



## PCO appointments

**THE** Professional Conference Organisers Association has announced two key appointments to its team.

Karen Sainsbury has been elected as the PCO Association Councillor for New South Wales, having formerly been the director of sales at Novotel Twin Waters and the general manager at Novotel Manly Pacific.

Stepping into the role of administration manager for PCO is Cindy Axisa, who will bring to the table more than 12 years of experience in the MICE industry.

## DMS first roadshow

**DESTINATION** Marketing Services (DMS) will trial its new roadshow format for the first time this year, with expos to be held in Sydney (07 Mar), Auckland, Melbourne and final show in Perth (10 Mar).

DMS said the new roadshow format will "allow those working in the business events sector and high-end leisure sector to have access and become acquainted with their established network of the world's leading DMCs.

Official sponsors this year will include: Furama Resort Danang, JW Marriott Seoul, Sunlux, Hawaiian Airlines, LATAM Airlines and South African Airways.

To register or learn more about DMS Connect 2016, contact Niharika on 02 9368 1811 or email [niharika@destinationmarketing.com.au](mailto:niharika@destinationmarketing.com.au).

## FLT Hong Kong expansion

**THE** Flight Centre Travel Group has today announced the acquisition of Hong-Kong Based Maya Events to its Greater China portfolio, boosting its presence in the lucrative MICE sector and enhancing subsidiary cievents' existing network.

Maya Events was first established in 2005 by businesswoman Mireya Garcia and further expanded in 2011 when Yamilette M.Cano joined the board.

FLT Hong Kong managing director, David Fraser, said "the acquisition would add scale to the company's existing cievents operation in Hong Kong and complement the services that cievents currently offered locally.

"Maya Events is a highly successful business with an established client base and strong expertise in production and creative areas.

Historically FLT has outsourced some MICE functions, however with the acquisition Fraser said a full suite of services in-house will be on offer to prospective clients and existing customers in "the rapidly expanding MICE sector".

Maya's core services include: event management and coordination, decoration and production, creative services and content production, design and printing and AV, lighting and special effects among others.

"The Maya acquisition complements all of our current

offerings enabling us to instantly provide added value," remarked cievents global general manager, Natalie Simmons.

"Maya gives cievents a stronger presence in an important market and also a platform for further growth in Asia," she continued.

**MEANWHILE**, cievents will further expand into Asia this year with a new Singapore headquarters, slated to open in Apr 2016.

## GC physician meet

**THE** Australasian College of Sports Physicians will meet at the 2016 ACSP Annual Scientific Conference in the Gold Coast for the lead-up to the 2018 Commonwealth Games.

"We're delighted to welcome this conference of sporting professionals," commented Gold Coast director of business events Anna Case.

The event is held at the Surfers Paradise Marriott Resort & Spa and runs from 11-16 Feb.

## PCEC ace in cyberspace

**THE** Perth Convention and Exhibition Centre (PCEC) has upped its game in the digital sphere, according to its general manager Nigel Keen.

On Facebook, the centre reported a reach of 343,000 each week, directly engaging with 55,000 people and nearly 3,000 subscribers on its page.

"We recognised the power of social media and realised that our superb customer service had to extend into the online space too," remarked Keen.

"As a result of our comprehensive strategy, we are streaks ahead of our competitors in interacting with organisers, delegates and guests in the manner most convenient for them.

"Staying up to date with technology and industry trends is just one way PCEC is showing how connected and engaged it is with the modern world," added Keen.

For more information on the PCEC, [CLICK HERE](#).

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# business events news

15th February 2016

## Metro in the gold circle



**METRO** Hotel Marlow Sydney has taken out Agoda.com's prestigious Gold Circle Hotel Excellence Award. "We constantly strive to ensure the best hotel experience for our guests... this award is testament to our success in ensuring our guests enjoy a high level of service as well as value for money," commented gm Harry Leong.

