from which to create a distinctive meeting or event.

With their indoor/outdoor space, floor to ceiling windows and abundant natural light the interior that can be divided in to four rooms or opened to one expansive space of more 450m² when all combined.

General manager Craig Bonner welcomed the guests to the relaxed evening attended by corporate guests, PCOs and media, which saw them almost to a man (and woman!) hit the dance floor and boogie the night away. *Jill*

Sage Hotels debut

SILVERNEEDLE Hospitality today launched its new four-star Sage Hotels brand in Australia, with the debut of Sage Hotel Adelaide.

The 138-room property at 208 South Terrace was formerly branded as a Grand Chifley, with the Sage offering including complimentary wi-fi, affordable mini-bar and laundry services.

Silverneedle's DreamWeave Sleep System is also on offer at all higher floors at the hotel.

Staging, ETF sold to PSAV

US event technology specialist PSAV is set to expand into Australia via the acquisition of the Staging Connections Group.

According to an internal memo obtained by *Business Events News*, Staging Connections Group Limited md Tony Chamberlain informed staff of the move on Fri.

"Staging Connections Group Limited has entered into a Scheme Implementation Agreement with PSAV, under which PSAV would, subject to shareholder approval, acquire 100% of SCGL," he said.

Staging Connections Group Limited operates across Australia, New Zealand, the Pacific and Asia with brands also including Exhibitions & Trade Fairs (ETF), AV Express, ETG Staging Connections China, and TEC Staging Connections Singapore.

Chamberlain said the company's board and management were unanimously in support of the deal "as it opens the door to broader technology offerings, resources and professional expertise.

"The agreement will provide the Staging Connections group business with the capability to offer our clients an international solution to all their event needs

Bunbury for AITC

THE next national Australian Indigenous Tourism Conference (AITC) will take place in Bunbury, Western Australia.

Sponsored by Tourism WA the event, which is the only one of its kind in Australia, is scheduled to be held from 9-11 Mar 2016.

To register your interest in participation in the conference email info@waitoc.com.



and an improved offering domestically," he said.

Operating since 1937, PSAV describes itself as the "leading in-house audiovisual provider in the industry".

The company operates in 1,400 destination resorts and hotels across the US, Canada, Mexico, the Caribbean, Europe and the Middle East, with services including audiovisual support, video mapping, digital support, creative services, simultaneous interpretation, rigging and network support.

It's business as usual for Staging Connections, with Chamberlain saying that once the proposed transaction settles "we will continue to operate as we are today with the added benefit of PSAV's additional technical resources and support structure".

Datai MICE promo

THE five star Datai Langkawi has launched a new "Rainforest Retreat" promotion aimed at the corporate meetings, incentive and events markets.

Priced from MYR950 (about A\$330) per night in a deluxe room, delegates can enjoy daily breakfast, two complimentary upgrades to Superior Villas for VIPs, a complimentary room for every ten paying rooms, a complimentary full or half-day meeting package, priority check-in and late check-out and complimentary wi-fi.

The Datai Langkawi has 54 deluxe and premium rooms, 40 superior and pool villas, 16 suites and 14 beach villas with an extensive range of dining and activity options.

Today's issue of BEN

Business Events News today has two pages of news and a full page of MICE industry jobs from **AA Appointments**.

ICE awards open

THE IC&E Society Asia Pacific has opened applications for the ICE Excellence Awards, which aim to recognise and celebrate companies applying best practice to the "creation, planning, production and management of innovative and successful events".

Open to all companies running events across the Asia-Pacific region, the awards will be in three categories: Business Excellence, Sectors of Excellence and Teams of Excellence.

For more info and to enter see conference.icesap.org.



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business events news

15th June 2015

SIA to push Aussie business events

TOURISM Australia today announced a new Memorandum of Understanding with Singapore Airlines which will see the organisations jointly promote business events travel to Australia.

Valued at \$2.7 million over three years, TA and SIA will jointly develop a range of campaigns, marketing and promotional activities within Greater China “promoting Australia as the ideal location for business events”.

Singapore Airlines will become Tourism Australia’s exclusive business events airline partner within the region, with the campaigns to target both agents

and corporate buyers.

