



AA boost for New Zealand events

CONVENTIONS and Incentives New Zealand has welcomed yesterday's American Airlines announcement of new non-stop flights between Los Angeles and Auckland.

"Good air connectivity is crucial to growth for New Zealand's lucrative conference and incentive sector," said CINZ ceo Sue Sullivan.

"North America is becoming an increasingly important source of high quality business event buyers for New Zealand," she said, with strong interest in both NZ's unique conferencing opportunities and premium incentive offerings.

The new AA Boeing 787 service will debut in June 2016, further boosting capacity alongside other new routes including United Airlines' non stop Auckland-San Francisco flights and Air NZ's new Houston service.

New BESydney China site

BUSINESS Events Sydney has launched a new locally-hosted Chinese website along with social media accounts on several popular networks in China.

Having been the first Australian convention bureau to establish a presence in China in 2004, BESydney says it believes it's now one of the first to market with a "fully dedicated in-language digital presence".

BESydney ceo Lyn Lewis-Smith said the initiative was the latest element in a strategy to engage with China, which is "fast growing and extremely important".

Over the last five years the city has enjoyed 20% annual growth from Asia, which now accounts for half of all business secured and delivered - with China comprising about 25% of the total.

"We have learned a lot in the past decade about doing business in this part of the world," Lewis-Smith said, with the digital move

an extensive project for BESydney.

"We have worked really hard to define the needs of this market and to create a website and social presence that is in line with how our clients work and communicate in China," she said.

Information about Sydney will be easily located via China's Baidu search engine, with the new site online at www.besydney.cn.

AIME regos open

VISITOR registrations for next year's Asia-Pacific Incentives and Meetings Expo are now open, with the organisers promising the opportunity to participate in a "global community of over 4,000 suppliers and events planners under one roof".

Taking place 23-24 Feb at the Melbourne Convention and Exhibition Centre, visitors to the 24th annual AIME can pre-register at www.aime.com.au.

Today's issue of BEN

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

- AA Appointments

Four Points for PSA

THE Pharmaceutical Society of Australia's annual conference (PSA16) next July will be one of the first events to take place at the newly upgraded Four Points by Sheraton in Sydney.

The property is currently undergoing a major upgrade and when complete will feature a new 4,800m² waterside conference, meeting and event space - as well as a third tower scheduled to open in just under 12 months.

The new conferencing facilities are expected to open in May, with PSA16 chairman Steven Drew saying the "revitalised delegate engagement area" at the Four Points will be ideal to allow the expected 1,000 attendees to interact with partner exhibitors.

LIGHT UP YOUR NEXT EVENT

Ayers Rock Resort will host its most memorable event yet, a monumental solar powered art installation from 1 April 2016 to 31 March 2017, adding extra sparkle to any event. Hold your next event at the Uluru Meeting Place, enquire today.

02 8296 8067 | ulurumeetingplace.com.au | conferences@voyages.com.au





business events news

12th November 2015



crumbs!

SILVERNEEDLE Hospitality is going snap happy, with the new Sage Hotel Adelaide announcing its inaugural photo competition which is set to become an annual event conducted by all Sage properties across Australia.

The initial competition is themed "My South Australia" with the hotel soliciting entries showing pics of the Adelaide region in conjunction with the #Sageadelaide Instagram tag.

Sage says the simplicity of the competition is a perfect fit with its positioning: *The complex made simple and the simple made special.*

And watch out kids - as well as a major prize of \$2,000 cash for the best over 18 winner, there's also a \$1,000 under-18 prize which will buy a lot of iTunes cards!

NT facility upgrades

CONFERENCE and meeting facilities in the Top End are set to receive upgrades under the federal government's Tourism Demand-Driven Infrastructure Program in 2015/16.

The \$775,000 projects will be administered by Tourism NT, and include new conference facilities at Crab Claw Island and the renovation of Arnhem Land's Seven Spirit Bay to develop a new west Arnhem touring route.

There will also be a new meeting and events area in the Nitmiluk Visitors Centre in Katherine and a multi-purpose space at Glen Helen in Central Australia, with federal tourism minister Richard Colbeck saying the works would "drive demand and improve the quality of tourism infrastructure in the Territory".

