



## Radisson Blu has looks AND brains

**SYDNEY'S** Radisson Blu Hotel last week unveiled the first stage of a \$12 million upgrade, with a strong focus on its enhanced function and meeting rooms. Providing more than 500sqm of



space, the refreshed facilities can cater for a wide range of events and also feature the "Brain Box" (pictured) - a unique breakout space designed to stimulate creativity with bean bags, bright furniture and whiteboard walls.

The theme continues with "Brain Food" - a food and

beverage offering developed to optimise performance.

There's also free internet for all meeting delegates, rounding out the new Radisson Blu "Experience Meetings" concept (**BEN 31 Aug**).

The 'new Blu' spaces include The Marble Room which has space for up to 200 for cocktails, 180 theatre-style or 110 banquet.

Boasting the original marble from the late 19th century, the room can also be divided into three separate spaces.

There are also two authentically restored heritage rooms, named 'Sir James' and 'Sir Warwick' which once housed the offices of the pioneers of the Fairfax newspaper dynasty which was located in the historic building.

They join the Sir James Fairfax Room, suitable for up to 30 cocktail style or a dinner for 15, and the Lady Fairfax Room on the entry level of the hotel.

Experience Meetings includes a meeting planner loyalty program which automatically purchases carbon credit offsets.

"Experience Meetings provides all the elements that contribute to successful meetings in a creative and intellectually stimulating environment, while providing meeting planners with environmentally sustainable options as well as enhanced rewards," said Sandy Russell, Carlson Rezidor's vice president of commercial operations Asia Pacific during the event.

The next phase of the upgrade will see a refresh of all 336 guest rooms and 28 suites.

## Eventbrite Sync

**SELF-SERVICE** ticketing provider Eventbrite has integrated its platform with Salesforce, with the launch of the free Eventbrite Sync smartphone app.

Available on the Salesforce AppExchange, it allows Eventbrite customers to seamlessly connect their Salesforce accounts to eliminate data entry and run their organisations more efficiently, with a holistic view of how their events fit in with other marketing and sales activities.

Information can be transferred between Salesforce and Eventbrite to quickly create events associated with marketing campaigns.

Eventbrite launched in Australia 14 months ago, and recently cut its local payment processing fees as it continues to disrupt the "Australian ticketing duopoly".

## Mövenpick appoints

**MÖVENPICK** Hotels & Resorts has announced the appointment of Discover the World as its sales representative in Australia & NZ.

The group's global portfolio of business and conference hotels plus holiday resorts comprises 83 properties in 24 countries.

## New Luna Park spaces

**MELBOURNE'S** Luna Park has confirmed it will launch its new function spaces next month, with the St Kilda icon offering the Stardust Room with capacity for up to 150 people cocktail style or 120 for formal dining.

There's also the rooftop Moon Deck with spectacular views over Port Phillip Bay, ideal for cocktail parties of up to 100 guests.

More than 12 months in the making, the offerings include a new Cafe Luna, with Luna Park ceo Mary Stuart saying event hosts will also be able to give participants access to rides.

The new function centre will be officially unveiled at a trade launch on Friday 23rd October - for more information see [lunaparkevents.melbourne](http://lunaparkevents.melbourne).

## PAICE 2015 popular

**BUSINESS** Events Sunshine Coast is the latest Australian supplier to confirm participation in the Pacific Area Incentives & Conferences Expo (PAICE 2015) which takes place in Auckland on Wednesday 18th November.

Other Australian participants include the Adelaide & Melbourne convention bureaux, Hamilton Island, Tourism Australia and more - see [paicexpo.co.nz](http://paicexpo.co.nz).

## 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).

### 20 OCT

NSW Career Insights 2015; UNSW CBD Campus, O'Connell Street, Sydney; more info at: [www.meetingevents.com.au](http://www.meetingevents.com.au)

### 21-23 OCT

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

### 17-18 NOV

Australian Event Symposium 2015; Novotel Sydney on Darling Harbour; details at: [www.eventsymposium.com.au](http://www.eventsymposium.com.au)

### 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.tradeevents.australia.com](http://www.tradeevents.australia.com)

### 23 - 24 FEB 2016

AIME 2016 Melbourne Convention and Exhibition Centre; for more visit [www.aime.com.au](http://www.aime.com.au)



creating extraordinary futures  
 consultant to executive jobs

**102,000**  
 people have  
 viewed jobs  
 on jito

passively looking  
 don't miss your dream job  
 register today

post a job register view jobs



jito.co  
 jobs in travel, hospitality & tourism



# business events news

28th September 2015



**THE** NSW town of Goulburn became a hotbed of intrigue last weekend when it played host to the inaugural SPYfest event.

Special agents, undercover operatives and intelligence officers were invited to gather at the Goulburn Visitor Information Centre on Saturday morning to meet none other than George Lazenby, the Australian actor who played James Bond in the 1969 film *On Her Majesty's Secret Service*.