Singapore Airlines regional vice president North Asia, Mr W.K. Lim, said “we have been working closely with Tourism Australia for a number of years, and the new MoU dedicated to business events will further drive and expand this market segment for mutually beneficial opportunities.

“While the world is competing hard to attract business events visitors from key growth markets, we are confident that with our long-standing presence and ongoing expansion across the country’s key gateways, we have a winning proposition to present to the key target markets to drive more business events visitors to Australia and cement Singapore as the optimal gateway hub to Australia,” he said.

Tourism Australia regional gm Greater China Andrew Hogg said the pact was further evidence of the organisation’s “desire and ability to work effectively with key airline partners on commercially focused marketing activities”.

Silversea MICE option

LUXURY cruise line Silversea is inviting PCOs and event managers to view and compare the level and quality of MICE offerings aboard its “mid-sized, luxurious and intimate ships” with those of five-star hotels and resorts.

Silversea has a range of options for the business events market including full ship charters as well as smaller conference and incentive offerings, with all inclusive pricing and the ability to tailor itineraries and services.

Inclusions such as gratuities and nightly entertainment make the offer even more compelling, said Silversea’s Karen Christensen.



crumbs!

THIS might come in handy when planning your next conference, given the internet addiction of most meeting delegates these days.

A new study has collated the ten global airports with the fastest wi-fi - and the results make for intriguing reading particularly for meeting planners heading to Thailand, where Bangkok Suvarnabhumi Airport has been found to have the fastest internet download speeds in the world.

The second fastest was Chattanooga Metropolitan airport in the USA, while Ireland’s Dublin Airport came in third spot.

Others highlighted for their wifi performance included Vilnius Airport in Lithuania, Finland’s Helsinki Airport, Bali’s new Ngurah Rai airport, Kaohsiung International in Taiwan, Sweden’s Stockholm Arlanda, Houston George Bush International, while Frankfurt Airport in Germany rounded out the top ten.

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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.



A Bad Idea Executed Perfectly

IT’S hard to believe sometimes I’ve spent almost 20 years running my own events business. I’ve also spent the very large chunk of my working life in the events industry. I sometimes look back upon the wee lad that started out, how he was then and compare him to how he is today. I’ve certainly learnt a lot and continue to do so, actively. With age comes increased knowledge and experience. Age and maturity also brings about a change in thinking, confidence and behaviour.

Once upon a time when a client asked me to do something, I’d simply get on and do it. It was demand and action (execution) without hesitation or questioning. When you’re young and have a burning passion for service excellence, this is how you react. But as you get older and gain experience, you start to question demands and if they are appropriate.

When you are engaged by a client to manage their events, you would forgive attendees for thinking that you had input into the design and format of the event – ie. their entire event experience, not just logistics. However, this is rarely the case. In most instances, you merely act on the wishes and demands of your clients. You execute their ideas. In most cases, your clients are not an event expert. They may be an EA, marketing coordinator, department head or committee member. Organising events is not their primary role or chosen career path, as it is yours.

I have mentioned in past articles that when it comes to events everyone has an opinion and think they know best. I’m sure this is partly due to the fact that everyone attends events – from meetings and

conferences, to parties, weddings and baby showers. As a result, people are exposed to events, experience them and form their own opinion on how they should be organised and how things should be done. These same people are our clients. They direct us, the event expert, to execute their ideas. They may not be their own ideas, but their manager’s ideas. Some ideas can be good and some not. And beware: all ideas can be viewed as yours and labelled that way.

These days when I am asked by a client to execute an idea or plan that I feel is not logistically sound and/or I think is detrimental to the attendee experience, I am willing to question and debate it. I will do so for the good of the client and for the experience of attendees, which I place at the heart. And this plays over in my mind: “A bad idea executed perfectly is still a bad idea”. I now consider it my duty as an event professional, first and foremost, to be an event consultant. Once upon a time, with blind passion, I would execute all kinds of bad ideas. For the sake of good, I am now a far less willing accomplice.

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.

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

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Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

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Publisher: Bruce Piper

Editor: Jill Varley info@businesseventsnews.com.au

Advertising and Marketing: Sean Harrigan and Magda Herdzik advertising@businesseventsnews.com.au

Business Manager: Jenny Piper accounts@businesseventsnews.com.au





TOAST TO A NEW JOB!

