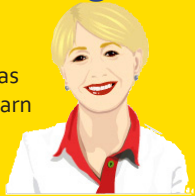




## All the road rage

I'M not likely to be the only person who was surprised to learn that Beverley Parker was posted on LinkedIn as having a new job with the Australian Racing Drivers Club.



It seemed incredible that she had left the ICC after just a year in the job, knowing how thrilled she was to be involved in the project.

"Oh no, I'm still at the ICC, I'll have to make it clearer on LinkedIn," she told **BEN** prior to jetting off to Frankfurt for IMEX yesterday.

"This is a directorship role with the Australian Racing Drivers Club which runs the race track in Eastern Creek. I joined the board two years ago and what's more I get to race Porsches around the track," she said with glee.

**MEANWHILE** the latest Max Max movie, *Fury Road*, which saw locally made custom vehicles tear up and down Sydney's Cahill Expressway on Wednesday to make a video for its promotion, caused angst and huge delays to drivers in peak hour.

Nevertheless, NSW Minister for the Arts Troy Grant described the stunt as putting Sydney on the world stage "proving NSW is open for business."

He went on to explain, "Potts Hill near Bankstown and Penrith Lakes have both hosted filming of this world-famous franchise and these locations will be beamed across screens world-wide, boosting our reputation as Australia's number one movie-making destination."

"Fury Road has already generated \$80m in economic investment and hundreds of jobs for NSW, showing the state is truly open for the film-making business," he said.

Sydney landmarks such as the Opera House, Harbour Bridge and Circular Quay were the backdrop for the video which is expected to be seen by millions of people worldwide - despite the absence of the original Road Warrior, Mel Gibson. *Jill*

## Australia shines in Europe

**SENIOR** Australian figures from the business events sector will participate in high level discussions in Europe this week in the lead-up to IMEX, including senior representatives of Business Events Sydney who are today participating in an invitation-only Joint Meetings Industry Council (JMIC) workshop in Paris.

BESydney ceo Lyn Lewis-Smith (**pictured**), who's also president of the Australian Association of Convention Bureaux, is a key presenter, speaking at a session which aims to clarify the most relevant research data now being collected by meetings industry organisations.

Lewis-Smith is joined by ICC Sydney ceo Geoff Donaghy at the JMIC event, moderating a panel on "existing and planned industry data and research collection with potential application to value measurement".

JMIC is the peak global body for the meetings and business events industry, and comprises 16



top global organisations working within the sector.

"The international convention space is very competitive with large events delivering significant returns for host cities - economically, socially and academically," Lewis-Smith said.

"This speaking opportunity provides the chance for us to highlight how Sydney is leading the world and delivering global best practice in the meetings and conventions industry".

Next week in Frankfurt will see the annual IMEX show take place, where BESydney director and NSW chief scientist Mary O'Kane will speak at the IMEX Politicians Forum on "The importance of conferences to a knowledge-intensive economy and society".

During IMEX BESydney will also launch its latest collaborative research, compiled in partnership with the University of Technology Sydney's Dr Deborah Edwards and Dr Carmel Foley.

The paper, titled *Asian incentive events in NSW: expenditure and retail impact* joins previous BESydney reports, with the organisation saying it's "leading the way with regard to new ways of valuing and measuring business event benefits, beyond economic impact".

## Pullman Paris promo

**PULLMAN** Hotels & Resorts is offering a complimentary Pop Up Bar during your next event, along with a selection from its Tapas menu designed by Justin North.

The special offer is applicable for meetings and event bookings made before 31 Jul and held by the end of Sep this year.

And event bookers will also have the opportunity to go into a draw for a major prize of a trip for four to Paris during Fashion Week, flying Qantas and staying at Pullman Paris Tour Eiffel.

More details on **page three**.

## Today's issue of BEN

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

- Pullman Hotels & Resorts

Adam knows



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# business events news

15th May 2015



## crumbs!



**THERE'S** nothing like that feeling of togetherness at the end of a great conference.

And that's clearly what has been experienced in Turkey this week, where NATO ministers let their hair down after a high level meeting in the capital, Antalya.

Proving that there's nothing like getting together face-to-face to help solve problems, during a celebratory dinner after a tough day of negotiations Turkish Foreign Minister Mevlut Cavusoglu took to the stage where a band was playing.

Appropriately the performers picked up the tune of "We are the World" and Cavusoglu reportedly invited other ministers to join him at the microphone, according to Turkey's *Anatolian* news agency.

