



Today's issue of BEN

Business Events News today has two pages of news.

Indochina events

DOVETAIL Brand Engagement has launched a new partnership arrangement with Wide Eyed Destination Management, offering clients a "complete solution for MICE events in Vietnam, Cambodia, Laos and Myanmar".

Wide Eyed Tours is an expert in the region, with the formation of the new dedicated MICE division combining local knowledge, excellent rates and access to unique properties with end-to-end marketing and management services provided by Dovetail.

Dovetail also partners with The Traveller destination management, based in Singapore, to offer a total combined solution for events in Singapore, Malaysia and Bali - see dove-tail.com.au.

Hamilton 15/16 MICE surge

HAMILTON Island has seen a strong performance in business events for 2015/16, hosting 144 groups over the year which was an increase of 25%.

The Whitsundays destination particularly noted an increase in the number of large conferences and expos, with eight events of more than 300 delegates in the last 12 months - double the figure for the prior year.

Hamilton's largest event in 2015/16 was the Housing Industries Association conference, with 438 delegates, while the associated Awards Dinner saw 630 people in attendance.

George P. Johnson managed the event, with executive chairman Peter Rix saying the success of the conference gave him a "new found respect for Hamilton Island [and] the revolution that seems to have taken place around the Convention Centre".

The island's business events success was mirrored by strong occupancy across the year, with a 93.2% level up 8 points on the previous record year.

Annual room revenue jumped 15%, with ceo Glenn Bourke saying the results had been underpinned by a multimillion dollar reinvestment strategy, the lower Australian dollar and healthy airline competition.

VIC regional expo

BUSINESS Events Victoria is inviting meeting planners to explore regional Victoria in the heart of Sydney, with its 2016 regional showcase taking place on Thu 18 Aug.

The venue is Doltone House Hyde Park, with places strictly limited and exhibitors including Rochford Wines, the Lancemore Group, Yarra Valley, Segway Victoria and More - **CLICK HERE**.

Med meetings insight

AMERICAN Express Meetings & Events has unveiled key results from a survey of doctors in relation to medical meetings, finding a key draw for those in most regions of the globe is helping their practice.

The survey polled more than 500 physicians and found they have "no shortage of meetings to attend" with respondents invited to 16 events in 2015 on average.

"It's therefore important for meetings organisers to understand what attracts physicians to some meetings but not others," Amex said.

They most often attended meetings hosted by pharma or medical device companies, but when asked to rate organisers in terms of delivering the promised learning or content, associations, societies, universities and hospitals were seen as superior.

The report can be downloaded at amexglobalbusinesstravel.com.

MEET HAWAII ROADSHOW

The Meet Hawaii Roadshow is an exclusive opportunity for our MICE industry to meet with Hawaii suppliers including Hawaiian Airlines, Hawaii Convention Center, hoteliers, DMCs and more. Join Hawaii Tourism Oceania to learn more about what Hawaii can offer for your future meetings, incentives and events:

- Meet with Hawaii MICE industry partners and find out what's new
- Hawaiian entertainment and cuisine
- Amazing prize giveaways

SYDNEY

Monday 29th August
 Sheraton on the Park
 161 Elizabeth Street, Sydney

MELBOURNE

Tuesday 30th August
 Sketch Central Pier
 161 Harbour Esplanade, Docklands

REGISTER AT: MEETHAWAIIROADSHOW.COM.AU

Web: gohawaii.com/au | meethawaii.com/au Email: groups@hawaiiitourism.com.au

HAWAII TOURISM
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business events news

1st August 2016



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TTNQ Biz Exec award

EMMA Perez from Tourism Tropical North Queensland has been awarded the 2016 Destination Marketing Association International Prize for Young Leaders.

To be in the running, Perez had to submit a three minute video on her role and the impact it made on both the business event and broader tourism industry.

As part of her prize, Perez received registration to this month's DMAI convention in Minneapolis, return travel to the US flying Qantas, as well as accommodation and \$1,000 in spending money.

MCEC boon for Vic economy

THE Melbourne Convention and Exhibition Centre (MCEC) has smashed its previous records, last week revealing a whopping \$77 million in operating revenue for FY16, contributing close to \$1b of economic impact to the Vic economy.

The figures, which were compiled by consultancy firm Ernst & Young, took into account 980 events staged at MCEC during 2015/16 which included 86 national and international conventions and 78 exhibitions, amounting to 849,677 business event visitors welcomed.

Group chairman Bob Annells said the financial results were "encouraging".

"The people of Victoria should be very proud of MCEC the financial contribution its existence makes to the Victorian

economy and the wonderful community asset it continues to be," he said.

MCEC chief executive officer, Peter King, said a key driver to the venue's future growth will be the completion of its expansion in early 2018.

"We are building to increase our flexibility and to offer even more multi-purpose spaces."

King says the venue's pipeline for future bookings and business outlook "remains strong".

PCOA Webinar rego

THE Professional Conference Organisers Association has organised a webinar "making your event accessible" held on 11 Aug from 1:30pm-2pm.

CLICK HERE to register.



THE International Olympic Committee is in the business of protecting its brand - particularly in the lead-up to the Rio Games which kick off in the coming weeks.

That's probably why they took action against the organisers of a not-so similar event which took place in Hebron, Maine in the USA last weekend.

Formerly known as the Redneck Olympics, the festival's name was formally changed to the "Redneck (Blank)", after ongoing legal threats from the IOC over ambush marketing.

Competitors in the Redneck Blank vied for world domination in a range of 'sports' such as free mud-racing, a "greased watermelon haul" and the hotly contested "beer trot" where participants had to complete an obstacle course without spilling a drop from cups of beer held in each hand.



Parisian Macao debut

THE Parisian Macao will make its official debut on 13 Sep.

The newest addition to the Sands China portfolio features a half-scale recreation of Paris' famous Eiffel Tower, 3,000 rooms and suites, a convention and meeting space, international restaurants, health club, themed water park and more.

Sands China president Dr Wilfred Wong said "The Parisian is a property that will help cement Macao's position as one of the region's must-see business and leisure destinations".

A digital render of the new resort is **pictured** above.

More information on its amenities can be found **HERE**.

Ben on BEN



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's perspective to help job hunters find the perfect job. Ben has over 15 years working in five star hotels and the MICE industry and has worked on some of Australia's biggest events.

You don't know what you don't know

BEING invited to sit on the panel for 'How to Grow your Career' at The Travel Industry Expo two weeks ago, I was encouraged to see so many people coming into the industry from both travel and events management.



There were some questions that most would know the answers to and others that sparked the attention of all regarding the gender debate.

The open format for this also allowed for questions at the end.

We did get quite a few but I find most people in this situation don't want to put up their hands and ask a question in front of their industry peers.

So for this month's article, I'd like to invite you ask me any questions you have about growing your career.

Whether it's about how to get that promotion, how to resign professionally or how to make your business more attractive to potential candidates, I welcome your questions. Please send your queries to benonben@businesseventsnews.com.au.

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