



Today's issue of BEN

Business Events News today has two pages of news, plus a full page from **Novotel Wollongong Northbeach**.

PCB sets the bar high

AFTER last week hosting one of Perth's largest conferences, LNG 18, The Perth Convention Bureau (PCB) has put the call out for more large conventions.

Including direct delegates, contractors, suppliers and event and security staff, the conference involved some 6,000 people, with a calculated \$50 million benefit to the Western Australian Economy.

PCB chairman, Ian Laurance, said "the LNG 18 convention and exhibition was a marvellous success and it clearly demonstrates that Perth has the capacity to hold more large-scale conventions in the future".

Simpler visitor visa rules

A **STREAMLINED** visa process for Chinese visitors to Australia announced on Fri has been lauded as a "welcome move that will make Australia more attractive to this key market for business events" by the Association of Australian Convention Bureaux (AACB).

Australian Prime Minister Malcolm Turnbull revealed he would reduce the number of visa categories from eight to two and make it easier for Chinese students to secure study in Australia.

The application process will be available online and on a smartphone-friendly platform and for the first time will be available in Mandarin.

"The cost and complexity of visa applications is a core concern for the business events industry,"

said AACB ceo Andrew Hiebl.

"Ensuring that Australia's visa processing arrangements remain competitive is a must."

Turnbull made the announcement in China where he participated in Business Events Australia's Greater China Showcase, as part of Australia Week in China.

The showcase featured 30 Australian companies, including ten convention bureaux, promoting conference and incentive travel to Australia.

"We still urge government to consider allowing high-spend delegates from China the same \$20 electronic travel authorisation we extend to those from Hong Kong and Malaysia," Hiebl added.

MEANWHILE, the NSW Government has signed an agreement with Sichuan Airlines to attract more visitors to NSW.

The campaign will leverage "only in Sydney" events that have proved popular with Chinese visitors.

PCOA webinar series

THE Professional Conference Organisers Association will hold a one-hour webinar titled "Outsourcing your workload" on 28 Apr from 1:30pm AEST.

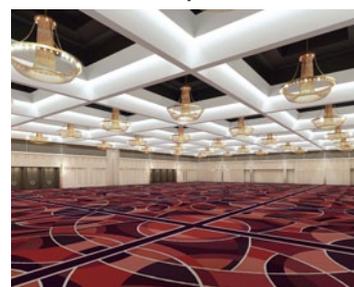
It will be presented by Aimee Engelmann, ceo, Beepo.

Members can register for free **HERE**, or non-members can register **HERE** for \$25.

Crown Perth's unveil

CROWN Perth's refurbished Grand Ballroom was unveiled on Wed, showing off its new carpet, wall panelling, chandeliers & upgraded audio visual equipment.

The ballroom is **pictured** below.



Element Netherlands

STARWOOD has launched its eco-wise brand in the Netherlands with the opening of Element Amsterdam.

Located in one of the city's main business districts, the hotel is designed to appeal to business and leisure travellers and has two meeting rooms and a business centre.

Enterprise Dunedin

ENTERPRISE Dunedin has named Janine Daniel as business events sales coordinator.

Daniel is no stranger to the industry and has spent the past 10 years in business events in Auckland, most recently with Event Dynamics.

EVENTS BY LUXPERIENCE

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EXCLUSIVITY IS ONE OF THE CORNERSTONES OF LUXURY

Limited accessibility and rarity create a prestigious atmosphere around an item that is desired by many but only available to few.

High end brands are now realising that this exclusivity needs to extend beyond the product itself and into one of a kind events. Designers like Valentino, Lanvin and Gucci are creating bespoke events for their premium customers, inviting them to visit a workshop, meet a designer or attend a private fashion show. Dante D'Angelo, brand and consumer development director at Valentino, told Bloomberg that these kind of events are "a new way of providing exclusivity, making customers feel important, unique."

