



New NTCB chief

DARYL Hudson has been appointed as the new director of Tourism NT's Business



Events division, which operates as the NT Convention Bureau.

He replaces Scott Lovett, who has become Regional Executive Director for Central Australia in the NT government's Department of the Chief Minister.

Hudson joined the bureau team several months ago in a contract capacity, and brings more than 25 years of experience to the role.

His key responsibilities will include providing high level strategic advice on business event and sponsorship opportunities, results and issues and managing the NTCB's strategic partnerships.

Busy 2016 for conferences

2016 is shaping up to be a busy year for professional association conferences in Australia, with Conference Monitor currently tracking meetings planned by more than 1,000 organisations in the next 12 months.

And interestingly, about 15% of these are yet to lock in a venue, according to Conference Monitor general manager Matt Baxter.

Conference Monitor provides

detailed long-term research on the step-by-step planning process for conferences, and the company's latest figures indicate that Australian hotels and conference venues hosted more than 101,000 delegates at 269 professional association conferences during the September 2015 quarter.

The majority were hosted on the east coast, with Victoria the top state for the conferences with 60 events, followed by NSW with 58, Qld with 57, 26 in WA, 20 in SA, 13 each in the ACT and Tasmania and nine in the NT.

12 professional association conferences were held overseas during the quarter, Baxter said.

The majority of events were healthcare and medical gatherings, comprising 81 conferences and 34,100 total delegates, he added.

For more information see www.conferencemonitor.com.au.

PCB TEDx award

PERTH Convention Bureau has launched the TEDxPerth 2015 Travel Award, worth up to \$5,000 and aimed at assisting in the professional development of the TEDxPerth speakers.

Successful applicants can use the award for travel, transfers, accommodation and registration at an international conference.

TEDxPerth takes place on Sat 07 Nov at the Perth Concert Hall.

M&C stalwart honoured by CINZ

ALISON Smith, director of Sales, Conference and Incentives Australia & NZ for Millennium and Copthorne Hotels, has been recognised for her dedication to the sector with the 2015 CINZ Outstanding Contributor award.

CINZ ceo Sue Sullivan presented her with the award in Christchurch this week during the CINZ Annual Conference gala dinner.

"For more than 25 years Alison has been forging strong industry relationships both here and offshore..she is a legend within our industry and a passionate leader who has shown ongoing commitment to the business events sector by enthusiastically promoting New Zealand," she said.

Today's issue of BEN

Business Events News today has three pages of news and the latest **BEN** Christmas Venue Guide on **page four**.

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Aussie team to MEET TAIWAN



MELBOURNE-BASED technology start-up AFTR (pictured) has been named as the Australian finalist in the \$50,000 MEET TAIWAN '2015 Asia Super Team' competition (BEN 10 Jun).

The international competition aims to promote Taiwan's incentive travel offerings, with AFTR joining other finalists from across the region: Japan's Bun Corporation, Glam Lounge from Korea, Above Creative Events from Malaysia, Singapore's Kaimay Trading and Meeting Point Asia from Thailand.

Each company submitted proposals which were judged by a panel of professionals and then voted on by the general public.

Criteria included demonstrating an understanding of Taiwan's MICE offering and corporate social responsibility activities, such as cultural revival, service to underprivileged communities and environmental preservation.

The final stage of the competition will see four staff from each finalist company undertake a five day tour of Taiwan next month, visiting Taipei, Taichung, Chiayi and Tainan.

Participants will undertake a range of activities as part of the selection process for a winning company which will receive an incentive travel package to Taiwan worth over US\$50,000,

plus a US\$5,000 charity donation.

AFTR's offering is described as a "smart little black book" for business travellers and time-poor business people, providing a "simple and smart way to find, book and pay for personalised, trusted and curated professional services on-demand".

The winner of the 2015 Asia Super Team challenge will be announced in mid-October.

IHG rewards bonus

INTERCONTINENTAL

Hotels Group has announced an IHG Business Rewards promotion, offering members a whopping 75,000 bonus points when booking meetings, accommodation and events between now and 30 Nov 2015, for events and stays taking place until 01 Jan 2016.

Members must register for the promotion - garnering them an instant 500 points - and then bonus points are accumulated based on spend thresholds.

International bookings will receive an extra 1,500 points, with the promotion applicable at IHG hotels globally and coinciding with the six month anniversary of the launch of IHG Business Rewards.

To register for the promotion see www.ihg.com.au.

FJ adds iPad IFE

FIJI Airways has expanded the in-flight entertainment options on its Boeing 737 fleet, with business class passengers to be offered iPads preloaded with the latest movies, TV shows and music.

To be available from 01 Nov 2015 on 737 flights to and from Australia, New Zealand, Hawaii and the Pacific Islands, Fiji Airways says it's another step in its move to "become established as a world-class boutique airline".

Touch-screen IFE is offered on the airline's wide-body A330s.

MCA collection boost

THE Museum of Contemporary Art and the UK's Tate have announced an International Joint Acquisition Program for contemporary Australian art, made possible through a \$2.75 million corporate gift from the Qantas Foundation.

The donation will enable a five year joint program through which a range of major Australian works will be acquired for the collections of both MCA and Tate, to be owned and displayed by both institutions.

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.



Top Tips for a Terrible Event – Part 2

If you missed the first part of these satirical tips for event planners, you can read them here.

#7. Don't use event technology to save you time and make you more efficient

There's nothing wrong with using manual tools and systems to manage your events. Use email to capture your attendee data and Excel to collate it. Excel is super-efficient and free from manual error despite it being a 30-year-old piece of software not even built to run events.

