



Today's issue of BEN

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

Biz travel & terrorism

ASSOCIATION of Corporate Travel Executives research has found 31% of business travellers worry that a reluctance to travel could hurt their career, and that 6% would not feel comfortable expressing their concerns to upper management.

The research also revealed 67% of travellers say there is a psychological effect on either them or their families when travelling to a region where they may not feel safe, but 10% remain "utterly fearless" regarding terrorism.

A much larger fear for business travellers whilst on the road is the possibility of mugging and traffic accidents.



crumbs!

FOR something a little different, why not serve up a disgustingly realistic human-head shaped cake for dessert?

One artist in New York, Katherine Dey, is making completely edible sweet treats which are amazingly realistic.

Dey serves up cakes which look like undersea monsters, pigeons, human heads, brains and for Valentine's Day, she made a human heart cake.

Her concoction is **pictured**.



MEA Awards winners

THE industry came together to celebrate its success at the Meetings & Events Australia (MEA) 2015 National Awards Gala Dinner on Tue.

Held at the Melbourne Convention and Exhibition Centre, the night saw David Grant remembered with the Outstanding Contribution Award.

Guests enjoyed a performance by the Tarentinos and The Rebelles entertained during the awards.

The Melbourne Convention & Exhibition Centre (MCEC) took home a trio of awards and a spot in MEA's exclusive Hall of Fame.

MCEC took out the categories for Meeting Venue 500 Delegates or More, Cause Related Event of the Year and In-House AV Services.

Other winners on the night include Arinex Pty Ltd, who's NSW

Rural Fire Service Association Conference was named Association or Government Meeting of the Year and CI Events' Subaru MY15 Liberty Outback Dealer Launch took out the Corporate Meeting of the Year category.

MEA also announced the 2017 Annual National Conference will be held at Sydney's International Conference Centre.

More on the MEA Awards on **page two**.

New BESydney vids

BUSINESS Events Sydney (BESydney) has launched the first of a six-part video series which will introduce some of Sydney's newest infrastructure projects.

The series will cover the International Convention Centre Sydney (ICC Sydney); Barangaroo and the rapidly expanding transport network.

Watch the first video **HERE**.

MEANWHILE, BESydney has revealed Sydney will host the 2021 FIGO World Congress of Gynecology and Obstetrics.

Sunshine Coast appts

AFTER acting as Business Events Manager at Business Events Sunshine Coast, Tiffany Bower has been appointed in the role.

Michelle Burgum has also been confirmed as Business Events Executive.

IACC's first research

THE first set of data from the IACC Meeting Room of the Future initiative has been released, with the report highlighting that the meetings industry is transitioning at a rapid pace.

Versus two to five years ago, 75% of meeting planners reported their current role involves more "experience creation" and over 77% said access to interactive technologies such as tools to encourage audience participation, collaborative communication platforms and others, are more important now versus the last several years.

Download the report **HERE**.

GCCEC new manager

THE Gold Coast Convention and Exhibition Centre has appointed Terry Murphy as Executive Manager of Property Operations.

Murphy has worked in similar roles for the past 20 years across major hotel and resorts.

Shangri-La rewards

SHANGRI-LA Hotels and Resorts has launched a meeting and events loyalty program for meeting and travel professionals.

The Shangri-La Events Collection and Golden Circle Event Planner Rewards program allows members to earn elite status as well as earn and redeem points for groups, meetings, conferences and events across the Shangri-La, Kerry and Hotel Jen portfolio.

Mel strongest year

MELBOURNE Convention Bureau is on track for the 15/16 financial year to be one of the strongest incentive years on record.

MCB has surpassed its target considerably and has achieved a 42% increase in incentive travel business secured on last financial year so far.

MEANWHILE, the city has been chosen to host the 17th Asian Chemical Congress (17ACC), anticipated to attract 1,200 delegates and deliver \$6.2 million in economic impact for the State.

Pacific World expand

GLOBAL DMC and Event Management organisation, Pacific World, will move all meeting and events business units of the Le Passage To India under the global Pacific World brand.

Pacific World has also extended its partnership in China with TUI China.

jito

job seeker
hundreds
of jobs
now on
jito.co

view jito

jobs in travel, hospitality & tourism



And the winner is...



ABOVE: the MCEC team celebrating their three awards plus a spot in MEA's Hall of Fame.

RIGHT: Forum Group Events won the Meetings and Events Management Organisation less than 8 Employees and Corporate Social Responsibility - Category B.



LEFT: The ASHM Conference & Events Division won the awards for In-House Meetings Management Department, Corporate Social Responsibility - In-House Meeting Manager and MEA Education Award - In-House Meeting Manager.

BELOW: the team from ID Events Australia with their Meetings & Events Management Organisation 8 or more Employees trophy.



Cvent acquired by Vista

EVENT management company, Cvent has entered into a definitive agreement to be acquired by equity firm Vista Equity Partners for US\$1.65b.

The all-cash deal will see Vista buy 100% of the outstanding shares of Cvent common stock and Cvent will become a privately held company.

"This transaction that provides a significant premium for Cvent stockholders," said Reggie Aggarwal, founder and ceo of Cvent.

"With Vista's financial strength to invest in Cvent now and in the future, we will be better positioned to deliver innovative solutions that transform the meetings and events industry, and to offer employees new

opportunities for career growth."

The transaction is expected to close in the third calendar quarter of 2016, but is subject to closing conditions, including the approval of Cvent stockholders and required regulatory approvals.

Brian Sheth, co-founder and President of Vista said the move marks Vista's "most significant investment in this space, and further solidifies our commitment to the broader industry".

IMEX Frankfurt

TOURISM Australia and Aussie business events industry partners showcased the latest developments in incentive and association offerings from across the country this week at IMEX Frankfurt.



How to impress your event attendees with lighting

THE lighting at an event is a crucial element. It can transform the look and feel of an event by enhancing the space, creating a desired ambience in the room and supporting event themes. Lighting can be subtle or it can be the stand out feature at an event, but one thing is for sure, it'll leave a lasting impression.

Here are some special lighting options to consider for your next event:

- Projected lighting - used as an alternative to projecting a logo or image onto a screen, projected lighting can display your logo or image onto almost any surface within your event, through stencil and lighting structures called 'gobos'.
- Pinspot lighting - it is a fantastic and impactful way of transforming your function space using lighting. Lights are used to pinpoint the guests tables within the rooms. It can give each table

a warm glow, and the colours can be changed throughout the event.

- Entertainment lighting - intelligent moving head lighting is what is typically used to light most bands and dance floors these days. They have the ability to change colour, pattern, intensity, angle and direction, and help to focus attention on certain elements.

Lighting design makes all the difference at an event and there are endless possibilities to give your guests a unique experience.

Nigel Taylor is the Partner at Four Seasons Hotel Sydney for AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach.



www.avpartners.com

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.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia

P: 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

Part of the Business Publishing Group.

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

Contributors: Guy Dundas, Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

Advertising and Marketing: Sean Harrigan and Magda Herdzik advertising@businesseventsnews.com.au

Business Manager: Jenny Piper accounts@businesseventsnews.com.au





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