While your business event may seem a world away from the front row at Paris Fashion Week, the concept of exclusivity is important for all brands. Successful events engage a client in the core values of a brand and help them understand the history, passion, quality and tradition that are associated with it.

Businesses and planners can let their creativity run wild. They can be the first to use an exciting new venue, uncover a new experience or access an exclusive opportunity that will make their event stand out and enhance the experience for both the brand and for the attendee.

In marketing terms, you need to be the best, the first or the only one. Being the only one gives value to loyal clients and encourages interest from clients, eager to be a part of the experience.

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SPECIAL OFFER



business events news

18th April 2016

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New role for Cooper

SALLY Cooper, who has been director of the Fiji Convention Bureau since 2013, has left the organisation to take up a role with charity group Cure Kids Fiji.

Cooper's former position at Tourism Fiji also saw her running the annual Fijian Tourism Expo as director of events, and prior to that she was Nadi-based conference and incentives manager for ATS Pacific.

Cure Kids Charity was founded in 1975 in New Zealand, and was established in Fiji in 2006 in partnership with AccorHotels.

Altogether Perfect shows off Hunter



A DOZEN business event organisers from Victoria and NSW were treated to a tour of the greater Hunter region recently to suss out the appeal of the area for corporate visitors.

Hosted by Greater Hunter Business Events' organisation, Altogether Perfect and a range of industry partners, the group was treated to a three-day tour of Newcastle, Port Stephens and the Hunter Valley.

On the beach at Port Stephens

are: Nayaz Noor, Safir Tours; Rebecca Morley, Altogether Perfect; Andrew Ho, ADPA; Sue McGrath, Australian Veterinary Association; Stephanie Humphries, Pfizer ANZ; Megan Lavender, ADPA; Carly Adler, Corporate Traveller; Rachel Henning, Foxtel; Vanessa Lawry, Insurance Australia Group; Alexis Linton, The MHS Learning Network; Anastasia Prikhodko, CIM Magazine; Grace Ng, Powell Consultants and Nikki Abercrombie, Abercrombie Management.

Accor appointments

ACCORHOTELS has named Paul Archer as its new regional general manager North Island NZ, moving to Auckland after a stint as general manager delegate of Novotel Hyderabad Convention Centre in India.

Other appointments within the group include Ashley Turner, who's been named as general manager of Qantas Domestic Lounges by AccorHotels.

To be based in Sydney, Turner was previously gm of Sea Temple Surfers Paradise.

Networking Republik

SYDNEY'S Ivy Ballroom will this Thu feature a new networking concept for "ambitious young Australians wanting to supercharge their careers".

Dubbed 'The Republik' the inaugural event will be hosted by Arias red carpet host Scott Tweedie, featuring "a range of inspiring presentations from some of the best and brightest young Australian entrepreneurs and corporate executives".

The Republik has been created by John Le who recently formed a recruitment firm called Culture Map, saying he expects it to be the first of a series of quarterly events.

Discounted tickets are on offer at www.the-republik.com.au using code TACPR59PEEPS.

Tangalooma festival

TANGALOOMA Island Resort has announced its very first comedy festival, with the aim of bolstering off season sales.

Taking place on 13 and 14 May, the event aims to lift domestic room nights during the May-Jun period by 10-20% with packages on offer from \$199 per night for up to four adults.



BRANDING is all-important in these social media-driven days, but changing the name of your country is probably a bit much.

Authorities in the Czech Republic have flagged a move for the nation to be henceforth known as "Czechia" - to make it easier for companies and sports teams to use it on products and clothing.

The proposal is currently the subject of consideration by the Czech Republic's parliament, and would see Czechia become its "official short geographic name," just like 'France' is the short name of 'The French Republic'.

Apparently using the word 'Czech' is not appropriate because it's an adjective, with the BBC reporting that some have criticised Czechia as being likely to be confused with the semi-autonomous Russian republic of Chechnya.

The one-word alternative name is awaiting cabinet approval prior to being formally submitted to the United Nations.

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