Lazenby, who was the only Bond to appear in just one movie, was born in Goulburn, and took part in a street parade riding in the very Aston Martin DBS Vantage he drove as 007 in the film, before being presented with the keys to the city by local mayor, Geoff Kettle.

It wasn't just about the suave assassin, with other spies celebrated as well including Austin Powers, Jason Bourne, Spy Kids and even Maxwell Smart.

## PCO earlybird

**EARLYBIRD** registration for the 2015 PCO Association conference in Adelaide closes on 16th October, with \$200 savings on both day and full rates.

The conference takes place 29 Nov-01 Dec - for more details see [conference.pco.asn.au](http://conference.pco.asn.au).

## New Thailand role

**SHERLY** Handjojo has been named as the Australian Marketing Manager for the Tourism Authority of Thailand.

She joins TAT from Qantas Holidays where she managed relationships with some of the firm's key trade partners.

## Qld resort renamed

**TOWNSVILLE'S** former Jupiter's Casino has adopted a new name after its acquisition from Echo Entertainment by Colonial Leisure Group almost 12 months ago.

To be henceforth known as The Ville Resort-Casino, the property's new identity is a "proud and modern expression of Townsville as a tropical travel destination".

The Ville's ceo Brad Morgan also revealed details of a planned \$30 million refurbishment for the resort-casino, including a new resort-style pool, new bars and restaurants, renovated hotel rooms and new re-sizeable poolside function rooms.

## Bannisters to expand

**BANNISTERS** Hotels has announced the 01 December debut of the new Bannisters Pavilion in Mollymook on the NSW South Coast.

The new boutique property will offer 33 guest rooms and two penthouse suites, and will build on the success of the existing Bannisters by the Sea which features the Rick Stein restaurant.

Bannisters Pavilion will feature an expansive rooftop with a suspended pool, sun beds, private lounge spaces and a bar and grill - for more information call 02 4455 3044.

## Gold Coast appoints

**GOLD** Coast Business Events has named Yandell McEnroe and Samantha Thompson as new business development managers.

Thompson will be responsible for the association and corporate markets in NSW, Qld and SA while McEnroe will secure business for the city from Vic as well as international opportunities in Indonesia and Malaysia.

# Marina Bay Sands on show



**MARINA** Bay Sands Singapore put on a show for the industry on Thu night, treating attendees to a 10-course degustation at Tetsuya's iconic Sydney eatery along with entertainment from magician Matt Hollywood.

The team from the integrated resort was in Sydney to showcase its extensive business events facilities.

Marina boasts five levels of function space, two for exhibitions and three carpeted and has recently combined two ballrooms to create the Roselle-Simpor Ballroom, which can accommodate up to 3,000 people for an auditorium-style lecture.

The massive hotel features 25,000 rooms, the Sands Grand Ballroom which can accommodate for 6,000 people for a banquet (also the biggest ballroom in South-East Asia) and 250 meeting rooms.

The facilities have held over 2,500 events since opening, but the major drawcard, according to Michael Lee, vp of sales, is the food and beverage offering.

When chef Wolfgang Puck's second restaurant for the property, Spago By Wolfgang, opens on 01 Oct, Marina will have ten celebrity chef restaurants.

"That is more than anyone else has...but we also own them and that's unheard of," Lee said.

What that means is that if an organiser wants to do something with the restaurants, such as ensuring their VIPs get the seats

they want or holding a dining room event, "you don't have to go to ten different general managers, you're going to go to whichever person is running your event. You're not running around with ten buckets trying to figure out how to make a deal, we can handle that for you," Lee said.

Another point of difference for Marina Bay Sands is the casino.

"This is not a property where folks check in and walk through slot machines to the elevator. It's there, it's one of the best in the world, but it's there if you want, it's not in your face and in certain markets that has become more and more important," Lee said.

**Pictured** are: Michael Lee, vp of sales and Tamir Shanel, vp food & beverage at Marina Bay Sands.

## Royal ICC playing ball

**BRISBANE'S** Royal International Convention Centre is making the most of spring, with "ball season" seeing it host a number of prestigious black tie events.

In fact more than 22,000 meals will be served by the Royal ICC chefs over the period, with executive chef Sean Cummings proudly saying the offering isn't the stereotypical 'chicken or beef' options.

"We pride ourselves in using the best of the best produce sourced locally from our connection with farmers through the Ekka and Royal Queensland Food and Wine show," he said - [royalicc.com.au](http://royalicc.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.businesseventsnews.com.au](http://www.businesseventsnews.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@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au)

**Contributors:** Guy Dundas, Jasmine O'Donoghue, Matt Lennon, Jenny Piper

**Advertising and Marketing:** Sean Harrigan and Magda Herdzik [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au)

**Business Manager:** Jenny Piper [accounts@businesseventsnews.com.au](mailto:accounts@businesseventsnews.com.au)

