



Today's issue of BEN

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

ICC Syd MICE wins

MEETINGS and Events Australia is the latest among a line-up of high profile clients to confirm an event at ICC Sydney ahead of its Dec opening.

MEA will host its prestigious National conference on 30 Apr to 02 May 2017, which recognises and reward leaders in their field.

Other bookings set to take place at ICC Sydney include the Associations Forum's National Conference (17-18 Jul 2017) and the Australasian Society of Association Executives conference and exhibition (11-12 May 2017).

"Interest in ICC Sydney is booming," said the venue's chief exec Geoff Donaghy.

"We are building a strong case for the venue as a world leader and clients are responding to our integrated offering, cutting edge facilities and flexible meeting spaces, along with the centre's contemporary design and unbeatable location," he said.

Sunshine Coast Win

THE Sunshine Coast has won the bid to host the Australian Society of Travel Writers AGM & Awards Event next year.

The gala event will be held on the weekend of 18-20 Aug and involves pre & post famils.

Vic Govt pens ABC deal

THE Victoria Government has inked a sponsorship deal with ABC International's *Australia Plus International* media service, which will see the state further promoted as a premium destination for tourism and business events.

The three-year agreement will give Victoria exclusive access to promote the state's many offerings on subscription TV, online and social media service, which is accessed by more than 190 million people across the Asia Pacific region.

Victoria will also have exclusive access to the 'Explore and Experience' genre on all Australia Plus platforms.

"We understand that to be globally competitive, we need to be globally connected – we need to 'work with the world' to increase jobs, investment and exports at home," said Minister for Small Business, Innovation and Trade Philip Dalidakis.

"This partnership allows us to show Asia that Victoria really does offer the best of everything,

from premium food and beverages to world-class medical and educational institutions and some of the world's most compelling major sporting, cultural and business events."

Connecting to Asia

TOURISM industry representatives, govt ministers and key stakeholders will meet at the Cairns Convention Centre this week to maximise tourism growth from Asia.

The program is focused around how Queensland's tourism industry can capitalise on opportunities coming out of Asia - from enhancing digital connections to bettering aviation access.

Augmented Reality

EXPERIENTIAL marketing agency Designteam will now deliver augmented reality solutions for the exhibitions and events industry.

"Augmented reality is becoming mainstream entertainment with the rise of Pokemon Go," the group said in a statement.

"With large audiences understanding and appreciating augmented reality, it is expected that future events, conferences and exhibitions will have components of it as part of a campaign or brand activation."

A white label solution can be delivered as well as a subscription based model for those with smaller budgets.

Call (02) 9263 9400 for more information.

PCMA Mel countdown

ONLY 100 days remain to place a bid for the 2016 PCMA Citywide Auction of Melbourne.

The grand prize is worth US\$350,000 and includes an event package at the Melbourne Convention and Exhibition Centre.

CLICK HERE to place a bid.

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Final Chance to Register for The Event Show

If you haven't registered for The Event Show you are about to miss out. Doors open **THIS THURSDAY MORNING** for the keynote presentation from Google's Event Tech Guru Chris Tillman. After this there is two full days of exhibition, seminars, networking drinks, showcase events, event pitch and much more.

By purchasing your one or two day pass you will have access to all seminar program sessions, showcase events and the mingling drinks at the close of each day. **GO TO OUR WEBSITE TO SECURE YOUR REGISTRATION** and start Planning Better Events!





business events news

22nd August 2016

Find out why Auckland should be top of the list for your next conference in the August issue of *travelBulletin*.

CLICK HERE to read

travelBulletin

Sheraton Palau debut

SHERATON Hotels & Resorts has penned an agreement with Palau Majesty Development to present Sheraton Palau Resort in Koror, the largest city in the Republic of Palau.

The 114-key newbuild is centrally located and features specialty restaurants, pool bar, flexible function spaces and a relaxing spa.

Sheraton Palau Resort is earmarked to open in Mar 2019.

TCEB welcomes TravelManagers



THE Thailand Convention and Exhibition Board hosted a reception in Bangkok last Fri to welcome several hundred Australian delegates to the annual National Convention of home-based travel consultant network TravelManagers.

The conference and exhibition, which took place on site at the Renaissance Hotel, was organised by the team from Hot Events Australia led by Karen Sainsbury, and as well as plenary sessions, break-outs, networking functions and a gala dinner, also included a major off-site activity at one of Bangkok's largest slums.

Run in conjunction with charity group Hands Across the Water, delegates were broken up into five groups each of which

undertook about three hours work on various projects such as painting pre-schools, repairing tricycles for the disabled, gardening and toy-making.

As well as providing the manpower, TravelManagers funded the equipment used for the activities and delegates were also encouraged to bring along small items such as toothpaste, clothing and other gifts for people living in the squalor.

Pictured above at the opening night "all white" cocktail party are Tourism Authority of Thailand Governor, Mr Ythasak Supasorn and Deputy Governor Mrs Juthaport Rerngronasa with Joe Araullo, Michael Gazal, Grant Campbell and Barry Mayo from TravelManagers.



"DON'T poop where you eat", or so the saying goes, but we guess one Indonesian cafe didn't quite get the memo.

A toilet-themed eatery named Jamban Cafe has popped up in Semarang on Java Island, which serves up its flavoursome soups and meatballs from loo bowls.

Its decor follows the bathroom-theme to a tee, with guests seated comfortably on upright toilets.

For those with weak stomachs or feel they'll lose their lunch after the experience, a vomit bag is available at the entrance of the eatery.

Unlike similar gimmicks in Taiwan and Russia, Jamban Cafe's lavatory restaurant comes with a good cause: to educate people about sanitation and encourage the wide-spread use of toilets in the country.



Meetings & Events



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Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au.

24 AUG

Gold Coast Connect Melbourne; RACV City Club, Melbourne; register here: GoldCoastBusinessEvents.com

25-26 AUG

The Event Show; Royal Randwick Racecourse, Sydney; more info here: www.eventshowsydney.com.au

29 AUG

Meet Hawaii Roadshow; Sheraton on the Park, Sydney; details here: meethawaiiroadshow.com.au

30 AUG

Meet Hawaii Roadshow; Central Pier, Docklands Melbourne; for more info visit: meethawaiiroadshow.com.au

18-21 SEP

Luxperience; Australian Technology Park; Sydney; for details visit: www.luxperience.com.au

21 SEP

Australian Event Awards 2016; Novotel Twin Waters Resort; Sunshine Coast; register here: www.eventawards.com.au

22-23 SEP

Australian Event Symposium 2016; Novotel Twin Waters Resort; Sunshine Coast; to register visit: eventsymposium.com.au

19-21 OCT

ITB Asia; Marina Bay Sands; Singapore; for details and to register visit: www.itb-asia.com

21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit www.aime.com.au

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