**Pictured:** Peter Lyons, Partner Services; Harry Leong, Metro Hotel Marlow; Joe Dolpire, senior market manager and Keira Ingold, Partner Services.

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18 - 21 SEPTEMBER 2016



### CORPORATE EVENTS MARKET - WE ARE LISTENING!

Welcome to the first Luxperience newsletter for BEN readers in 2016.

2015 was our biggest year ever for the MICE market with the launch of Events by Luxperience. In 2016, we are continuing our focus on enhancing the meetings and events space within the show, starting with the expansion of our Events by Luxperience program and inviting more exhibitors offering innovative MICE options. We are thrilled to welcome an accomplished event professional to our advisory board, Belinda Melocco, Senior Events and Sponsorships Manager at Henry Davis York is responsible for planning, driving and executing the firm's client event and sponsorship program. Belinda is also the founder and chair of the Sydney Event Network, a thriving industry body for in-house corporate event managers. Belinda is an expert in delivering powerful, innovative and tactical events and partnerships that have a reputation amongst clients for being talked about long after the event.

2016 will also see the launch of a series of pop up events around the country to meet with corporate buyers and gather in depth information about what they need from suppliers. These new developments are part of an ongoing strategy to grow our offering for the MICE market. Registrations are now open for Events by Luxperience, the place to learn more about developments in corporate travel and events and build relationships with the most exciting providers in the business.

In 2016 we will be celebrating our fifth birthday and, while we're keeping the details under wraps, we will be introducing a number of new initiatives and have plenty of surprises in the works. We look forward to seeing you there!

[luxperience.com.au](http://luxperience.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](http://www.businesseventsnews.com.au).

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## AIME free massages

**CAIRNS & Great Barrier Reef** Business Events will be offering complimentary massages at its AIME stand on 23-24 Feb.

Buyers are encouraged to pre-book in one of the slots available between Tue 1-5pm and Wed 10am-1pm.

"A neck and shoulder massage is our way to say thank you to our valued trade partners," commented Business Events Cairns & Great Barrier Reef director, Rosie Douglas.

See **page one** to book.

## ICMI women in leadership event

**ICMI** will be hosting a Women in Leadership event in the lead-up to the Asia-Pacific Incentives and Meetings Expo (AIME) on 22 Feb at the Crown Palladium.

Between 1,200 to 1,400 women are expected to attend the event.

Heading the line-up this year are Boostjuice founder Janine Allis and celebrity chef and food author, Maggie Beer AM.

The cost of the event is \$30 with proceeds to be donated to Finnan's Gift, an organisation which provides cardiac care at the Royal Children's hospital.

**CLICK HERE** to register.

## HKECIA new chair



**THE** Hong Kong Exhibition & Convention Industry Association

(HKECIA) has appointed Stuart Bailey as its managing director of diversified communications.

Bailey replaced Javed Khan, Mega-Expo, who resigned earlier this year.



**IMAGINE** sending your stuffed animal, Mr. Cuddles, on a business trip in your place.

Well with Tokyo-based agency Unagi Travel, all this and more is possible.

The agency specialises in trips for stuffed animals, sending travel photos of the toys back to their owners who may not be able to get away due to health issues.

The service was spurred by owner/operator Sonoe Azuma after she asked an acquaintance to take her own stuffed animals on a trip in 2010.

Azuma documented her toys' travels in a personal blog and received a tremendous response.

"Stuffed animals are akin to family," remarked Azuma to *Stuff*, "seeing them enjoying travel seems to motivate many to take the first step for themselves".



## Citadines MICE offer

**APART'HOTEL** Citadines in Melbourne is offering conference organisers two special deals on day delegate packages.

From now until Dec this year, save up to 20% when booking two or more conferences, meetings or events or save up to 25% when booking 60 days in advance.

Both offers include: meeting room hire, coffee and tea, wi-fi, conference manager & more.

**CLICK HERE** to take advantage.

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