



### Today's issue of BEN

*Business Events News* today has two pages of news, our latest Sitting Pretty feature and a full page of jobs from: ([click](#))

- AA Appointments

## New Club Melbourne fellowship

**MELBOURNE** Convention & Exhibition Centre (MCEC) has celebrated the tenth anniversary of the Club Melbourne Ambassador Program with the launch of a new fellowship which recognises excellence in research and leadership.

Targeting "mid-career Melburnian researchers," the Fellowship aims to support the next generation of potential Ambassadors, with the recipient to gain 12 months of access to the Club Melbourne network - an "invaluable opportunity for researchers in the midst of their careers," according to MCEC trust chairman Bob Annel.

The Fellowship also provides research funding of \$10,000, including attendance at international conferences to enable new opportunities.

The tenth anniversary gala dinner also saw five new Ambassadors inducted into the program, which has generated more than \$580 million in economic impact by securing 105 major conferences for Melbourne since its inception in 2005.

## JW Marriott special

**JW** Marriott hotels in Hong Kong and Macau have partnered to offer a group accommodation deal offering a host of benefits for business events bookers.

Valid for bookings between now and Jun 2016 with a minimum of ten guest rooms, the deal includes a rebate off the final master bill, a welcome drink, breakfast for up to two guests per room, one complimentary night for every 35 rooms and more - [jwmarriott.hk@marriott-hotels.com](mailto:jwmarriott.hk@marriott-hotels.com)

## "Best ever" Luxperience

**OVER** 1000 visitors through the front door have contributed to Luxperience last week being deemed the "most successful yet" by show organisers.

Exhibitor numbers were up 25% year-on-year to 284, with over 400 registered buyers, including 70% who were new to the show.

Luxperience founder Helen Logas said the event will be back for its fifth anniversary edition next year, "returning in style" for a second time to the Australian Technology Park from 18-21 September 2016.

"The feedback from exhibitors and buyers alike was that this year's Luxperience was the most inspirational and productive to date, with numerous leads generated and key relationships fostered in face-to-face meetings."

Delegates representing more than 20 different nationalities

## Adelaide wins battle

**THE** Adelaide Convention Bureau this morning confirmed that the SA capital will host the Land Forces 2016 Exposition.

The three day show is estimated to be worth more than \$16 million to the state's visitor economy, along with a "priceless and long lasting" legacy.

Land Forces 2016 is being presented in collaboration with the Australian Army, and is expected to attract 1,100 high level international defence, govt and industry delegates.

It's also seen as a key opportunity for local industry, with some 400+ exhibitors requiring complex booths worth over \$20,00 each on average.



were in attendance at the four-day show which also debuted new Events by Luxperience elements specifically for the business events

market.

Logas said "many proposals for new business" were requested during the 3.5 day workshop.

"Luxperience's targeted approach to all invitees of the exhibition ensures it maintains quality of not only products but also participants, safeguarding its mandate of inspiring, meaningful connections," Logas added.

## Social IBTM World

**TRADE** visitors to the upcoming IBTM World show taking place in Barcelona, Spain 17-19 November are being invited to register their attendance via social media.

The enhanced registration function enables users to use their LinkedIn, Facebook or Twitter profile to log in, directly connecting the social networks for updates ahead of the event.

Once registered participants will also be able to see who else in their network has registered via the same channel, and invite their network to attend the event.

See [ibtmworld.com/visit2015](http://ibtmworld.com/visit2015).

## Hey dude, Crown food

**CROWN** Perth has launched a new Chef Master Class which offers the opportunity to learn the art of cooking "killer dude food" courtesy of The Merrywell's new head chef, Ryan Ebbs.

Perfect steak, impressive seafood and authentic Mexican guacamole are complemented by perfectly matched beverages.

Tickets cost \$110 per person - more info 1800 556 688.

## ICC on the road

**SYDNEY'S** new International Convention Centre is being showcased to the business events sector across the country, with a national roadshow under way which last week visited Canberra and Melbourne.

Key clients were given a glimpse at the venue, including a virtual look inside via a video overlaying 3D modelling with real footage.

The ICC Sydney venue model was also on show with detailed floor plans of each level, while members of the executive team including ceo Geoff Donaghy, gm Adam Mather-Brown, director of business development Beverley Parker and director of communications Samantha Glass were also on hand to share ICC Sydney's vision and capabilities.

ICC Sydney will host up to 25 events ahead of its Dec 2016 opening to fully test all elements.

## Events ben Calendar

**BEN's** calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au).

### 21-23 OCT

ITB Asia; Marina Bay Sands, Singapore; details at: [www.itb-asia.com](http://www.itb-asia.com)

### 17-19 NOV

ibtm world; Barcelona, Spain; see: [www.ibtmworld.com](http://www.ibtmworld.com)

### 18 NOV

Pacific Area Incentives & Conferences Expo (PAICE); SKYCITY Auckland Convention Centre; Auckland; more info at: [www.paicexpo.co.nz](http://www.paicexpo.co.nz)

### 29 NOV-1 DEC

8th PCO Conference and Exhibition; Adelaide Convention Centre; more info at: [conference.pco.asn.au](http://conference.pco.asn.au)

### 6 - 9 DEC

Dreamtime 2015; Adelaide; for more details go to: [www.tradeeventsaustralia.com](http://www.tradeeventsaustralia.com).



# business events news

14th September 2015

## Success for Altogether Perfect



**PUSHING** the NSW Hunter region as an ideal place to conduct business will continue under the 'Altogether Perfect' tag, with new funding received on the back of

positive campaign results.

