



**JAPAN** Airlines will celebrate the grape later this month, with a major initiative to welcome the 2015 vintage of Beaujolais Nouveau wine.

The French tippie is eagerly anticipated across Japan each year, and on 19 Nov JAL international passengers in first and business class, as well as customers in most of the airline's lounges across the country, will be treated to a taste of the wine which this year comes from Pierre Ferraud & Fils, a winery in France which was founded in 1882.

To help soak it up the Beaujolais Nouveau will also be served with JAL original bread, "Pain au Beaujolais" which, believe it or not, uses the 2015 vintage of the wine instead of water during the baking process, delivering "irresistible flavour".

## Sydney hotel stock increases

**LAST** night saw the official opening of the new Tank Stream Hotel, located on the corner of Pitt and Hunter Streets in Sydney.

Part of the St Giles Hotel Group, which currently operates properties in Kuala Lumpur, Manila, New York and London, the 280 room four star property operates under an innovative fixed tariff system which includes non-alcoholic mini bar items and free wi-fi for guests.

Targeting business travellers during the week and interstate leisure tourists on the weekends, the Tank Stream Hotel takes its name from the original water source of the Sydney colony.

**MEANWHILE** also in the four star space, the Metro Hotel on Pitt has also just completed a major refurbishment, its first upgrade since 2008.

The makeover means the hotel now offers 119 rooms across four categories - Executive, Deluxe, Superior and Compact.

## iVvy partners with Dimmi

**EVENT** planners will be able to easily book function spaces in restaurants across Australia, under a significant new partnership between online restaurant disruptor Dimmi and the iVvy online venue marketplace.

The agreement will help to "fill thousands of private dining rooms and function spaces that so often go unused," the companies said.

"The Dimmi and iVvy partnership will provide Aussie restaurants with an easy-to-use and affordable event management solution that will assist with lead generation and management of bookings in order to maximise revenue," they said.

"It will also connect restaurants with a new type of customer - the event organiser," they added.

Dimmi was founded by Australian entrepreneur Steven Premutico, who is continuing as the company's ceo after its majority acquisition by US-based

TripAdvisor earlier this year.

"We love the iVvy product and we're excited to help expand their great work in the Aussie restaurant sector.

"At Dimmi our goal is to help restaurants run a better business and we see this exclusive new partnership as a critical part of that aspiration," Premutico said.

iVvy ceo Lauren Hall said she was thrilled at the alliance which will deliver a seamless solution for the hospitality industry.

"iVvy's function management provides restaurants and hotels with the opportunity to streamline processes and improve profitability," she said.

A video showcasing the new partnership is now on our website [businesseventsnews.com.au/videos](http://businesseventsnews.com.au/videos).



## Perth Mammal win

**THE** Perth Convention Bureau (PCB) has helped the Australian Mammal Society win a bid for the Western Australian capital to host the 12th International Mammalian Congress in 2017.

PCB ceo Paul Beeson said Perth was competing with Beijing for the congress, and ended up attracting 66% of the votes.

"On a broader scale, we expect this conference alone to have a positive economic impact of around \$5 million," he said.

The successful bid is being attributed to the PCB's Aspire Professional Development Awards, which gave the opportunity for Curtin University academic Christine Cooper to work on attracting the conference.

The world's largest gathering of mammal scientists will bring about 1,200 delegates to Perth.

"It will provide local mammal researchers with the opportunity to not only present their world-class research but to also demonstrate current conservation and management strategies," Cooper said.

## HSMAI threesome

**THE** Hospitality Sales and Marketing Association International (HSMAI) will host "three events in one" in Bangkok later this month.

Titled the Digital Travel Exchange Asia, the threefold showcase combines HSMAI's Digital Marketing conference, the Pacific Asia Travel Association's Digital Travel Conference and the DIA Awards for Innovation in Digital Travel & Tourism.

A US\$50 discount is applicable for delegates buying a combined ticket to the events which are targeted for Asia Pacific hotel professionals working in digital marketing, general management, distribution, sales and revenue optimisation.

See [www.digitaltravel.asia](http://www.digitaltravel.asia).



