

EDITOR: BONNIE TAI



GET GLOBAL CONFIRMS BIG NAMES

NEW outbound travel exhibition, Get Global, has secured a gamut of prestigious suppliers for its inaugural event which will be held at the International Convention Centre Sydney next year.

Major brands confirmed for the show include Movenpick & Millenium Hotels & Resorts, Royal Caribbean International, Asian Trails, CINZ, Hawaii Tourism Oceania and the Hong Kong Tourism Board.

Gary Bender (**pictured** right), the show's director and founder, said he was thrilled to have welcomed on board so many respected suppliers, adding that the team were "working hard to ensure Get Global is established



as a leading MICE event in Australia"

Get Global's co-founder Donna Kessler (left) said "the broad base of categories represented will ensure MICE organisers are able to maximise their time at the event and gain a real insight into the benefits of hosting their next event off shore".

For Royal Caribbean's Clemente Galindo, it was the

exhibit's efficient business platform which made them keen to take part.

"We were keen to take part in Get Global as we have had feedback that buyers want to be able to manage their own time with sellers and not have to stick to pre-arranged

appointments," she said.

"We feel this will lead to stronger, ongoing relationships where we can really develop a product to suit their MICE needs," Galindo added.

Today's issue of BEN

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

Axis Events aquired

SYDNEY-BASED events company Axis Events, which was founded by industry stalwart Paul Christie, has been acquired by The Appointment Group Asia Pacific.

Commenting on the sale, Christie said he "couldn't have imagined a stronger partnership and future for Axis Events".

"I wanted to hand on the company I built to people I knew could take it to the next level and ensure my dedicated staff were well taken care of," he said.

As part of the deal, The Appointment group will welcome on board 28 Axis Events staff to their team, with a further recruitment drive planned.

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UTILISING VR IN THE EVENTS SPACE

Tech spotlight

ON A recent trip to the PCOA conference in Brisbane, **BEN** reporter **BONNIE TAI** suddenly found herself transported from the show floor into another world.

Flying through the air between high-rise buildings seemed effortless - and no, my experience wasn't from the sugar hit that was creeping in from the one too many macarons I'd just eaten - I had stumbled into the world of virtual reality.

Once thought of as a bit of a gimmick, recent technological breakthroughs have seen virtual reality really take off as not only a gaming device (think PlayStation VR), but also as an interactive business tool.

VR 360 director Marcus Rehlaender, who demonstrated the viewing platform to **Business Events News** last week, said the technology was so versatile that businesses should start looking at incorporating virtual reality into their plans now as advancements in the space



moved at a "dramatic speed".

No longer reserved for just those with big budgets, the pace at which viewing platforms were being developed meant that there were cheaper models being released all the time, "which increases the viewer numbers enormously", said Rehlaender.

"The cost-per-view will fall to dollars rather than tens of dollars...and as with any new platform the cost of content creation will fall as the industry develops".

Currently, venues have made the most out of the technology, Rehlaender explained, with many stitching together 360 degree immersive walkthroughs to showcase the range of facilities available onsite.

For events companies, interactive content could then be triggered within the space to allow for them to manipulate it for their audiences.

"By offering next level interaction and immersion to events, event organisers and PCOs will be seen as leading edge facilitators," he said.

"And with the right content creators supporting them, [PCOs] will enhance the end user experience," he said.

No matter if the end goal is fun, informative, educational or designed to return valuable data from user experience, Rehlaender said utilising VR technology could really help the events industry drive a stronger activation.

To learn more about virtual and augmented reality or the services VR360 provides visit vrnow.com.au.

TCEB honours new king



THE Thailand Convention and Exhibition Bureau (TCEB) is welcoming the kingdom's new monarch, His Majesty

King Maha Vajiralongkorn Bodindradebayavarangkun.

Meeting planners could confidently book events knowing that the transfer of Kingship had been completed smoothly in accordance with ancient royal law, said TCEB in a statement to media.

The country's official business events body said it was "pressing ahead with all of its programs and campaigns to build the nation's prosperity across all segments of the MICE industry".

Learn more about the TCEB by **CLICKING HERE**.

