



EDITOR: BONNIE TAI



## EEAA REVEALS GROWTH ASPIRATIONS

**THE** Exhibition & Event Association of Australasia's (EEAA) president Spiro Anemogianni revealed ambitious growth plans to transform the group into "the peak body for the sector".

Speaking to delegates at the EEAA annual conference in Sydney yesterday, Anemogianni said it was important that the two 'Es' in the organisation's name were both recognised.

"We are very strong in the former but need to embrace more of the other major events players," he admitted.

Anemogianni said that with other associations currently at a crossroad, now was the time for the EEAA to take the lead.

"It is no secret that since becoming president, I, with the board's support, have held discussions with some of the other bodies, namely Meetings



and Events Australia (MEA) and the PCO Association," he said.

Regardless of the talks Anemogianni insisted EEAA's financial position and clear strategy would allow it to become the main player, urging members to "watch this space".

**MEANWHILE,** The industry's highest achievers were recognised last night at

the EEAA 2016 Awards for Excellence.

The entries were assessed by 32 independent judges from across Australia and covered over 20 industry categories from pop culture, energy & resources, IT and health.

Among those recognised last night were the two winners of the Richard Geddes Young

Achiever Award: Anne-Marie Mina of Exhibitions and Trade Fairs and James Kennedy of Exhibit System's.

The Best Show for 2017 award was taken home by Hair Expo Australia 2017, organised by Reed Exhibitions Australia, whilst the newest accolade Best Association Event was also won by Reed and its association partner Interactive Games & Entertainment Association for their work on PAX Australia.

View the full list of EEAA winners by **CLICKING HERE**.

**Pictured** in Sydney yesterday are Spiro Anemogianni and chief executive Joyce DiMascio.

### Today's issue of BEN

*Business Events News* today has three pages of news plus a full page from AIME.

### Pacific World expands footprint

**PACIFIC** World has announced plans to commence incentive operations in Mauritius and the Dominican Republic.

The DMC's global md Selina Chavry said the decision to offer the new destinations was a direct response to the growing demand witnessed from clients who were "increasingly searching for more meaningful experiences that move their customers".

She said there was no doubt that the latest additions offered all of these opportunities and more.

"We are very much looking forward to working with our local teams in each of these destinations and delivering unforgettable experiences."

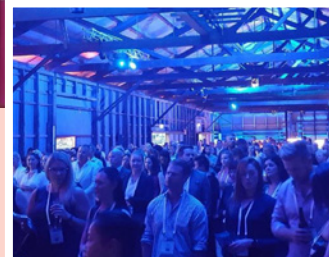
### PCOs get special venue preview



**AROUND** 400 PCOA delegates were treated to a special preview of one of Brisbane's up and coming venues this week, the Howard Smith Wharves.

The new precinct, opening in 2018, will feature two indoor event spaces and a vast assortment of outdoor choices, from rooftop terraces to pop-up marquees.

**Pictured** above are PCOA delegates enjoying a glass of wine after a hard day's conferencing.



### oneworld events enhancements

**CHANGES** have been made to oneworld events to make it easier for PCOs and event organisers booking delegates on flights.

Key improvements include lowering by half the minimum requirement for the number of delegates flying internationally to an event to just 50 and introducing a more generous booking incentive for event organisers.

Commenting on the latest changes, oneworld director of sales Jose Maria Alvarado said "The past 12 months have seen oneworld events break all records with twice as many events and conventions signing oneworld to be their global air travel partner than the year before".



Explore the new ICC Sydney in the December issue of *travelBulletin*.

**CLICK HERE** to read **travelBulletin**

## AVPartners scores Novotel deal

AVPartners has been appointed as the in-house audio visual provider for the Novotel Brisbane, following a competitive tender process.

The group's partner onsite, Nathan Hinschen, remarked he was "Excited to work with the team at Novotel Brisbane and create outstanding events".

"The event scene in Brisbane is really taking off and Novotel Brisbane is at the forefront of the trend."

The recent win has expanded AVPartner's footprint in Qld, joining other venues in the state including Sofitel Gold Coast Broadbeach and Sofitel Brisbane Central.

## CIOBO: INDUSTRY MUST 'UNITE'

IT WAS vital the events industry united to sell the message that Australia is the ideal destination to hold business events, Minister for Trade, Tourism and Events Steven Ciobo (pictured) said via a video message at the recent PCOA conference in Brisbane this week.

Ciobo explained to the delegation that the business events sector was a major economic driver - not only for the visitor economy - but also a generator of trade, investment and employment in Australia.

"International business events visitors are high yielding, with an average expenditure of \$322 overnight compared with \$153 spent on average by all overnight visitors in Australia," he said.

The Minister recognised PCOA's contribution to



promoting the country as a premium MICE destination, commenting that the group's professionalism and high industry standards were of vital importance in attracting new associations business.

"This work brings tangible benefits not only for our economy but for knowledge and development across the world," he concluded.

## MEA's new board

MEETINGS and Events Australia (MEA) announced its new board members at the Annual General Meeting held in Sydney this week.

Melbourne Convention & Exhibition Centre's Anne Jamieson is being welcomed as the board's new chair, while Scene Change's Ian Whitworth has been named vice chair.

The board's new directors are Waldron Smith's Kate Smith and Milestone Creative's Alana Hay.

Commenting on MEA's latest additions, recently appointed chief executive officer Robyn Johnson said, "Together with the new board, I am keen to understand the issues that our members see as a priority for 2017".