Krabi club lounge

CENTARA Grant Beach Resort & Villas Krabi has renovated its Club Lounge, meeting demand from guests looking for a "more personalised experience".

The new lounge can accommodate 50% more people than previously and offers a combination of dining and relaxation space suitable for both business and leisure travellers.

Driverless conference

THE Adelaide Convention Centre played host last week to an event of the future, with over 300 experts in driverless vehicles gathering for the first ever International Driverless Cars Conference.

Premier Jay Weatherill said the event helps position SA to "tap into an industry tipped to be worth \$90 billion by 2030".

CONFESSIONS OF A COMPULSIVE CONFERENCE-GOER

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in **BEN**.

I'm Uber It

ASA professional MC and compulsive conference goer, I'm in a fairly good position to make the following claim. The most uttered phrase at conferences in 2015 was "digital disruption". I genuinely believe that in 2015 at every conference in the country, there was at least one session that discussed the issue.

Financial services conferences, medical conferences, insurance, retail, government - you name it - they all just couldn't get enough of the ubiquitous "DD" theme.

In years gone by it was trends like "Social Media", "Putting the customer at the centre of everything" or "The Global Economy" which dominated conference presentations.

But for my mind 2015 was all about the latest digital companies challenging and disrupting traditional business models aka 'digital disruption'. Sure old business models being replaced by newer ones is nothing new (just ask the horse about the Ford Motor Car company) but the proliferation of social media sites and Apps in recent years has seen the rise of companies like AirBnB, Spotify and Netflix etc. And these are the very companies constantly used as examples by conference presenters as a way of challenging audiences that their industry may be the next to be challenged.

I have no issue with this DD issue being discussed at conferences. It's a thought-provoking and relevant topic for most businesses in this current age. Top conference speakers like Anders Sorman-Nilsson, Rachel Botsman and Chris Riddell each have their fascinating take on the DD issue. Get them along to your conference if you haven't already.

What I have an issue with is that in almost every presentation on the DD topic, the same example is cited, ad infinitum. I'm referring of course to the big one, the Doyen, the Don, the Managing Director of Digital Disruption - Uber.

In 2015 Uber seems to have overtaken Apple as the go-to example for any business presentation. Steve Jobs and Apple products were the ubiquitous examples cited in endless conference presentations for the last 10 years or so. But these days Uber seems to have taxi'd (sorry!) its way onto the conference circuit and kicked the i-thing examples off their throne.

"Could your business be made redundant by an Uber?" "Look what Uber has done to the taxi industry in just a few years". "Let's look at Uber as an example of what can happen to a complacent industry". Uber Uber Uber. It's totally over-used, dare I say it uber-used. And as someone who sits through countless presentations each year, I'm totally uber it.

Yes, it's a current, telling example. But let's try and give some other examples and as the afore-mentioned speakers will tell you, there are many.

So as the sun soon sets on a digitally disrupted 2015, I look forward to a sexier, fresher example digitally disrupting or shall we say uber-taking Uber to dominate conference hearts and minds in 2016.

Although if my MC profession gets digitally disrupted by something like hologram MC's, then I won't be at enough conferences in 2016 to even know. Uber and out.



If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



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

Sign up for a free subscription at www.busesseventsnews.com.au.

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)

Part of the Travel Daily group of publications.

Business Events News is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter no liability can be accepted for errors or omissions. **BEN** takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

Editor: Bruce Piper info@busesseventsnews.com.au

Contributors: Guy Dundas, Jasmine O'Donoghue

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

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

Travel Daily

CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV



FOR ALL THE BEST VACANCIES VISIT www.aaappointments.com.au

NSW & ACT - 02 9231 6377 - apply@aaappointments.com.au
VIC, WA & SA - 03 9670 2577 - recruit@aaappointments.com.au
QLD - 07 3229 9600 - employment@aaappointments.com.au

GROUPIES, THIS IS FOR YOU!

