



Far and wide

IT'S been a whirlwind week, ferrying it from a STB hosted stay in Singapore across to Indonesia's Bintan Island, then on to DaNang in Vietnam with Banyan Tree and back to Singapore.

With one suitable Silk Air flight out of DaNang departing on Friday morning, I found myself with a layover in Singapore of 12 hours prior to a Scootbiz flight to Sydney at the mind numbing hour of 1.45 am Sunday.

There to rescue me from a day spent at the airport was the Crowne Plaza Changi Airport Hotel, fast becoming my new home away from home in Singapore, and gm Sunshine Wong and the IHG crew elevated from my second best friends to my first.



With the choice of eight meeting rooms and a ballroom with banquets for 280, and its easy access to the Tanah Merah Ferry Terminal for Bintan Island, it makes the hotel a good place to hold a pre or post meeting or conference event.

It also offers a first class escort service for the group from the airport to hotel.

What I have learnt is that no matter how far and how wide we roam there are new experiences to be had, new foods to taste, lessons to be learnt (such as not getting a dress made and delivered on the same day without getting a second fitting in Hoi An) and surprises that touch you, like the hand-made photo frame of cardboard and decorated with shells that my villa host Jet left for me, containing a photo he took when I first arrived at Banyan Tree Lang Co - now that's special. *Jill*



Darwin wins biz conference

DARWIN will host the Australian-Taiwan Business Council Joint Conference this year, beating out Perth and Gold Coast.

Expected to see about 150 to 200 delegates attend, the event would be an opportunity to showcase the NT to potential investors, Minister for Business Peter Styles said.

"Based on the current Australia-Taiwan trade and investment profile we expect the Northern Territory has a lot to offer Taiwan, and this high level meeting will be an excellent opportunity for the Territory to showcase opportunities to delegates."

Delegates would have the opportunity for site visits to local attractions and tourism opportunities both pre and post conference, he said.

Australia-Taiwan Business Council chairman Ross Maddock

said Darwin had won the bid for various reasons including because it was the most exciting Australian city for developments and industries of relevance to Taiwan.

The conference was likely to be from 03 to 04 Sep, he said.

NT Convention Bureau business and events executive director Suzanne Morgan said the Bureau had been involved in giving information about capacity and contacts, and would help promote the event.

Rocky Mountaineer eyes China incentives

ROCKY Mountaineer is set to begin targeting executive incentive groups out of China.

Asia Pacific director Robert Halfpenny told *BEN's* sister publication *Travel Daily* the rail company had identified "exceptional growth opportunity" with the Chinese MICE market, and would be working with a group of distributors in-market, using the Walshe Group, which would sell the rail adventure exclusively in China.

CLICK HERE to read more.

Today's issue of *BEN*

Business Events News today has two pages of news plus a full page from: (*click*)

- The Travel Industry Exhibition

18k through ACC's West bldg doors

THE official opening of the Adelaide Convention Centre's (ACC) West Building saw more than 18,000 people through its doors.

The Centre held a series of events from 11 to 14 Mar to mark the opening, the ACC said.

Work on the East Building was underway, scheduled for completion in mid-2017, it said.



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ben Events Calendar

This week's *BEN* events calendar is brought to you by **CINZ MEETINGS 2015**.



CINZ MEETINGS 2015

10 - 11 JUNE
 ASB SHOWGROUNDS
 AUCKLAND

24-26 MAY

MEA Conference 2015; Hamilton Island; for more visit www.meetingsevents.com.au

9-11 JUN

ibtm america; Chicago, USA; visit: www.ibtmamerica.com

10-11 JUN

CINZ MEETINGS 2015; Auckland, New Zealand; click here to register as a hosted buyer: www.meetings.co.nz/Buyers

18-20 JUN

This Is Gold Coast Business Exchange 2015; for details: www.visitgoldcoast.com

6-9 SEP

Luxperience; Australian Technology Park, Sydney; see: www.luxperience.com.au

10-11 SEP

MICE Asia Pacific Exhibition 2015; Suntec Singapore Convention & Exhibition Centre, Singapore; more info at: www.miceasiaexhibition.com

17-19 NOV

ibtm world; Barcelona, Spain; see: www.ibtmworld.com

18 NOV

Pacific Area Incentives & Conferences Expo (PAICE); SKYCITY Auckland Convention Centre; Auckland; more info at: www.paiceexpo.co.nz

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



business events news

23rd March 2015



FOR those who couldn't sleep from anticipation, the Adelaide Convention Centre did indeed break the Guinness World Record for longest line of cakes, using lamingtons (**BEN** 28 Jan).