Picturesque Philippines on show



A GROUP of MICE agents got the chance to practice their Tagalog last week on an educational to the Phillipines, hosted by DMS Destination Marketing Services and sponsored by Philippine Airlines and Shangri-La Hotels & Resorts.

The events organisers explored the bustling streets of Manila before heading off to Cebu to learn more about the city's incentive programs.

Pictured above are the lucky attendees.

Convene 2018

CANBERRA will play host to the inaugural Convene South East Australia exhibition.

The event joins sister shows Convene Queensland in Brisbane, Convene North in Auckland and Convene South in Christchurch, New Zealand.

"New Zealand is still the largest business events source market for Australia's eastern seaboard," said Convene Manager Allyssa Eastaugh, adding that the event would act as a "prime conduit" for Kiwi event organisers to do business in the south eastern states of Australia.

Held at the Canberra Convention Centre on 05 Jun 2018, the jam-packed program features pre-event famils, a welcome networking function, hosted buyer programs and partial appointment schedules for exhibitors.

8th December 2016

AIME CITY EXPERIENCES

TEN new Melbourne City Experiences are set to be included to the Asia-Pacific Incentives and Meetings Expo's (AIME) 2017 hosted buyer program.

The curated tours promise to immerse attendees in the city's vibrant culture, environment, cuisine and hospitality.

Each tour visits three locations, with delegates to select from a range of Melbourne experiences including a riverfront brunch, a behind-the-scenes tour of Luna Park or a scenic helicopter ride.

Commenting on the new program, Melbourne Convention Bureau chief executive officer Karen Bolinger said she was excited by the new opportunity



for event buyers and organisers to immerse themselves in the personality of the city.

"The tours highlight our world-class venues, food and beverage, entertainment and accommodation," said Bolinger.

For more information on the 2017 AIME hosted buyer program visit aime.com.au/hosted-buyers.



■ **A PERMANENT** Ice hotel has opened in Jukkasjärvi, Sweden this month.

Made from 30,000 litres of frozen water, the year-round resort named Icehotel 365 will feature 55 guest rooms and 20 suites.

Those staying at the peculiar lodging can create their own ice sculptures, swim in the Torne River and visit an ice gallery featuring frozen works from over 40 different artists.



NT lights extended



BRUCE Munro's *Field of Light* display at Uluru has been extended until Mar 2018.

Voyages executive gm sales, marketing and distribution Ray Stone revealed the news at a fancy soiree in Sydney last week saying the response to the installation had been "phenomenal".

Since launching eight months ago, the light show has attracted more than 100,000 visitors.

See **page 1** for details.

Confessions of a compulsive conference-goer

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in **BEN**.

Leaflet loading

HERE'S my final conference confession of the year. And this one is directed specifically to conference sponsors and exhibitors: I never read your colourful, beautifully designed brochures, leaflets or flyers that you hand out from your exhibition stands. Same for the ones you stuff inside our conference satchels. And I suspect this confession applies to most delegates at most conferences.

Lindor Balls are eaten and appreciated. Drink bottles with your logo on the side get used by my kids at basketball games. And USB sticks are always utilised.

But the truth is that most brochures get chucked out at the first opportunity, without much more than a cursory glance. Sponsors – please don't take this personally, I'm not being rude and I DO genuinely appreciate the fact you have decided to support the conference and invest in the industry.

It's just that in this day and age, aside from books (which despite the nay-sayers, are still doing well) we don't have the time or energy to read printed things even if they are glossy, nicely folded brochures with cool font and professional photos – they simply do not get read, by anyone, any time, anymore.

The ones that banks leave in their branch brochure

holders – no one reads them. The booklets that super funds and insurance companies are obligated to send out with a covering letter – either get chucked out or placed in a file somewhere until they get tossed out (unread) 7 years later in a summer clean-up.

So the brochures at conferences are really just corporate junk-mail.

I'm not exactly sure what the solution is for sponsors or exhibitors who understandably wish to get their corporate messages out to their target audience. Active networking, old-style conversations, video messages and innovative corporate promo style toys and games perhaps are all much more effective options of engaging your audience.

Don't get me wrong, I think there is HUGE value to be had in sponsoring a conference attended by your target audience. But when it comes to the paper give-aways, I genuinely think you are all wasting your money and should give serious thought to more effective, innovative ways to get the most out of your sponsorship dollar. The days of reading stuff in the paper are basically over.

