



Mind yourself...

MINDFULNESS, a form of self-awareness training adapted from Buddhist meditation is described



as a mental state achieved by focusing one's awareness on the present moment.

It's a word that is used increasingly at conferences and meetings by motivational speakers.

I get a regular mindfulness reminder from Tom at The Stillness Project whose latest missive talks of a woman Melissa Ambrosini who runs a Business Bootcamp, also run on mindfulness principles.

Then there's Peter Bliss whose company Business is Bliss has been running workshops and teaching about the power of mindfulness and meditation to the corporate world for many years.

Illustrating that mindfulness and meditation is not just a one-day-wonder he said, "Did you know the Surgeon General of the United States meditates daily and considers mindfulness practice one of his four rules for health?"

It's a principle being embraced by Marriott International with the debut of their 'Meetings Imagined' during their annual Global Sales Mission last week.

See page 3 of today's *BEN* for some of the fascinating insights - all I can say is Ommmm.... Jill.

ISES local chapters close

THE Australian chapters of the International Special Events Society (SES) have ceased operating, with chair Gian Blundo telling members the board has

rejected a financial membership proposal from ISES International.

Blundo, who's president of the Melbourne chapter of the society said there had been "ongoing conversations with ISES International regarding obligations of the chapters".

Membership renewals have been held off due to the talks which aimed to save "any unnecessary expense" on behalf of the group's members.

"In short, the financial obligations and increasing running costs made continuation of the chapter difficult in today's business climate..."

"Despite efforts by both parties to reach a financially sustainable compromise, the decision has resulted in the effective closure of the ISES Melbourne and Sydney Chapters on June 30, 2015," Blundo said.

It's understood that the local chapters were required to remit about \$25,000 in annual fees to Chicago-based ISES International.

Both of the local chapters are still listed on the ISES website

but the organisation's Australian domain name ises.org.au is no longer active.

ISES claims to be the "principal association representing the

creative events professional globally". **MEANWHILE** in the wake of the demise of the local

ISES chapters, Meetings and Events Australia is offering ISES members six months free MEA membership.

"MEA was disappointed to hear of the closure of ISES Australia, as we've always had a great relationship between our organisations," said MEA ceo Linda Gaunt.

"We're keen to help ISES members get the same kind of networking and event benefits they had before," she said.

After discussions with numerous ISES members MEA will be planning special interest events which continue ISES's strong networking program, Gaunt said.

ISES members wanting to avail themselves of the offer can contact Natalie Deryahina on nderyahina@mea.org.au.

The deal allows them to take out an annual MEA membership for the price of six months.



Today's issue of BEN

Business Events News today has 3 pages of news and a full page showcasing the event possibilities at **Pullman Hotels**.

AACB celebrating thirty years

THE Australian Association of Convention Bureaux is inviting submissions from across the industry to help celebrate three decades leading the sector.

Executive director Andrew Heibl has asked stakeholders and members to send in images or other memorabilia "hidden away in the vault" by email to 30years@aacb.org.au.

Rusbridge to retire

REED Exhibitions chairman Mike Rusbridge has announced that he will retire at the end of the year after more than 25 years with the organisation.

Rusbridge was appointed global ceo and chairman in 1996, after initially joining Reed Exhibitions in 1988 as ceo Europe and then becoming head of Europe and Asia in 1994.

During his tenure Reed Exhibitions has grown almost fourfold to a US\$1.5b company with a global portfolio of around 500 events in 43 countries and more than 7 million participants.

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business events news

29th June 2015

New CCB chief

MICHAEL Matthews has been named as the new chief executive officer of the Canberra Convention Bureau.



Matthews (right) is originally from Australia, but will relocate back to the country from his current role as executive director of Meetings and Conventions PEI, which works to promote business events in the Canadian province of Prince Edward Island.

He's been working in Canada for the last 14 years.

Matthews said he was delighted to be joining the team at the Canberra Convention Bureau.

"I look forward to working with members and stakeholders and contributing to the growth of national and international meetings, to ensure Canberra takes full advantage of the important economic driver that is the meetings sector," he said.

Japan famil proposals

THE Sydney office of the Japan National Tourist Office is soliciting requests for proposals for the JNTO Familiarisation Trip for Professional Congress Organisers.

The objective is to propose a trip to Japan for PCOs based in Australia and New Zealand, "who have potential clients considering Japan for incentives or corporate meetings".

The proposal period is from today until 24 July 2015, with further details available on the JNTO website by **CLICKING HERE**.

Latin America event

THE first Latin America Meeting and Incentive Travel Exchange (LAMITE) took place over the weekend at the Real InterContinental San Jose, Costa Rica, as the latest addition to the Questex ITE portfolio.

Conducted in partnership with the Society for Incentive Travel Excellence (SITE) the event brought the region's top producing MICE buyers together with leading global suppliers.

ClubMEA'S winter warm up

IT may have been cold and drizzly outside but ClubMEA members were warm and cosy at the Crane Bar, a Japanese Fusion restaurant in Sydney's Potts Point.



Described as a late night gig for grownups, three signature cocktails were served by cocktail supremo Michael

Finell. Barramundi bites, pork gyoza and other mouth watering



delights we consumed as head chef Taichi showed off his whole fish knife experience with a 33kg tuna (above).

Time then to groove with DJ Rodd Richards and vocals from Arnott Olssen.

G-up on the GC

THE Gold Coast's 13 kilometre integrated tram network, known as "the G," was used to transport the hosted buyers during the recent This is Gold Coast 2015 Business Exchange.

The light rail system showed how seamless it is for delegates to be transported along the 16 tram stations from Gold Coast University Hospital (Health and Knowledge precinct) to Broadbeach South with its high-quality bus interchanges, thus allowing participants to stay at a range of accommodation along the route and to conference at the GCCEC.