Greek foreign minister Nikos Kotzias joined in, along with NATO chief Jens Stoltenberg and EU foreign policy head Federica Mogherini and many other attendees who together performed a "raucous rendition" of the song, which has naturally been posted on YouTube showing that perhaps global peace is not an impossibility - [CLICK HERE](#).



## Marriott Vic push

**IN** a move that reflects the Surfers Paradise Marriott Resort & Spa's commitment to the Victorian meeting and incentive markets, the property has appointed Fusion Marketing as its Melbourne based representative.

## Super fast GCCEC

**THE** Higher Education Technology Agenda (THETA) 2015 conference at the Gold Coast Convention & Exhibition Centre this week will leave a legacy, with the installation of a 10 gigabit per second internet connection which will permanently run between the GCCEC and the Griffith University Hospital Campus.

The Centre joined forces with Australia's Academic and Research Network (AARNet) to facilitate the conference's complex connection needs.

The 10Gbps connection is equivalent to what Telstra currently uses to service the entire Gold Coast region.

The dedicated network will be made available for future research, education and training events at the GCCEC.

## IHG meetings bonus

**PARTICIPATING** IHG hotels in Singapore and Malaysia have launched a new meeting rewards program, with a range of bonuses including a 5% rebate on total expenses for group related events.

Double IHG Rewards Club points are also on offer, along with one complimentary room night with every 30 nights confirmed.

Complimentary internet access, room upgrades for meeting planners and a 20% discount at restaurants and bars are part of the deal, with properties including InterContinental Singapore and Kuala Lumpur, Crowne Plaza Changi Airport, and several Holiday Inn and Holiday Inn Express hotels in Singapore and Malaysia.

The extras are in addition to the benefits offered by the recently launched IHG Business Rewards scheme - [ihg.com/meetings](http://ihg.com/meetings).

# 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.



## An Event Crime – the “Executive Drive-By”

**I'VE** experienced it before on a couple of occasions, but not to the degree just recently. It may have happened to everyone that's managed events for any length of time. It can happen a few days out, the day before or, in my recent case, on the day of the event.

You've spent months working on an event project, dealing with multiple suppliers and meticulously putting everything into place. You've spent lengthy face-to-face time to brief your MC and other speakers and provided them with a detailed run order and notes, as I did.

The day of your event arrives. You turn up early onsite. As arranged, the room has been pre-set and is ready to go bar a few final touches.

You meet the AV team and onsite technician. Your MC arrives early and you spend time on a final run-through and sound check. The registration desk is being readied for the arrival of guests. Your opening session speakers begin to arrive and you also spend time with them going through final checks. Everyone's on their toes. Everyone's feeling a degree of anxiety, only natural before the opening of an event.

And then the CEO or MD arrives.

You've spent no time with him personally and only know him by name. It appears at the top of your run sheet....he's the first speaker on stage for around 20 minutes to welcome guests, open the show and set the scene.

Having had no involvement in the planning and WIP meetings, he suddenly becomes interested.... in everything! His entrance reminds me of an ant's nest being disturbed – everyone scuttles around in all directions.

He and the MC are introduced and he wants to go over his notes. He requests changes. He then does the same with the other opening presenters.

Next, he then turns his attention to the tables and wants them moved around. He questions the lighting. He then wants a sound check of his own. All the while, the clock is ticking and guests will now be arriving in 10 minutes.

This control freak has managed to turn an anxious moment into a hugely stressful one for everyone. I've experienced this kind of thing before but never to this degree.

Apparently, he's a serial offender.

I like to call this behaviour an "Executive Drive-By". It kills event plans. It's ego-driven, last minute interest taken by a senior executive on proceedings that has no meaningful value or benefit.

Meanwhile, it creates stress for everyone else. It's an event crime punishable by immediate expulsion from the venue and a public stoning on the way out.

Actually, what I'd really like is for the offender to step into our shoes and know what it feels like when such ignorant and selfish behaviour occurs....and then have them stoned! Anyone else experienced something similar?

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](http://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@busesseventsnews.com.au](mailto:info@busesseventsnews.com.au)

**Deputy Editor:** Alex Walls

**Advertising and Marketing:** Sean Harrigan and Magda Herdzik [advertising@busesseventsnews.com.au](mailto:advertising@busesseventsnews.com.au)

**Business Manager:** Jenny Piper [accounts@busesseventsnews.com.au](mailto:accounts@busesseventsnews.com.au)

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