#8. Only give your guest speakers a 10-minute phone briefing

That's strange....Robert's bio and recommendations seemed very impressive and your 10-minute phone briefing with him went well. However, delegate feedback has been poor. Won't be using him again.

#9. Allow your speakers and presenters to do whatever they please

Ensure all your speakers and presenters talk non-stop for 50-minutes without interruption using a presentation designed out of the 1990's (that you never asked to look at) chocker-block full of text and bullet points. Make sure they run overtime but still finish by asking, "Any questions?". Woken from their slumber, your delegates will start wondering what's for afternoon tea.

#10. Don't encourage or facilitate interaction and involvement

Let's be clear: events are all about you, your organisation and what you want to say. You've spent a lot of time and money to bring a group

of like-minded people together to have them listen to your thoughts, your ideas, your roadmap and your strategies. People attending have no ideas of their own, no real-life experiences to share and nothing to contribute. It would therefore be a complete waste of time getting them actively involved and working collectively to innovate or problem solve.

#11. Don't encourage networking

It's a well-known fact that people only attend events to bump into people they already know. Nobody wants to meet new and interesting people that could help them professionally or personally. Therefore, don't do anything to help networking, pre, during or post your event.

#12. Thank goodness it's over!

Your event's over and your sigh of relief is audible. Via your post-event survey - which you may get out in a week or so - you can't wait to ask people what they thought about the venue, the food, their guest room, the team-building, the dinner entertainment....you know, the things that really matter. But since everyone's smiling and thanking you, why bother? Job done.

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.





business events news

1st October 2015

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Maple leaves Auckland updated



LAST week business events stakeholders in Auckland were treated to valuable global insights on the industry via a presentation by top international consultant Barbara Maple.

Speaking to about 30 Auckland Convention Bureau (ACB) members along with participants from the Auckland Advocate Alliance, the session was part of an educational seminar organised by the ACB at the Langham hotel.

Maple has held a series of key international roles, including as President of the Association Internationale des Palais de Congres (AIPC), Chair of the World Council of Venue Management and President of the Joint Meetings Industry Council.

She also assisted ACB in establishing the Auckland Advocate Alliance program.

"Barbara brings with her a wealth of expert knowledge, new ideas and perspectives of what's happening internationally to help us grow our industry here," said Auckland Tourism, Events & Economic Development (ATEED) ACB manager, Anna Hayward.

"There's intense competition for

hosting business events globally and our distance from the rest of the world means we have to be smarter when we bid for international events."

Hayward, who's **pictured** above with Barbara Maple, said ACB was now looking at how it can leverage Auckland's intellectual capital, including examining local research and development or other interesting innovations to align to the sector or association being targeted.

Maple told attendees that business events require a long term investment to allow for the extended lead times between bidding, winning and then hosting events.

"But the legacy value these events create is significant... just bidding for events is helping cities lift their profile, and while they might not always win, often some lasting networks and relationships are built in the process," she said.

The Auckland Business Events Plan aims to double direct spending from the sector to NZ\$476m by 2023, as well as lifting delegate days from 1.98 million in 2013 to 2.55 million.

ibtm Arabia 2016

HOSTED Buyer applications are now being accepted for ibtm Arabia 2016, which will take place in Abu Dhabi from 09-11 Feb.

To be hosted at the five-star Jumeirah at Etihad Towers, successful applicants will receive a diary of up to 30 pre-scheduled 1-to-1 appointments with leading Middle East and international hotels, venues, destinations, technology and event service providers.

Hosted Buyers will receive free accommodation at the property and for those living outside the UAE return travel will also be offered, along with invitations to exclusive networking events.

For more information see ibtm Arabia.com/Hosted-Buyers.

Hobart really cooking

TASMANIA'S capital Hobart has been chock a block with business events delegates this week, hosting the Baker's Delight National Conference as well as the Economic Geologists International Conference.

The Bakers Delight conference is arguably the largest corporate event to ever be held in Tasmania, with the Hotel Grand Chancellor playing host to more than 1,000 delegates along with partners.

A number of side meetings and offsite event have also been held in and around the city in conjunction with the Bakers Delight event which was secured for the state with the assistance of Business Events Tasmania (BET).

The geology conference at Wrest Point attracted over 700 international delegates, with BET ceo Stuart Nettlefold highlighting the economic benefits as well as knowledge exchange of the event.



crumbs!

BRITISH Airways is helping to keep the "Great" in Great Britain, by flying a precious copy of the Magna Carta across the Atlantic in First Class.

The famous document, which was formalised 800 years ago by King John of England to bring peace with a group of rebel barons, promised the protection of rights and access to swift justice, and is seen as forming the basis of the English legal system.

There are 24 original versions, with the one on the plane coming from Hereford Cathedral and set to visit New York, Luxembourg, Hong Kong, Singapore, Malta and Lisbon as part of a global showcase.

"VIPs regularly travel across the pond with us, but with a price tag of £24 million the Magna Carta and the King's Writ are definitely one of the most precious pieces of cargo we've ever had the honour of carrying," said BA captain Aiain Aird who was in charge of the historic flight.

The tour is being promoted as an opportunity for thousands of people to see a "globally recognised symbol of democracy".

As it racks up the frequent flyer miles - about 65,000 of them in the next four months - the Magna Carta (**pictured**) will be accompanied by a dedicated security guard - which must be in the "it's a tough job but someone has to do it" category.



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

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