



crumbs!

ALMOST everybody has fallen victim to a persistent seagull, however one Victorian man decided to fight back.

While waiting for the train to arrive at Frankston Station, an unnamed man holding a hot packet of chips lured seagulls onto the platform by feeding them a few.

Once the train arrived and everybody got on, the man threw the entire packet on board the train, trapping the flock on board.

Humanity - 1, Seagulls - 0.

Read the whole encounter by [CLICKING HERE](#).

DMS Connect to NZ

DMS Connect has been confirmed for New Zealand, which will bring together a group of destination management companies from around the world, to present their services to key Kiwi MICE organisers.

The expo will be held on 08 Mar in Auckland at the Maritime Room on the Viaduct, with the day run with optional appointment streams so that attendees can maximise their time at the event.

Exhibitors for **DMS Connect NZ** include: Dragonfly Africa, Cox & Kings (India), Pacific World Indochina, Hosts Global Alliance (USA) and more.

For more info, [CLICK HERE](#).

The world is coming...

VISIT Sunshine Coast partnered with the Sunshine Coast Council to unveil a new campaign to promote the "refreshing" destination, as the major events capital of regional Australia.

The campaign features the tag-line "The World is Coming...", and will showcase the massive calendar of events coming to the Sunshine Coast in 2016 and 17.

"This year the Sunshine Coast is set to host the largest portfolio of events in the region," remarked Visit Sunshine Coast ceo, Simon Ambrose.

"Research shows that 69% of people who come to a destination for an event return for a holiday, so events and meetings are a fundamental component of the Sunshine Coast's tourism growth strategy," he added.

Over the next year, 60 major sporting, music and lifestyle events will be held in the Sunshine Coast, with an estimated 150,000 visitors from more than 40 different countries expected to attend, which is predicted to inject \$100 million to the region's economy.

Events secured include: Ironman 70.3 World Championships, World Outrigger Sprint Championships, Queensland Garden Expo, Caloundra Music Festival, Maroochy Music and Visual Arts



Festival, Wanderlust and a new-format Noosa Food & Wine Festival.

"The World is Coming..." campaign is the perfect lead-up to our 50th anniversary celebrations in 2017, and Visit Sunshine Coast is working closely with the Sunshine Coast Events Board to attract a series of major events to the region throughout the anniversary year," commented Ambrose.

Pictured above is Geoff Meyer, ceo Ironman Asia Pacific; Caroline Steffen, world champion athlete; and Simon Ambrose, ceo Visit Sunshine Coast.

AIME Knowledge

THE Asia-Pacific Incentives and Meetings Expo (AIME) has announced the speakers for its Knowledge Program, held in Melbourne from 23-24 Feb.

Speakers include Andrew Roberts, American Express; El Kwang, Biz Events Asia; Darren Natale, Aesthetic - An Experiential Creative Agency; Joyce DiMascio, EEA; Sonja Firth, Business Influencer.

Knowledge Sessions are free to attend and are centred on the key themes of innovation, connection and engagement.

[CLICK HERE](#) for more.

AIME Saxton rego

PRE-REGISTRATIONS to attend the Saxton Speaker Bureau Sessions at the AIME expo in Melbourne are now open.

Spaces for the program are limited, to attend register for AIME by [CLICKING HERE](#).

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Join us at the Melbourne Convention & Exhibition Centre on the 23-24 February 2016.
 Find out more about visiting at www.aime.com.au/visit

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business events news

4th February 2016

HOYTS puts on a show



event last night held at Sydney's Entertainment Quarter at Moore Park.

Speaking with **BEN**, Dymphna James general manager of sales said "corporate services have performed very well. In 2015 we finished better than market with box office growing by 16% and importantly ad revenue growing by 34% in a market that only grew by 4%, so cinema was the best performing platform in terms of growth".

When quizzed on what will be essential to keeping the momentum of growth going, James stated that "it's about investment back into infrastructure and with our new owners Wanda we're best to do that.

"We'll be enhancing the consumer experience, refurbishing our LUX proposition and making greater investment into content.

"Think of the best airline seats, all leather, reclining, looks fantastic and that's just the start of upgrades to the cinema experience," said James.

Pictured (above) is Matthew Fox sales manager NSW and Dymphna James, gm.

CEOs visit Gold Coast

AROUND 80 ceos and chairs from not-for-profit organisations across Australia will congregate in the Gold Coast for the 11th annual 'CEO & Chair Symposium', held at the InterContinental Sanctuary Cove Resort.

The event runs from 04-05 Feb and brings together subject matter experts and business leaders to inform ceos and chairs about the latest trends in associations.

"We're delighted to welcome delegates to the Gold Coast and appreciate the opportunity to showcase the Gold Coast to key conference decision makers in the association sector," commented Anna Case, director of Gold Coast Business Events.

"We're ready to roll out a red carpet welcome to all delegates and we're confident the Symposium on the Gold Coast will leave a lasting impression," she added.

IBTM America 2016

IBTM America will kick off on 15-17 Jun at the Gaylord Opryland Resort & Convention Centre in Nashville, Tennessee.

Hosted buyer applications will open early Feb, however pre-registrations for the event will be made available for the first time.

More than 400 buyers have already applied to attend.

For more information or to register, **CLICK HERE**.



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GENerating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**.

Topics will include new generation events and making events effective and valuable.



Cost Cutting and Undercutting

The issues of cost cutting and undercutting in event planning and management services are big ones and, unfortunately, are here to stay. It's become a huge challenge for event management companies as organisations look to cut costs and show little regard for loyalty.

My observations are these –

There are no barriers or minimum education requirement for entry into event management. Many outsiders think the industry is glamorous and would love to be part of it. Organise a church fete, your sister's baby shower, plan some farewell drinks, manage a half-day meeting for 15....and overnight these people get a taste for it and think they're event experts. Competition has grown and continues to do so.

Increasingly, more organisations that have typically outsourced event management services are now taking these services in-house and doing it themselves.

Event management services have become commoditised. In the eyes of many organisations, there is little difference between suppliers and the services offered. This is particularly true if the client only wants a supplier to execute their plans and manage logistics rather than a client that is seeking (or is open to receiving) advice, design or strategic ideas which would lead to the creation of better events with better outcomes.

The previous point is particularly relevant during a tender or RFP process and when procurement is involved. Procurement is there

for one main reason: to control costs and save money. In this case, it can often mean the cheapest price wins. And, of course, there's always someone willing to do it cheaper. Knowledge, expertise and quality often take a second seat to price.

So why? If you've read any of my previous articles you'll know my take on this. Amongst other things, most organisations have a primary fixation on budget and cost cutting rather than on carefully planned and strategic ways to improve their events to make them more valuable and increase their ROI. Their idea of an event being a success is ignorantly judged by there being no major mishaps with logistics, the amount of smiling faces and positive feedback received from poorly designed and biased feedback forms. But surely positive outcomes and ROI are important? How are they judged and measured? Simply, in the majority of cases, they're not. Hence, the focus is not on event effectiveness and ROI but rather on cost cutting which fuels and encourages undercutting. A sad and sorry situation.

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.



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