



## Get Global Launch

A NEW exhibition concept for the MICE industry is set to hit Sydney next year.

The brainchild of Tourism Portfolio's Donna Kessler and World Corporate Travel's Gary Bender, the new GET GLOBAL conference will be focused exclusively on the Australian outbound market.

"Our mission is to provide a platform for international suppliers to connect with corporate meeting planners, incentive houses, PCO's, travel companies and anyone that has international group business from Australia," said Bender.

Held at the new ICC Sydney venue on 28 Jul, the event has been designed to suit an array of international suppliers such as airlines, hotels, cruise companies, DMCs and tourism boards.

Doors open at 9am, with a networking function between 4:30pm and 6pm - for more email [donnak@getglobal.com.au](mailto:donnak@getglobal.com.au).

## The Event Show kicks off

THE Event Show in Sydney has officially kicked-off, with exhibitors primed and ready to introduce their MICE offerings to the hordes of event professionals walking through the door.

Chris Tillman, a program manager at Google, was the first to grace the stage for the knowledge sessions this morning, giving an in-depth presentation on the four pillars of event technology: strategy, people, planning and budget.

"If you have all the pillars in place it can empower your event," he said.

Themed around connectivity,

Tillman remarked, "We live and work in a connected world - and so do great events".

He introduced a new tech solution, which saw bandwidth data pulled during speaker sessions to measure audience engagement.

"You can actually match up the timeline of the speaker to the bandwidth used by your attendees at an event and find out whether they were engaged or not engaged," said Tillman.

Later on in the evening, actor and television personality Andrew Daddo will host the ICMI Speaker Showcase, giving PCOs and planners the chance to hear from a range of presenters which are available to emcee and speak at corporate events.

MEA's The Event Show will continue tomorrow at the Royal Randwick Racecourse.

For more information visit [www.eventshowsydney.com.au](http://www.eventshowsydney.com.au).

### Today's issue of BEN

**Business Events News** today has two pages of news, the latest **BEN** Christmas Venue Guide on **page three** and full pages from: **(click)**

- Tangalooma Island Resort
- AccorHotels showcase



**WOULD** you like extra guac with that?

A restaurant in New Zealand named Mexico has introduced a new item to its menu that's protein-packed: cricket tortillas.

The insects are ground into a flour to form the tortillas, before being served with esquites - a Mexican dip made from corn, butter and onions.

Suppliers of the creepy concoction, Anteater, told *Stuff*, "to a lot of people, eating insects is a scary thing. So we're just getting people used to the idea first".



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# business events news

18th August 2016

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## ICC Sydney sneak peek



WITH just months to go before the official opening of ICC Sydney, **Business Events News** yesterday waded through a crowd of construction workers who were busy putting the final touches on the site, to get a sneak peek of the venue's mammoth theatre.

International music icon Keith Urban will be the first artist to test drive the main theatre in Dec, which features 8,000 tiered seats and is entirely column-less, providing clear unobstructed views of the 45 metre stage no matter the seat allocation.

Commenting on the event space, ICC Sydney's Director of live entertainment Phil King (above) said "It's an absolute



new product for Australia. There's just nothing like it at this size and magnitude".

Having hosted several local and international promoters and event organisers on families of the space, group ceo Geoff Donaghy (pictured right) said, "The response that we're getting back is that this is the most exciting project happening in our business - without a doubt".

### Meetings & Events



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## Gray's Say

Peter Gray, an independent Motivation Consultant, presents a regular **Business Events News** feature on current issues in the Conference and Incentive industries

### Why do we persist in working for nothing?

**WHY** is it that the meetings and, to some extent, the incentive industry continues to work for nothing? PCOs and Incentive Practitioners regularly prepare costly proposals knowing that they are one of several companies pitching for the same piece of business and will never get paid for their efforts.

This is nothing new, it's been going on for years and the only winner is the client who, no matter what we try to do to protect our intellectual property, often uses one company's ideas but gets another to put them into practice, often for a cheaper price. Or does it themselves!

I have actually seen one of my company's proposal documents lying on the desk of one of my competitors! An industry colleague has had a fully costed itinerary re-costed by a competitor who, obviously, doesn't have to do all the initial research or come up with original ideas and so quotes a cheaper price.

Advertising agencies don't put expensive pitches together without a fee to cover their expenses at the very least. Many tradesmen these days won't quote for a job without charging for their time. And why should they? There are now so many web sites which purport to introduce customers to suppliers and tradespeople often resulting in the same job being quoted by several service providers.

This is a problem that persists because the meetings and incentive industries both consist of lots of small companies, several of which are 'one-man-bands' operating out of backrooms in their homes,

without overheads and, in all probability, without the necessary skills or experience to actually undertake what they are being asked to quote for. And to make matters worse, often a lack of adequate or appropriate insurance.

I have nothing against small companies no matter how few they employ, but I do believe that there should be some form of regulation to protect the end-user. After all, if a consumer buys a product which turns out to be 'not of merchantable quality' they have a simply means of redress. If an end-user uses a PCO or an Incentive Practitioner who lacks adequate skills or knowledge and manages to reduce a conference, incentive programme or reward to the level of a farce the client still has a form of redress but it will take considerably more, often financially more, to take action against the offending operator... and by this time the event has been ruined.

Accreditation certainly addresses some of these problems, but the organisations that offer such qualifications simply don't publicise the need to ask for it.

So, the next time you expect to get something for nothing...ask yourself exactly what are you getting.

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant

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

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# CHRISTMAS VENUE GUIDE

  
business events news  
presents

Looking for a Christmas venue or staff celebration?  
*Business Events News* guide to 2016/17 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## Amora Hotel Sydney, NSW

Our 12 days of Christmas offer ensures everyone has something to celebrate! Pick one of our 12 exciting gifts when booking your 2016 Christmas party at the Amora Hotel Jamison Sydney. Which will you pick? Perhaps 30 minutes of FREE pre - dinner beverages or FREE 30 minutes of pre - dinner canapes, or one of our many other gifts on offer!

To learn more about how the Amora can add a little extra to your next event simply call our team on 02 9696 2552 or email on [functions@sydney.amorahotels.com](mailto:functions@sydney.amorahotels.com) [www.sydney.amorahotels.com](http://www.sydney.amorahotels.com)



## Sheraton Melbourne Melbourne, VIC

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To celebrate the acquisition of Raffles, Fairmont and Swissôtel, you are invited to attend the AccorHotels' Sydney Showcase - Day Session.

Regarded as the most respected hotel exhibition in the Asia Pacific region, you will have the opportunity to meet key executives from our stunning hotels and resorts from around the world.

Hosted by television presenter, author and personality Melissa Doyle, the Showcase will also allow you a chance to WIN a trip to Hong Kong with flights thanks to Qantas and a brand new Peugeot 208 worth over AUD \$30,000 and many amazing hotel giveaways!\*

10.30am—3.30pm  
**Thursday 8th September, 2016**  
**Sofitel Sydney Wentworth**  
61—101 Phillip Street, Sydney

[CLICK HERE TO RSVP](#)



You are most welcome to return for our Evening Cocktail from 6.00pm—9.00pm for further networking and entertainment.

Please join us for this special event as we also celebrate the 25th Anniversary of AccorHotels Australia.



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\* For terms and conditions, please [click here](#) **AAPC Properties Pty Ltd** ABN 17 065 560 885