The service, which runs seven days a week, every 7 or so minutes, also offers a 'go access Corporate Events' card at \$12 for three days of unlimited travel.

A new TransLink app with real-time information and links to a 24-hour call centre is also available to download.

Canada gsa proposal

THE Canadian government has issued a Request for Proposal for representation in Australia.

Currently Canada's local gsa is DC & Associates Worldwide, headed up by Donna Campbell who formerly ran the Canadian Tourism Commission here.



Events Calendar

BEN's calendar details upcoming global MICE events.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au.

1 JUL Asia Meeting & Incentive Travel Exchange (AMITE); Marina Bay Sands, Singapore; www.questevent.com/AMITE/2015/

9 JUL ATAB Business Builders Conference; Pullman Hyde Park Sydney; www.atab.net.au

16-17 JUL Travel Industry Expo; Luna Park, Sydney; more info www.travelindustryexpo.com.au

18 JUL AFTA NTIA Awards; Dockside Pavilion Darling Harbour, Sydney - afta.com.au

5-6 AUG ibtm China, Beijing - see www.cibtm.com.

1-2 SEP The Event Show Sydney; Australian Turf Club Royal Randwick Racecourse; www.meetingsevents.com.au

6-9 SEP Luxperience, Australian Technology Park Sydney www.luxperience.com.au

10-11 SEP MICE Asia Pacific Exhibition 2015; Suntec Singapore; more info at: www.miceasiaexhibition.com

29 NOV-1 DEC PCO Association Conference & Exhibition, Adelaide Convention Centre - conference.pco.asn.au

Discover tropical treasures for your next event

Business Events Cairns & Great Barrier Reef invite you to discover tropical treasures for your next event at our annual roadshow, 21-24 July 2015.

This cocktail event will provide you with the opportunity to meet with 18 business event suppliers from the Cairns & Great Barrier Reef region and discover all that our destination has to offer event planners.

That's not all! At each event one lucky guest will win a holiday for 2 to Cairns & Great Barrier Reef.

BRISBANE Tuesday 21 July 2015 | 12:00 - 14:00
SYDNEY Wednesday 22 July 2015 | 17:30 - 19:30
MELBOURNE Friday 24 July 2015 | 12:00 - 14:00

RSVP by Friday 10 July

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business events news

29th June 2015



WHAT do you call someone on the social circuit in Western Australia?

Apparently the correct term is a "Perthontology" - at least according to Staging Connections which included the term in a media release sent to **BEN** today.

HERE'S an idea for an eye-catching publicity stunt.

Three women attracted lots of onlookers on the steps of the New York Public Library last Fri as their naked bodies were painted in front of lunch-time crowds.

The performance art piece is part of the so-called Adipositivity Project, which works to combat "sizeism" by celebrating fat bodies via a photo-activism campaign - for details see www.adipositivity.com.

"We're here promoting body love," said organiser Kimberly Massengill - who apparently also goes by the alias of Substantia Jones.

WEDDING planners note - perhaps you can expand your business to include a little more technology.

However probably not as much as this recent wedding in Tokyo which celebrate the nuptials of - you guessed it - two robots.

It was Japan's first "robot wedding" which saw the groom Frois formally tie the knot with his humanoid robot bride Yukrin, complete with a metallic kiss.

The ceremony was attended by about 100 paying guests - and afterwards they partied the night away with a massive tiered wedding cake, a lavish buffet and lots of dancing - with moves presumably including "the Robo" and "The Robot".

Club Med blog

CLUB Med recently hosted famous jeweller Samantha Wills at its new Finolhu Villas property in the Maldives.

Wills stayed in an over water bungalow and like all guests enjoyed the all-inclusive five star cuisine - and was so impressed she wrote a blog entry which has received strong interest - see the excerpt by **CLICKING HERE**.

ibtm world regos

TRADE visitor registration has just opened for ibtm world (previously EIBTM) which will take place in Barcelona 17-19 Nov.

There's also a range of travel and accommodation discounts available for attendees including up to 50% off Lufthansa and Iberia airmiles - to register see www.ibtmworld.com/visit2015.

Men in Black Ball a hit

STAGING Connections showcased the latest event technology when it facilitated the recent Men in Black Ball charity event at the Pan Pacific Hotel in Perth earlier this month.

The black tie event saw participants unite in support of men's health causes, and Staging pulled out all the stops with its latest products including the Event Backdrop - a massive 6mx3m illuminated screen where VIPs had their photos taken.

Event Tweet allowed guests to get social, highlighting a range of tweets and other social media posts on large format screens.

Barbara McNaught, ceo of Momentum Forum Events Australia said she was thrilled at the results which also saw Staging provide sound and visuals as well as contribute to the room layout.

Can you imagine this!

"A **MEETING** is more than just tables and chairs, so for a meeting to be truly successful it needs to have purpose to make it more impactful and make it inspirational".

That was a key insight introduced at an event last week in Sydney by Marriott International's chief sales & marketing officer Asia Pacific, Peggy Fang Roe.

She was presiding over the Australian launch of the hotel giant's "Meetings Reimagined" initiative which was introduced in the US market two years ago.

Marriott's Meeting Services app, titled *Red Coat Direct*, is also part of the program.

The App allows a Meeting Planner to request, respond and connect in real-time with hotel event staff on any Web-enabled device - allowing events to be managed without ever leaving your seat.

Introduced at the launch was guest speaker Matt Griggs, a leading Australian performance coach and author who gave a keynote on the importance of meetings in today's day and age, and how to make the most of them through mind and meditation practices.

He works with elite sportspeople and high profile executives alike to reach their full potential at work and in life.

The pair are **pictured above** during the launch at Pier One.



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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@busesseventsnews.com.au

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

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





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