## Today's issue of BEN

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

- Novotel Wollongong Northbeach

## ShowGizmo appoints

**MIKE** Fuller, formerly strategic communications manager for the Association of Australian Convention Bureaux, has been appointed as vice president of Global Strategic Alliances for ShowGizmo.

The move is part of the fast-growing firm's ambitions to support events around the world.

ShowGizmo will shortly unveil version 7.0 of its app which now includes a digital event passport system and an overhauled scheduling module.



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business events news

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## Emirates events excellence



**WHEN** it comes to events in Australia, they don't get much bigger than Melbourne's Spring Racing Carnival.

And as the major sponsor of the Emirates Melbourne Cup, Emirates makes the most of its connections by hosting key business partners at its marquee in the Flemington Birdcage.

**Business Events News** was there today too for Crown Oaks Day, and although there was lots of frivolity it was clear that important connections were also being made in the rarefied trackside atmosphere.

This year the Emirates marquee has an English theme, and guests were entertained by rap-dancing grenadier guards as the Mumm champagne flowed.

There was lots of star power present too, with a number of international and local celebrities hobnobbing with the other guests.

The day's host, Emirates divisional vice president Australasia Barry Brown, is **pictured** above right with South Sydney Rabbitohs ceo John Lee, formerly head of the Tourism & Transport Forum; and channel 7's Johanna Griggs.

## EEAA Awards finalists named

**THE** finalists for the Exhibition and Event Association of Australasia's 2015 Awards for Excellence have been revealed.

"The Association's annual awards program allows us to put the spotlight on the achievements of our Members," EEAA ceo, Joyce DiMascio said.

The finalists for the Richard Geddes Young Achiever Award are Millie Heslop, Exhibitions & Trade Fairs; Nikki Witman, Diversified Communications

Australia; Stephanie Bleakley, Diversified Communications Australia; and Daniel Condon, Designteam.

Other categories include: Best Venue Team, Best New Product or Service, Most Outstanding Marketing Campaign and Best Show Team.

The winners will be announced at a gala dinner at Doltone House - Jones Bay Wharf on Wed 02 Dec following the EEAA Conference.

For the full list, see [eeaa.com.au](http://eeaa.com.au).

# 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.



## Speakers: Be Transformational, Not Informational

I **RECENTLY** watched a great online interview with the highly regarded and inspirational Jeff Hurt. If you haven't heard of Jeff, he is the principal of a USA-based company, Velvet Chainsaw, who specialise in event consulting, primarily to associations. Essentially, his company helps organisations to produce more effective and impactful events. The topic of the interview was the future of conference education and Jeff was asked where he thought it was heading. He first said that the word "education" should be changed to "learning". The transfer of knowledge is irrelevant unless learning takes place. The current belief amongst most event planners and speakers is this: 'The speaker is the expert and via his or her spoken word they will give the audience knowledge. The audience will then have all the knowledge and know all the speaker knows'. This thinking and approach to learning is old-school and the ROI next to zero. Even our own experience at school, college or uni proves this. If we absorbed everything we were taught via lectures we'd all be experts. But of course we're not. The key things about this are a) the focus should be on learning, not merely the dissemination of information and knowledge and b) lectures are not an efficient learning tool.

A more effective approach should be on 'Learning Design' and the concept of 'Think, Write, Share'. During most conference presentations, the speaker talks for most of the time. However, for learning to occur, time must be given for attendees to think. They should be given time to

reflect upon about what's been said, write down notes and share their thoughts with others. A person cannot give focussed attention to listening and thinking at the same time. For learning to occur, thinking must occur. The key is pausing every 10 minutes or so to give time for reflection and allow people to process the information, make sense of it, think about how it relates to their own situation and how they could apply it. To repeat: For learning to occur, thinking **MUST** occur. You are completely mistaken if you think people are learning via a talking head broadcasting information lecture-style from the front of the room with no pauses. The best way to get people to learn is to ask them to write down what the information means to them and how they could apply it. Speakers should stop being informational in their approach and start being transformational. The questions event planners should be asking their speakers and presenters: "What are the attendees going to do during your presentation and, more importantly, afterwards? How will your presentation affect and transform their lives?". As I've said many times, this relates to outcomes and the fact that nothing else really matters in relation to event success.

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).



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