**TRAVEL TOUR COORDINATOR CONSULTANT
SYDNEY – SALARY UP TO \$50K PLUS SUPER**

Are you a groups extraordinaire with amazing organisational skills? This is a rare opportunity to move away from consulting! This leading groups provider is looking for an experienced tour coordinator to join their team, booking incredible worldwide packages. From initial quote, to confirmation & docs, you will be part of it all. Join this fun & supportive team in a centrally located office with the opportunity for famils. Min 2 years' retail consulting, pref groups & GDS exp plus high attention to detail is required.

THE MORE THE MERRIER

GROUPS TRAVEL CONSULTANT

NORTH SYDNEY – SALARY PACKAGE UP TO \$60K OTE

This prominent global agency has a specialised groups team who handle requests for 10+ pax. Design all aspects of worldwide all-inclusive tours, including flights, cruise, land products & special celebrations. Build new & maintain existing customer and supplier relations. Use your exceptional product/destination knowledge and creativity to build unique itineraries. Enjoy M-F only, top salary plus comm, ongoing training & fab famils If you have min 2 years' exp inc groups & a passionate go-get attitude, apply now!

UPCOMING ROLES....

**VIP ENTERTAINMENT TRAVEL CONSULTANT
MELBOURNE – SALARY PACKAGE TO \$90K (OTE)**

This well-established global company is expanding! Recently winning new accounts within the sports & entertainment industries, they will need their next sales superstar to join their professional team shortly. You must have a min. 2 years corporate experience and have the ability to work well under pressure. A top salary package is on offer including uncapped commissions, famil offerings, invites to exclusive events, in house gym facilities and a great city fringe location with a bright and vibrant office.

MEETINGS, INCENTIVES, CONFERENCES, EVENTS!

PROGRAM MANAGER

MELBOURNE – SALARY \$60K - \$80K (DOE)

This very reputable incentive, conference & event travel company is expanding! Servicing large scale conferences of up to 2000 people, this company has a strong client portfolio together with consistent new business coming on board. You will be responsible for the end to end management of various events and conferencing movements, building strong rapport with your dedicated portfolio of clients. Experience working in a similar role managing end to end programs is a must. Enquire today.

JOIN THE PACK

GROUP TRAVEL CONSULTANT

MELBOURNE - SALARY PACKAGE UP TO \$75K (OTE)

This well-established travel company seeks an experienced group travel consultant to assist their long standing clients with all domestic & international group travel arrangements. Minimum 2 years international travel consulting experience, strong fares knowledge, experience with group travel coordination & the ability to work under pressure is essential! You will benefit from an exceptionally great working environment, uncapped earning potential, Monday to Friday hours & benefits including free gym use! Apply today.

ARE YOU CONNECTED IN PCOs?

**MICE BUSINESS DEVELOPMENT MANAGER X 2
SYDNEY - SALARY PACKAGE DOE**

Are you well networked in the MICE space? Due to growth in their MICE business, this award winning PCO is keen to continue to grow their presence in this space. Here is your chance to use your established MICE network and relationship building skills and represent a company who really values their sales team. As part of their business development team, you will be rewarded with high end incentives and additional bonuses! Want to know more? Call us today.

LEAD BY EXAMPLE

**MICE OPERATIONS/ACCOUNT MANAGER
SYDNEY - SALARY PACKAGE \$86K**

Are you well networked in the MICE space? Experienced in running major end to end conference, meetings and events? Have a proven track record in sourcing suppliers including negotiating costings? Have a background in account management of prominent MICE business? Then this is the role for you! Working for this global PCO you will enjoy managing a dedicated team of experienced event planners, as well as support staff. This great role won't last long, so apply now.

WHY NOT GIVE IT A WHIRL?

**LEISURE GROUPS TRAVEL CONSULTANT
BRISBANE CBD – SALARY PACKAGE UP TO \$55K OTE**

Are you tired of face to face sales and boring itineraries? Why not enter the world of Group Travel. This global travel company is expanding and they are searching for an experienced travel consultant to join their leisure groups department. Arranging group travel for events such as weddings and sporting groups will never see you yawning at work. Enjoy a strong salary package, Mon to Fri hours, uncapped commission and loads of industry benefits and discounts. Previous experience is essential, call AA today.