



## JNTO AIME launch

**THE** Japan National Tourism Organization will be unveiling its brand new meetings and events brand at AIME 2016.

Highlighting Japan's advantages as an exciting meetings and events destination, JNTO will be adopting the new tag line: "New ideas start here".

JNTO will be joined by 14 co-exhibitors from Japan at stand #2700.

**CLICK HERE** for more info.

## BCD adds 13 partners

**BCD** Meetings & Events (BCD M&E) has expanded its Global Partner Network, adding 13 new international partners to its portfolio to "better serve customers needing global scope with local delivery".

Recently signed markets include: Japan, Indonesia, Malaysia, Vietnam, Russia, Hungary, Israel, Italy, Romania, Poland, Greece, South Africa and Colombia.

"There are advantages when partnering with organisations that know the regional and cultural nuances of doing business in certain markets," commented BCD Meetings & Events global president, Scott Graf.

"When looking to grow specific markets, we make a strategic decision to either expand our wholly operations or partner with best-in-class local businesses to service our customers' specific needs".

## Luxperience pop-up event

**LUXURY** travel and lifestyle trade show, Luxperience, will this week introduce its first ever 'pop up event' in Australia.

The sessions aim to promote the group's Events by Luxperience show, and its ability to create new business connections amongst key MICE buyers.

The first intimate pop-up session will be held on 10 Feb in Perth's Fraser Suites, focused primarily on corporate buyers, whilst other planned events will highlight opportunities for leisure travel and meeting specialists interested in expanding their network of business relationships within the luxury and experiential travel market.

Further events have been



planned for Melbourne (09 Mar), Brisbane (05 Apr) and Sydney (03 Jun), with venues

expected to be announced shortly.

**MEANWHILE**, the Luxperience expo and Events by Luxperience will be held in Sydney 18-21 Sep at the Australian Technology Park. To attend the pop up sessions: [shellia.mceachern@luxperience.com.au](mailto:shellia.mceachern@luxperience.com.au).

## HSMAL conference '16

**THE** 2016 HSMAL Revenue Optimisation Conference will be held at the Marina Bay Sands Expo & Convention Centre on 11 Apr in Singapore.

To attend or for information, **CLICK HERE**.

## Westin Nashville

**WESTIN** Hotels & Resorts has announced the new Westin Nashville will open its doors Oct this year.

The 454-room property is located adjacent to the Music City Centre, the city's new convention centre.

"With Nashville's booming tourist economy, we are thrilled to introduce a unique wellness proposition for business and leisure travellers," said Bob Jacobs, vice president of brand management.

The hotel will feature 20,000 square feet of meeting space in addition to private space on the rooftop.



## Novotel tech upgrade

**THE** Novotel Sydney Manly Pacific has undergone a new tech upgrade, having recently partnered with AV specialists, Staging Connections.

To celebrate the upgrades, which include HD AV systems, LED lighting and video-conference enabled boardrooms, Novotel Manly is giving every 20th delegate for all biz events the chance to stay & meet for free.

Call 02 8966 7453 for more.

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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](http://www.aime.com.au/visit)

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# business events news

8th February 2016

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## 'NSW First' workshop

THE NSW Government has launched a brand new workshop aimed to provide tourism operators in Sydney and regional NSW with product development advice and industry resources to help grow tourism.

Dubbed NSW First, Minister for Trade and Major Events Stuart Ayres says the 2016 workshop will provide "more targeted content" to tourism businesses across the state.

Workshop categories include: hands-on industry development, bite-sized digital webinars, export ready seminars, inbound strategy and seller training for operators attending upcoming trade events.

For more information on this year's NSW First workshops, visit [destinationnsw.com](http://destinationnsw.com).



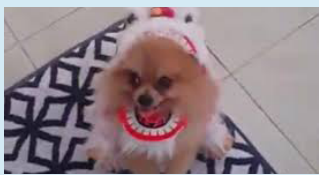
## crumbs!

A VIDEO depicting a tiny pomeranian puppy doing a traditional Chinese lion dance ahead of the Lunar New Year has gone viral, attracting more than three million views.

The two-year old dog named Optimus, has charmed netizens around the world, gathering more than 43,000 fans on its dedicated Facebook page since the video first made its way online.

The year of the monkey begins today (08 Feb).

**CLICK HERE** to see the video for yourself.



## Staging Connections Masterclass



**INTEGRATED** events services provider, Staging Connections, unveiled its latest product offerings at a function attended by top event professionals and major clients at the Hilton Sydney.

New in the group's portfolio is an interactive touch-screen presentation platform due to go to market in 2016.

Dubbed Inteli-Touch, Staging Connections' sales manager for NSW and ACT, Lucy Kratz, said it was "exciting to see where event technology is heading".

"Our team scour the globe for the most impressive, boundary-pushing technologies, and touch screen displays are just one the many new solutions we will be

adding to our product suite this year," she said.

Another boundary-pushing product featured at the Events Masterclass was the Event Backdrop, which features two custom printed canvases, one suspended above the other, to create a 3D entrance to a wine cellar.

## Meetings Africa '16

THE 11th Meetings Africa expo will be taking place at the Sandton Convention Centre in Johannesburg, running from 22-24 Feb.

Hosted buyers from 18 countries will be in attendance.

For more info, **CLICK HERE**.

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## BEA INSIGHTS

BUSINESS EVENTS AUSTRALIA



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with Penny Lion

THE recent launch in New York of Tourism Australia's Aquatic and Coastal campaign, to give greater focus to one of Australia's key competitive advantages, was a great success. To showcase the extraordinary experiences Australia can offer, and leverage the launch activity, we hosted more than 35 incentive and association buyers and media at the event in Bryant Park, providing them with even more reasons to consider Australia for their next business event. The North America market is very receptive to our coastal experiences, from the beauty of Sydney Harbour to exclusive island events and everything in between. With our competitors ever ready to pull focus with their own campaigns, it's the delivery of these experiences that will ultimately set Australia apart. Our industry knows how to go above and beyond the expectations of this lucrative market, and this attention to detail, customer service, and genuine Australian attitude, will continue to be the reason why an Australian event is truly the trip of a lifetime for so many of our North American visitors. As 2016 unfolds, we look forward to continuing to work with you to drive greater awareness and preference globally for all that our country has to offer, and ultimately to deliver increased visitation and spend from all key business events markets for Australia.

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

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