The Centre attempted the record as part of the celebrations marking the opening of the West Building and on 12 Mar, the record was broken with a 1.073 km line of lamingtons.

The Centre said its team of 150 people spent more than 600 hours baking more than 21,000 lamingtons that snaked through the Building and served as the table centrepiece of a lunch which helped raise \$19,000 for seven local charities.



The Centre beat out the BBC Gloucestershire's record in 2014 for 885.6 m of 14,396 cupcakes, laid out at Gloucestershire Airport.

Apparently, about 2,000 to 3,000 lamingtons were eaten on the day and about 10,000 sold during the Made in SA exhibition, with funds raised going to the charities and the remainder of the cakes given to OzHarvest.

You can view photos of the record by **CLICKING HERE**.

Marketing Tas grants

THE second round of the Marketing Tasmania program is now open, with up to \$10,000 in matched funding available to events that introduce a new marketing activity to bring visitors to the state, Premier Will Hodgman has said.

CLICK HERE for more.

Tour Down Under reaps \$47.9m

THE 2015 Santos Tour Down Under generated \$47.9m in revenue for South Australia, up \$2m from last year, the state government has said.

Economic impact figures from an independent research company which surveyed spectators were released in Parliament last week, with Tourism Minister Leon Bignell saying 786,000 people attended the event, the SA Tourism Commission said.

CLICK HERE to read more.

Award for Crowne Plaza Changi

THE 320-room Crowne Plaza Changi Airport has been named the World's Best Airport Hotel and Best Airport Hotel in Asia at the Skytrax World Airport Awards.

It's an award that goes hand in glove with Skytrax naming Singapore's Changi Airport as the best airport in the world for the third year in a row.

The hotel will increase its room count by 243 rooms with the opening of a new wing next year.

Gm Sunshine Wong, whose name says it all about his personality, told **BEN** he was thrilled by the Skytrax acknowledgment.



Face to Face

Jarum Rolfe

Managing partner

RACV Royal Pines Resort, AVPartners



Business Events News recently caught up with Jarum Rolfe, managing partner at RACV Royal Pines Resort with AVPartners. He has worked in the AV industry for more than a decade including stints as managing partner at Sofitel Gold Coast and Hamilton Island.

What is the first thing you do when you get to work?

Greet the team, check the daily schedule, get everyone a coffee, go over the morning briefing and then start the day.

What analogy best describes being a managing partner with an event AV services company and why?

A magician. We pull rabbits out of hats and create things from thin air.

Where is the Australian events industry lagging when it comes to AV services?

Australian made and owned products.

I would love to see more production of technical equipment in Australia.

What's the worst AV stuff up you've seen in your time in the industry?

I'm hesitant to point out any AV stuff ups, as I know what it's like to be on the other side of an AV desk.

But while attending a conference industry event in San Diego in 2010 with around 500 delegates in the room, the microphone feedback was so bad that people were walking out mid presentation.

After hearing it for 15 mins, we also left the room.

What one sure-fire tip can you give to event organisers when it comes to making sure the AV services run smoothly on the day?

Hold a rehearsal with your AV tech

prior to the event starting.

It's basic things like this that can make or break an event and will also put presenters at ease once they have had the chance to get a feel for the room.

Should PowerPoint presentations at conferences and conventions die a painful death?

They never will, however with the introduction of Prezi and the rise of other platforms, presentations now have more opportunities to engage audiences.

What's the future of business events apps? What do you expect to see in 10 years' time?

Business and events apps are growing rapidly.

In the next few years I think they will be used at all corporate events regardless if there are 10 or 1,000 delegates in attendance.

Ten years ago apps didn't even exist, let alone event apps, and today we use them every day.

In the next ten years we can expect to see delegates interacting with event apps in ways we have never even thought of.

How many devices do you own in total?

Everything I own is Apple except my mobile (Samsung Galaxy). I have two iPads, two Apple laptops and one iMac with two external monitors.

However I can't go past the Samsung Galaxy phone!

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

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