Love the challenge of creating group itineraries? Here is your chance to create unique incentives, conference & event experiences both nationally & internationally for a wide variety of clientele. Break away from boring itineraries today!

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MELBOURNE (CITY) – SALARY PACKAGE TO \$75K+ (OTE)

Well established travel management company seeks international corporate travel consultant to service their academic clients. You will be responsible for servicing an exciting corporate account with domestic and international business travel arrangements. You will use your years of experience to service these clients to a VIP level and showcase your international fares knowledge. If you have a min. 2 years international travel consulting experience & strong time management, apply now.

THE WORLD OF ENTERTAINMENT VIP TRAVEL CONSULTANT

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Combine your love of travel with the sports & entertainment industry. This very reputable global company continue to win new accounts and need a VIP consultant to join their very experienced and professional team. You must have a min. 2 years corporate experience and have the ability to work well under pressure. A top salary package is on offer including uncapped commissions, in addition to family offerings, invites to exclusive events and a fun, vibrant and supportive team environment.

BUSINESS IS BOOMING FOR THIS GLOBAL TMC MULTI SKILLED CORPORATE CONSULTANTS x 3 PERTH – SALARY PACKAGE TO \$60K

One of the top Global TMCs is seeking up to 3 x corporate consultants to join their well-established team. As you will be servicing VIP clients for all of their business travel needs you must have a min. 2 years experience, exceptional customer service and attention to detail, strong fares and GDS knowledge ideally with ticketing experience. Located in the city centre, this company has it all from a high salary package, ongoing support and career progression to a terrific working environment. Don't miss out!

THE PERFECT MIX

**PROGRAM SOLUTIONS MANAGER
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Managing an existing client base, you will be assisting in the ongoing growth of the brand, whilst also using your polished sales skills to achieve new business. You will support the Account Management team managing an existing client base, together with working with the Business Development Managers to achieve new business leads. With your solid sales skills you will be devising strategies to build new business & managing relationships in order to create and close new sales opportunities.

ALL THINGS MICE – LEADING TOURISM BOARD BUSINESS EVENTS MANAGER SYDNEY - \$85K PACKAGE

An exciting new role for a recognised tourism board to promote business events to a leading destination. The role offers variety with ongoing excitement and new challenges to promote a great destination to the market. If you have a passion for MICE and you are well connected in business events, then this role will reward you like no other job in the market. Be part of a great team based out of Australia with interstate travel and inspirational leadership. A very unique role that is not worth missing!

MIX IT UP IN THE PCO WORLD BUSINESS DEVELOPMENT – MICE MARKET SYDNEY – OTE \$110K +

People that work in the MICE sector are passionate about their work – it offers so much variety and a fast pace that provides ongoing excitement and new challenges. If you have worked in Sales within the Corporate and/or MICE sectors and know how to get new business over the line, this BDM role will reward you like no other job in the market – amazing incentives and inspirational leadership. If you love MICE and you are driven to achieve results this role is for you. For more information please call the Executive team!

BOOMING EVENTS ROLE M&E BUSINESS DEVELOPMENT MANAGER SYDNEY – \$75K + BONUS

Do you know how to hit the ground running and make your mark on securing new event business? This fantastic new role gives you a great opportunity to get ahead with a high-end market leader. Your experience in corporate sales will have given you the skills in developing leads, creating unique proposals, building relationships and signing up valuable new business. A great opportunity for hunters with a love for the MICE market. If you are ready to leap into a great new role call the Executive team today!

THE MORE THE MERRIER INBOUND GROUPS CONSULTANT SYDNEY – SALARY PACKAGE UP TO \$55K (DOE)

A leading inbound tour operator is looking for Groups Consultants. Create tailor-made packages for the discerning traveller, from family groups to special interest tours to incentive programs. Research and quote itineraries throughout the South Pacific; from luxury glamping at Ayers Rock to relaxing in Rotorua's bubbling hot pools to diving Fiji's tropical waters. If you have Inbound or Groups experience & pref Tourplan, you will be rewarded with M-F only, ongoing development & selling this sunburnt country!