Except **BEN** of course, everyone reads **BEN**.

Happy Holidays Everyone. See you at a conference in 2017.

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



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)

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THIS NEW YEAR, JOIN A WINNING TEAM

GROUP TRAVEL CONSULTANT

MELBOURNE (INNER)- SALARY PACKAGE UP TO \$75K (OTE)

This well-established travel company seeks an experienced group travel consultant to assist their long-standing clients with all domestic & international group travel arrangements. Minimum 2 years international travel consulting experience, strong fares knowledge, experience with group travel coordination & the ability to work under pressure is essential! You will benefit from an exceptionally great working environment, uncapped earning potential, Monday to Friday hours & benefits including free gym use! Apply today.

WINNING ROLE!

AREA SALES EXECUTIVE

DARWIN – SALARY PKG \$60-\$70K + INCENTIVES ++

Do you have travel or hospitality sales experience and are looking for that next challenge? You will be responsible for managing existing accounts, proactively sourcing for new business in conference & events & other market segments, negotiating contracts & conducting site inspection to increase revenue & reach sales targets. Previous hotel experience desirable, along with strong sales, presentation & negotiation skills & the ability to close the deal. Top package and benefits on offer for the right candidate.

G'DAY GROUPS GURUS

INBOUND GROUPS SPECIALISTS

SYDNEY NORTH SHORE– SALARY PKG UP TO \$70K DOE

Inbound is in its peak season so it's an eventful time & this year is busier than ever! Join a specialised team securing MICE packages in Australia, New Zealand & South Pacific. From conferences to incentive groups to school trips, be the primary contact from A to Z. Source new suppliers, create proposals, reconcile financials & be on the ground, this role has it all. You need min 2 yrs Groups exp, solid destination knowledge, organisation & meticulous eye. Rewards are top \$\$\$, M-F only, office close to home & ongoing progression.

CRUISE INTO THE NEW YEAR WITH A NEW ROLE!

CRUISE GROUPS TRAVEL SPECIALIST

SYDNEY CBD – SALARY PACKAGE UP TO \$65k

Global cruise liner needs a consultant to join their groups teams. From conferences to incentive trips to weddings to group holidays – variety is key in this role. This renowned brand has exponentially grown this year so this is your chance to join the wave. Create bespoke packages including pre/post arrangements & during the cruise. If you have min 4 years groups exp (pref cruise), passion for sails, solid airfare/GDS & enjoy a fast paced team; be rewarded with top \$\$\$, beautiful CBD offices, 5* famils & supportive team.

JOIN THE MICE SPACE IN 2017

TRAVEL & EVENTS COORDINATOR

MELBOURNE – SALARY PACKAGE DOE

We have an exciting opportunity coming on in early 2017 to step up into the MICE industry. This well-known events company is looking for a strong travel or groups consultant to join their successful team. You will be booking pre & post accommodation, as well as tours & add-on's for clients booked onto events & conferencing. This role will see you earning a sensational salary & working Monday to Friday hours only. If you have at least 4yrs consulting experience & Galileo, Amadeus or Sabre then we want to hear from you!

JAPANESE GROUP TOUR COORDINATOR

GROUPS CONSULTANT

SYDNEY – SALARY PACKAGES STARTING FROM \$50K

Fantastic opportunity to work for a leading Japanese Travel Specialist focusing on group tour coordination. With an excellent reputation for fantastic products and high touch customer service you will thrive in a nurturing environment with staff development and endless career progression opportunities. Bring your experience of Group coordination with your Japanese language skills, be rewarded with a competitive salary, beautiful offices located minutes away from the station and work life balance. Immediate Start.

WHAT WILL 2017 HOLD FOR YOU?

EVENT TRAVEL MANAGER

MELBOURNE- TOP SALARY PACKAGE DOE

This new year, one of Australia's top conferencing and event companies is seeking motivated individuals to join their growing team. Servicing large scale conferences of up to 2000 people you will be responsible for the end to end management including budgeting, group flight movements, website design & client management. You must have a min. 3 years exp. as a group and event manager with strong time management skills. An excellent salary package is on offer, career progression and ongoing training and support.