



What's in a name?

THE acronym MICE still perplexes the world outside of the business events industry.



'Are we in the rodent extermination business' is often the butt of the joke.

So business events was born, a name embraced by Tourism Australia with Business Events Australia.

Then the SCVB became Business Events Sydney followed by an increasing number of government and non-government organisations involved in this industry.

Last night at a function I attended, I was asked if I had seen a certain media release and if so, was I going to run something about a small travel escort business merging with a larger company?

I said I'd have a look at it if the company dealt in small incentives and industry related special interest groups.

The answer was no - just small group FIT tours.

When I replied it was more likely to be of interest to our sister newsletter *Travel Daily*, I was told:

"But your newsletter is called *Business Events News*."

"I've got some news about my business."

The fact is, it's not uncommon for *BEN* to receive unrelated media releases about business news, as opposed to business events.

The number of insurance updates we receive from companies we've never heard of would boggle the mind, for instance.

Anyway, I think I sorted out the conundrum with my enquirer but with his eyebrows raised high when he walked away, I'm not entirely sure.

It begs the question, what's in a name?

Slings and arrows it appears.
 Jill

AIME attendance up 5%

ATTENDANCE at AIME was up 5% year on year, according to CAB audited figures from Reed Travel Exhibitions.

The two day show saw 4,776 attendees, including 2,574 international and domestic trade visitors, with 488 hosted buyers from 19 different countries, Reed said.

Hosted buyer numbers were the same, but exhibitor numbers were down to 617 from 715 last year, due to main stall holders bringing fewer stand sharers, a Reed spokesperson said.

This meant the hosted buyer to exhibitor ratio was up about 16% year on year, giving exhibitors more choice of hosted buyers to connect with, the spokesperson said.

There were 28 new exhibitors in



2015, the same as 2014, and the level of exhibitors attending the trade show tended to fluctuate by about 10% over the past six years.

Prices to exhibit were up 2.5% on 2014, in line with the Consumer Price Index increase, the spokesperson said.

Reed said feedback from the 2014 show had suggested attendees wanted education, networking and development support, which AIME addressed through the new floor plan, revamped hosted buyer and knowledge programs and the Community Hub.

This Hub was integrated into the plan eight months ago, and the networking functions, including the Gala Dinner, had been confirmed to exhibitors in November, the spokesperson said.

Reed said the AIME team was collating the post show surveys and reviewing feedback to see how the 2015 show changes were received.

Provincial Ballarat opens



THE Provincial Ballarat opened its doors yesterday following a \$4.7m restoration.

The five month renovation, which started in November, saw much of the property restored to its original 1909 build, Ballarat Regional Tourism said.

Owner Darren Fraser said conference facilities had been added to the property, including a dedicated conference room for up to 35 people, a function space for up to 300 cocktail style and another space for up to 80 people.

The property also had 15 suites, Fraser said.

Hotel Urban open house

HOTEL Urban Brisbane is hosting a free event for conference and event organisers to view its meeting spaces.

The conference and events team would be on hand to show off the rooms from 4pm on 31 Mar, the hotel said.

The hotel has three function rooms, including the Parklands Room with capacity for up to 200 cocktail style.

[CLICK HERE](#) to RSVP.

Luxperience adds events division

LUXURY travel tradeshow Luxperience has added a new division called 'Events by Luxperience'.

A Luxperience spokesperson said the move would see more venue operators and business events players invited, reflecting a greater focus on the industry.

The new division came in response to more enquiries from the business events sector, and following a number of exhibitors approaching Luxperience after the cancellation of Inspire EX, the spokesperson said.

More than 300 exhibitors were expected to attend the show, set to be held from 06 to 09 Sep at Australian Technology Park, organisers said.

For more information, [CLICK HERE](#).

Queen's Wharf on track

THE Queen's Wharf Brisbane integrated resort development is on track, with a decision for a preferred proponent due in the middle of this year, a spokesperson for the Deputy Premier has said.