Efforts will in fact be stepped up to capitalise on a 99% year-on-year jump in visitation to the region by business tourists.

According to Destination NSW, a total of 1.35 million bed nights were recorded in the Hunter last year, with business listed by 15.7% of arrivals as the primary reason for visiting.

"These figures are fantastic for our region's burgeoning business events industry and a great boost for our visitor economy, with corporate travellers staying midweek and year-round," Altogether Perfect spokesperson Rebecca Morley said.

For its second year of operation, from Jul 2015, the Altogether Perfect campaign has received \$115,000 from Destination NSW's Regional Visitor Economy Fund, which will be matched by industry to create a \$230,000 campaign for 2015/16.

Initiatives will focus on product development, digital marketing, trade shows and a push to attract more C&I business from NZ.

The Altogether Perfect team, led by Georgia Lazzari, Danny Eather and Rebecca Morley, are **pictured** above at a recent trade show.



**WE'VE** heard of a centenary and a diamond jubilee, but what do you call a 761st birthday?

That's a dilemma which is being faced this week by Hong Kong hotelier Marco Polo Hotels, which will tomorrow celebrate the birthday of its trailblazing namesake, who was born on 15 September 1254 and journeyed more than 24,000km from Italy to China.

Marco Polo Hotels "embody the ethos of discovery," the company said, with each property hosting activities and promotions to commemorate the milestone.

A special "surprise offer" will be announced at midnight, while a client appreciation event at Marco Polo Hongkong Hotel tomorrow night will see guests appropriately entertained by Venetian and Chinese opera, with "rumours that Marco Polo himself will grace the event".



## Sitting Pretty

# Etihad Airways short-haul

Welcome to Sitting Pretty, our review of experiences up the front of the plane.

In 12 years, Etihad Airways has cultivated a fleet befitting its status as a global aviation powerhouse. As well as growing rapidly in its own right, Etihad is steadily building a family of like-minded carriers through equity partnerships and commercial alliances. On top of a formidable long-haul fleet - the average age of which continues to drop with every new delivery, EY also operates an extensive network of aircraft on shorter sectors in the Middle East and to nearby destinations. **Business Events News** has flown long-haul on Etihad's Business product in the past, but was recently not surprised to find a similar standard of excellence on a short-haul flight from Etihad's Abu Dhabi hub to the Egyptian capital of Cairo.

### THE SEAT

The premium cabin of the narrow-body Airbus A320-200 is laid out with 16 seats in four rows and a 2-2 configuration across the cabin. This means that those at the window do not have direct aisle access. Ample space in front of each seat though means the person next door is not inconvenienced while stepping out into the aisle. Unlike long-haul, the short flight time negates the real need to lie flat, however it does offer a very generous recline, making a quick nap hard to resist.

### ENTERTAINMENT SYSTEM

Owing to the space in front of each seat, Business class passengers can access a 10.16 inch television from the armrest at the side, similar to the front row of each cabin. Like the long-haul fleet, the same variety of on-demand entertainment remains, with a noise-cancelling headset provided by the crew. Depending on the region over which you are flying, mobile and internet services are available.

### SERVICE

Services from Abu Dhabi to Cairo are a little bit over 3 1/2 hours, with crew providing two meal services on top of a pre-takeoff champagne or orange juice. For an appetiser, **BEN** enjoyed an assortment of grapes, crackers and cheeses consisting of Brie, Blue Cheese and the delicious Fourme d'Amber. The selection of mains included chicken kabsa, grilled beef tenderloin (**pictured**) or malabar grouper, with desserts also available if so desired. A range of French champagnes, wines, dessert wines and apéritifs from Australia, France and New Zealand were also on offer, combining to assure a comfortable flight.



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

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# AA APPOINTMENTS

RECRUITMENT CONSULTANTS

**RELAX ESCORTING YOUR NEXT CONFERENCE!**



**MEETINGS, INCENTIVES, CONFERENCES, EVENTS!**  
**PROGRAM MANAGER**

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

This very reputable incentive, conference & event travel company are 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.

**MIX IT UP IN THE MICE MARKET**  
**SALES MANAGER**

**SYDNEY - SALARY PACKAGE \$75K + INCENTIVES**

This international hotel company is looking for a sales expert who is passionate about MICE along with the ability to source and secure new business. You will have a real drive, passion and understanding of the MICE market along with the ability to establish relationships and conduct presentations to secure wins for the business. Be rewarded with a supportive team and be proud to walk through the doors with this brand under your wings. Contact the Executive team today for more information.

**REPRESENT BOUTIQUE PROPERTIES**

**EVENTS SALES MANAGER - HOTELS**

**SOUTHERN HIGHLANDS - \$75K + INCENTIVES**

This leading hotel company is looking for a Sales Manager to head up their Conference & Events team across 2 of their 5\* stunning properties. You will manage a small events team across the properties but your focus will be purely new business & account management. Driving the 2 properties across the MICE market and increasing brand awareness with 1 property relaunching their new event space. If you love the events market and have experience in hotels this could be your chance to step into a luxury environment.

**I HAVE A DREAM!**

**SPECIALIST GROUPS/EVENTS CONSULTANT**

**BRISBANE - \$50K OTE**

Do you enjoy researching & planning large groups or event itineraries for a variety of occasions? This industry leader is looking for a superstar to join their growing team. You will be responsible for answering enquiries & coordinating all elements including flights & land products for anything from a wedding to an incentive trip to a large conference. M-F only, excellent \$\$, additional benefits, top families, ongoing training & unlimited career development. If you have groups consulting exp & passion a for travel, APPLY NOW!

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