



Eventbrite cuts fees

LIVE events and ticketing platform Eventbrite, which launched into Australia last year, has reduced its payment processing fee for paid events from 3.5% to 2%.

The move is effective immediately, with the platform also continuing to allow users to list free events at no cost.

The Eventbrite system offers a range of benefits including reserved seating capabilities, easy management of refunds and chargebacks and multiple payment options including PayPal.

The self-service ticketing platform allows organisers to create event pages, sell tickets, promote and manage events and analyse results - for more information see the website at www.eventbrite.com.au.

EEAA awards expanded

THE Exhibition and Event Association of Australia (EEAA) has introduced five new categories into its annual awards, with the change reflecting evolution in the Association's membership as well as the priorities of the business events sector.

EEAA ceo Joyce DiMascio said the expansion follows an annual review of the criteria and categories, as part of its "mission to run an outstanding awards program that is respected and valued".

This year there will be 18 awards, including new categories in Best Corporate Citizenship, Best Supplier - Services or Products, Best New Initiative - Venue over 10,000m², Best New Initiative - Venue under 10,000m² and Best New Zealand show.

"Our industry has faced some challenges over the past year

and as a result we have seen many companies, individuals and teams respond with creative and innovative solutions," she said.

"These awards will reward those who think outside the box, who go above and beyond for their clients, and who create successful shows, builds and products that demonstrate the strength of our industry".

Entries, which are open to all EEAA members for events held between 01 Oct 14 and 30 Sep 15, are open now with submissions closing on 25 Sep.

The winners will be announced at the EEAA 2015 Awards for Excellence gala dinner at Sydney's Doltone House, Jones Bay Wharf on 02 Dec.

For more info see eeaa.com.au.

Stage & Screen to UK

FLIGHT Centre's specialist entertainment and sports travel brand has launched a new operation in the UK.

Established in Australia 20 years ago, Stage & Screen provides worldwide travel solutions for clients in TV and film production, music, touring, sports and the creative fields.

As well as targeting new Britain-based clients, the new operation will offer Stage & Screen's Australian-based customers a wider selection of airfares, specialist transport and hotel products, the company said.

BECA backs ChAFTA

THE Business Events Council of Australia is part of a national coalition of tourism and travel groups urging the ratification of the China Australia Free Trade Agreement (ChAFTA).

BECA chairman Matthew Hingerty said the pact would expand trade between the countries, with a major flow-on to the meetings, events, convention, exhibitions and incentive industry.

"China is already a significant contributor to Australia's business events sector, earning us \$262 million in export income last year," Hingerty said.

He said ongoing union campaigns against the deal threaten the future success of Australia's tourism industry.

"The business events sector supports thousands of small businesses, on top of the large convention and exhibition centres and providers, and to vote the free trade agreement with China down would be a significant blow," Hingerty added.

Today's issue of BEN

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

EMDG review failure

THE Association of Australian Convention Bureaux has expressed concerns about the 2015 review of the Export Market Development Grant (EMDG) scheme, highlighting the omission of Approved Bodies from the final report and recommendations.

AACB Executive Director Andrew Hiebl said changes in recent years over the application of Section 46 of the scheme to Approved bodies had the effect of significantly reducing the grant opportunity for convention bureaux and regional tourism organisations.

"The 2015 Review was a one in five year opportunity to take a serious look at this issue," he said, with the lack of inclusion overlooking the hard work members do to promote Australia to the world.

Peppers into Adelaide

MANTRA has expanded its boutique Peppers brand into Adelaide with the former Rendezvous hotel in the SA capital officially rebranding as Peppers Waymouth Hotel.

The 202-room property features a 120 square metre conference room with capacity for up to 150.



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business events news

3rd September 2015

Darwin welcomes cruise delegates



DARWIN has pulled out all stops to welcome the 2015 Cruise Down Under conference this week, with Northern Territory

Convention Bureau director of strategic partnerships, Daryl Hudson, last night welcoming delegates to a cocktail party at Wharf 1 on the balmy waterfront.

More than 100 cruise experts from across Australia and the globe have gathered for the event which is being hosted in conjunction with Tourism NT.

In the lead-up to the conference today, taking place at the Darwin Hilton and titled "Uniting Australia's Cruise Future," delegates were treated to a range of activities including a fantastic Sea Darwin harbour cruise, a Jumping Crocs and Outback Pub Tour, a Ghan site inspection and a visit to Paspaley Pearls - all complemented with "Darwin Welcomes Delegates" add-ons.

Hudson is pictured above right with, from left: Cruise Down Under chairman Stephen Bradford, NT Minister for Business Peter Styles and Cruise Down Under ceo Jill Abel.

Darwin this week also welcomes delegates for the 29th Joint Conference of the Australia-Taiwan Business Council and the Republic of China-Australia Business Council.



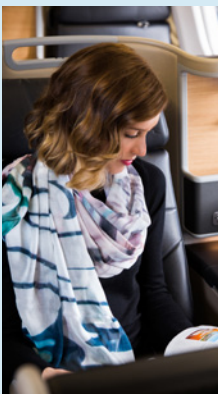
crumbs!

FORGET in-flight pyjamas - the newest item from Qantas is set to become the must-have travelling accessory.

The carrier yesterday formally launched a Limited Edition scarf inspired by Qantas "trend consultant," model Jessica Hart.

The new Bird & Knoll scarf evokes Melbourne, reflecting Jessica's favourite colours and the art of Hosier Lane and the iconic MoVida eatery.

Said to "translate effortlessly from poolside sarong to inflight cover-up" it's a snap at just \$298.



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

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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 1

HERE'S a satirical list of top tips to ensure your next event sweeps all before it at the next industry awards night...

#1. Don't set goals or objectives
There's nothing wrong with holding an event just for the sake of it. When asked why you're holding your event, simply reply by saying, "Because we hold it every year".

#2. Select your venue based on price

Always choose the cheapest venue option over one which would suit your needs better and provide the best learning environment. After all, there's nothing wrong with making your event fit the venue rather than selecting a venue that fits your event.

#3. Involve as many people as possible in your planning

Everyone has an opinion when it comes to event organisation. It therefore makes perfect sense to involve as many people as possible in your event planning to create debate, cause frustration, delay decisions, waste time and help make a complete dog's breakfast of things.

#4. Spend copious amounts of time on things that don't matter

For example, ask at least five people to provide input on the design of your event invitation. Then spend weeks debating the layout, font type and size, colours and placement of logos. Meanwhile, don't focus on the

content, messaging and why people should attend. Be sure to do the same thing with the centrepieces for your gala dinner.

#5. Focus on logistics, not on content and strategy

Everyone knows that the success of an event lies solely on the efficient management of logistics. Providing the logistics run smoothly, everyone will gain maximum benefit from attending your event with huge amounts of take-away value.

#6. Don't consider the arrival and check-in processes

Whether it's your guests arriving at your special dinner or your group checking into their hotel, make sure you give scant consideration to the arrival area and check-in process. This will ensure bottlenecks and waiting. Nothing provides a better first impression than standing in line for at least 15 minutes to register.

I hope you found these tips useful. To help make your events a stand out, I look forward to providing you with more great tips and event planning advice in my next edition!

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.



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