The competitive procurement process was ongoing, with the government currently assessing both proponents' proposals, the spokesperson said (*BEN* 07 Jan).

Wolgan Valley redundancies

SOME of the Emirates Wolgan Valley Resort sales team were made redundant earlier this week, it has been confirmed.

As reported by *BEN's* sister publication *Travel Daily*, the takeover of the Resort by One&Only (*BEN* 07 Nov 14) saw organisational changes to the team, a One&Only spokesperson said.

However, the company did not give the number of redundancies.



business events news

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crumbs!

THE Guinness Book of World Records has titles for the tallest, fattest, strongest, and even having the fastest internet connection in the world.

However, while the participants of the Banyan Tree/Angsana annual gms and directors of sales and marketing conference, held at Angsana Lăng Cô in Vietnam, didn't enter their attempt at the title of the World's Longest Vegetable Spring Roll in the august journal, they are pretty sure their 520 metre long effort is a record.

The group of 120 was split into two teams and then smaller sub teams who began by raiding the hotel's organic garden.

They then laid out the roll on a gathering of resort dining room tables that stretched along Laguna Lăng Cô beach.



The remarkable roll was made up of 600 by one metre rice paper sheets, 40 kg of butter lettuce, 60 kg of carrots sliced julienne, 60 kg of cucumbers sliced julienne, 70 kg of papaya, 25 kg of fresh Vietnamese mint and the same in basil.

Angsana Lăng Cô hotel manager Serge Ditesheim said the first day was "always a bit of a team building day and hence the spring roll activity".

Hilton sees event opps

HILTON Melbourne South Wharf saw opportunities in the events space, and its new meetings spaces was a way of tapping into these.

Following a "multimillion" dollar renovation of its ground floor which began in early October, the hotel has unveiled 450 sqm of total event space, made up of the Woodside rooms, which can be divided into four rooms or used as one space, with capacity for up to 300 guests cocktail style.

General manager Craig Bonnor said in the five years since the hotel had opened, it had seen



more development in the South Wharf and Dockland areas.

"As corporates continue to move into the area there is an increasing demand for upmarket meeting and events spaces that offer an excellent all-round experience."

The hotel had seen some short lead smaller meetings and events bookings already and expected this to grow, he said.

The new spaces would fill a niche in this area of the city that would grow the business, Bonnor said.

The hotel is offering an opening special to celebrate, with every sixth guest attending free for bookings made by 30 Apr, valid to 15 Sep.

One day delegate packages start at \$99 per person.

CLICK HERE to find out more.

NZ to host 200 vets

AUCKLAND has won the bid to host the 2017 International Animal Health Surveillance Conference, which will see more than 200 veterinarians attend.

The dates in February and venue were yet to be finalised, but the event was expected to generate NZ\$400,000 in GDP and 990 visitor nights for the region, Auckland Convention Bureau (ACB) manager Anna Hayward said.

The organisation said it worked with the NZ Veterinary Association and Tourism NZ to win the bid ahead of Denmark, Vietnam and the Netherlands.

The Association would work with the Australian Veterinary Association when it came to organisation to ensure potential delegates from within their network of experts were aware of the conference and given the opportunity to attend, Hayward said.

New AEA course

THE Australian Events Academy (AEA) has launched a new two day Certificate in Event Management.

The course combines a mix of theory and practice with local experts providing real life examples and subjects include an overview of the event planning process and how to develop creative events

The course fee is \$450.

CLICK HERE to enquire.

A pain-full conference

MORE than 800 healthcare professionals converged on the Brisbane Convention and Exhibition Centre (BCEC) this week for the 35th Australian Pain Society Conference.

Dianna Crebbin from DC Conferences, which has been managing Society conferences since 1989, said delegate numbers exceeded expectations, with the conference getting "better and better with greater involvement from young researchers and practitioners".

BCEC gm Bob O'Keeffe said such knowledge-based conferences shone the spotlight on Brisbane's reputation as a centre of excellence.

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