## NZ's record year of biz events

NEW Zealand has surpassed its 2015/16 target for international conference business, exceeding its 60 bid goal by 11 bids at a 72% success rate.

Tourism New Zealand celebrated the achievement with an evening function recognising 22 of the experts from across the country who aided in bringing 15,000 international business delegates to the country, which injected an estimated \$31 million into the NZ economy.

The estimated value from all conference bids won in the past financial year sits at \$96.3 million.

## Learn more about Tas at AIME

BUSINESS Events Tasmania (BET) has extended an invitation to PCOs and event planners attending AIME to learn more about the state's MICE offerings.

Local properties joining Business Events Tasmania at AIME stand 4352 include Josef Chromy Wines Tasmania, Country Club Tasmania, MONA + MONA Ferry, Hotel Grand Chancellor Launceston, Wrest Point, Love Tasmania Tours, Princes Wharf #1 and The Henry Jones Art Hotel.

BET will also make available the latest 2017-18 Business Events Tasmania Planners Guide at its stand.

Pre-schedule an appointment by **CLICKING HERE**.

## EEAA recognises industry's best



THE ICC Sydney played host to the Exhibition and Event Association of Australasia's (EEAA) 2016 Awards for Excellence last night, which was attended by over 300 people representing events and association organisers, venues and suppliers.

EEAA chief executive officer Joyce DiMascio said the diversity in submissions for the awards reflected the broad range of events, venues and services in the industry.

"We thank all those who entered our Awards for Excellence - congratulations to our winners and thank you to our event partners, sponsors and the ICC Sydney for making this our industry's most celebrated night," said DiMascio.

View the full list of winners by **CLICKING HERE**.

Pictured above is EEAA president Spiro Anemogiannis (left) with Trevor Riddell Presidents Award Winner Domenic Genua.





## BEACON TECHNOLOGY UNDERUTILISED

**DATALICIOUS** chief executive officer and founder Christian Barten (pictured) believes that beacon technology should be adopted in the exhibitions sector.



The location-based software, commonly used in retail applications, works by connecting the consumer's mobile phone to 'beacons' in the physical world, which then broadcast metadata to companies to influence shopping behaviour.

"Everybody talks about it, but I haven't really seen it used yet," said Barten at the Exhibition and Event Association of Australasia's annual conference

in Sydney yesterday. "Right now you see people walk through the door and that's it," he said, but with beacon technology exhibition organisers would be able to gather valuable information on

attendees and find out what the most popular and least popular stands are at a show were.

He said the data could then help organisers choose the best exhibitors for their events, as well as provide information on the content show-goers were specifically looking for, giving exhibitors an opportunity to better plan their stands for maximum engagement.

### VSC appoints new chairman

**DAVID** Ryan has been named Visit Sunshine Coast's new chair, replacing Grant Hunt who stepped down following the completion of his three year term.

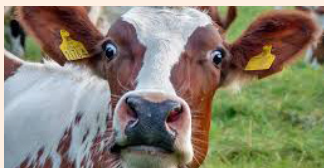
Prior to his appointment, Ryan held a number of senior titles including non-executive director of Virgin Blue and chairman of the VSC Risk Management and Audit Committee.

**MEANWHILE**, long-serving Board member Ian McNicol has stood down after six years and will be replaced by Ashley Howden.



■ **MCDONALDS** could soon introduce a new ingredient to its Quarter Pounder hamburgers - fresh beef.

The fast-food giant is looking at abandoning frozen meat at 75 of its restaurants in the US, telling *APNews* it is "making significant enhancements" to its offerings in a bid to lure more customers into stores.



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## GENerating Change

conference FOCUS  
bringing events into focus

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in *BEN*. Topics include new generation events and making events effective and valuable.

### What makes an exceptional event planner?

**AT THE** top of the traits that make a great event planner, many would put excellent communication skills. Some might say that being (naturally) meticulous and somewhat of a perfectionist helps. Being able to collaborate and work with others is a must. Service orientated, for sure. Knowledge and experience count for a lot too. All of these are important attributes for any event planner. But what makes a great event planner exceptional? At the top of my list would be mindset and attitude. It's the way you think.

"Have you ever owned anything that isn't yours?" That was a question I saw earlier this year. An interesting one, don't you agree? I think exceptional event planners treat the events they manage as if they were their own. As if they owned them. I also think that exceptional event planners care more about events than anyone - often, even their clients. From conception to completion, event planners will work on events for many months, even a year or more. Therefore, they

will do everything possible to ensure that all their time, effort and dedication pays off. They will do everything in their power to ensure their client and participants are ecstatic. They will go above and beyond what is required or necessary to ensure success, including working long days, late nights and weekends. And that's even before the event starts. Onsite, they'll be the first up and last to bed every day. Their "can do" and, indeed, their "must do" attitude drives them. Their desire for excellence is overriding.

Exceptional event planners don't need to be asked to do things. They already know to do them. They've run through the entire event in their heads many times and know everything that needs to be done in advance. They've already anticipated every possible scenario.

And so being an exceptional event planner requires a certain attitude and mindset - a set of thinking traits - which perhaps count much more than anything else. Wonder what you think?

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact **Max Turpin** at Conference Focus on 02 9700 7740 or visit the website at [conferencefocus.com.au](http://conferencefocus.com.au)



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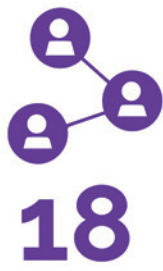
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