



Today's issue of BEN

Business Events News today has one page of news, plus a full page from **Shangri-La Hotel Sydney**.

Pullman for events

THE 216-room newbuild Pullman Liverpool is now open.

The hotel has three meeting rooms, a dedicated Executive floor with an access corridor to the nearby exhibition centre, an Executive Lounge and function room for up to 100 people.

Berkeley River deal

THE Berkeley River Lodge in WA is running a corporate offer which allows event organisers to stay for free and have free use of the conference room and facilities.

The deal applies to bookings Mar-Nov 2016 & Mar-Nov 2017.

Taronga Zoo eco-facility

TARONGA Zoo has revealed plans to develop a eco-tourist facility on the grounds.

The facility would consist of five accommodation 'pods' ranging between two- and four-storeys with a total of 58 rooms, four suites and a new kitchen and dining facility.

There would also be a new Guest Lodge with reception, car, guest interaction facilities and a new native Australian wildlife exhibition would be constructed.

Plans for the project went on exhibition to the public on Thu and would involve over \$44m in capital investment.

Within the plans, Taronga Zoo says it anticipates the facility would be used by the "mid-week corporate and business events market looking for a different and inspiring venue with immersive experience".

The eco-tourist facility could also cater for function organisers, wedding parties, tourists and domestic residents, international and interstate visitors and school excursions.

The proposed location lays in the 'Australia Precinct' south of the existing Taronga Centre and Circular Kiosk, which is currently used for private functions.

Taronga says the facility "builds upon the success of the 'Roar and Snore' program", which caters to approximately 51 people to stay overnight in tents at the zoo over the weekend and during school holidays.

Hotel Career Expo

THE tourism industry is encouraging young event professionals to come along to the Hotel Career Expo on 16 May.

The expo aims to showcase to the potential career paths on offer and recruit talent to prevent a skills shortage in the tourism industry in the future.

"Sometimes misunderstood, the hotel industry is much more than food and beverage and housekeeping, with professional careers from marketing right through to engineering playing a key role in its success," said Carol Giuseppi, ceo of Tourism Accommodation Australia (TAA).

Perth's largest conf

THE Perth Convention and Exhibition Centre is currently hosting the world's largest global gas conference.

Over 4,000 delegates and exhibitors will attend the week-long event which began today.

Manuka upgrades

THE Australian Hoteliers Association (AHA) has lauded the proposed redevelopment of Manuka Oval, saying it would provide Canberra's tourism, accommodation and events sector with a major boost.

The \$800m proposal would see the stadium's capacity increased and media and corporate facilities improved, along with upgraded public facilities, improved food and beverage facilities and the creation of more open space.

AHA National ceo Stephen Ferguson said Canberra's hotel, accom and tourism industry believed the proposed upgrade would significantly boost the national capital's ability to attract major sporting and other events.

BEA Insights

with Penny Lion



BUSINESS EVENTS AUSTRALIA



AUSTRALIA.COM/BUSINESSEVENTS

AUSTRALIA is known as an outstanding destination for incentive events, with unique landscapes and memorable experiences. But did you know that Australia is also a highly appealing destination for association meetings? The range of knowledge sectors that associations can tap into, such as advanced manufacturing, agriculture, resources and energy, health and technology, when coupled with our landscapes and experiences, top-notch facilities and proven event performance, makes Australia a great choice for decision makers to drive delegate visitation.

The Business Events Australia team partners with bureaux and industry to promote Australia as an association meeting destination via a range of marketing and trade channels, thereby keeping Australia front of mind.

For example, in March, Tourism Australia and Brisbane Marketing hosted seven association buyers and media from five countries at its first truly international association educational program, which included the World Science Festival Brisbane. The program comprised of site inspections and information sessions around their fields of expertise to inform and inspire decision makers to consider Australia. Return on investment is already showing, with six of the seven participants now looking at hosting their meeting in Brisbane. We look forward to sharing more details on our work in the associations space.



crumbs!

AARON'S Inc, a US appliance and electronics company has set the world record for the largest human mattress dominoes at an event held as part of the firm's annual managers meeting.

The organisers fit 1,200 people into two exhibit halls covering 6,503m² at the Gaylord National Resort and Conference Center.

A dominoes expert was on hand to set up 34 rows of mattresses and to ensure the 13 minutes and 38 second-long feat went to plan.

The first mattress was pushed over by the company's ceo and the mattresses used will be donated to charitable groups in the Washington, DC area.

Watch the video [HERE](#).

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

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REWARD YOURSELF



Book a new meeting or event in any function room at Shangri-La hotel, Sydney to be held between the 15th March - 30th September 2016 and revel in a host of sensational rewards, up to \$2000 in value!

Go on, you deserve it... Our rewards have been specially designed so you can enjoy a range of benefits which most appeal to you. How about a \$2000 hotel credit? Massage, anyone? Explore the enticing options:

**SPEND
\$5,000***
& RECEIVE 1
OF THE FOLLOWING
OPTIONS:

- \$200 Westfield Gift Card
- \$500 voucher to spend on your next event
- \$500 to spend toward a cocktail party during your event
- 90 minute Aroma Journey Massage Gift Certificate in CHI, The Spa at Shangri-La Hotel, Sydney

**SPEND
\$10,000***
& RECEIVE 2
OF THE FOLLOWING
OPTIONS:

**SPEND
\$50,000***
& RECEIVE
YOUR CHOICE OF
ONE OF THE
FOLLOWING:

- \$1,000 Westfield Gift Card
- \$2,000 Hotel Credit

MAKE YOUR NEXT FUNCTION AN UPLIFTING EXPERIENCE!

Shangri-La hotel, Sydney takes functions and events to another level. From a business function in the grand ballroom which accommodates up to 850 guests, or an elegant affair in 17 finely decorated function rooms for groups from 10-400 guests, each event is carefully curated by a dedicated events team with decades of experience between them.

CONTACT OUR EVENTS TEAM & BOOK NOW!

Call (02) 9250 6089 or email events.slsn@shangri-la.com

