



Delegates up for GC

DELEGATE numbers heading to the Gold Coast for business events have spiked 14% this financial year, according to latest figures from the Queensland Business Events Survey (QBES).

The overall number of meetings held on the Gold Coast also experienced a significant increase, surging 11%.

Gold Coast Business Events director, Anna Case, described the results as a "positive outcome for the city, and reflects the increasingly strong appeal the Gold Coast has for hosting world-class conferences and meetings.

"We've recorded strong results across the board, with an upturn in the number of meetings and delegates as well as the number of days delegates stay on the Gold Coast," she added.

Case attributes the spike in popularity to the city's "world-class" venues, its food, wine and entertainment offerings, as well as its beaches and rainforests.

SkyTeam UNICEO pact

GLOBAL airline alliance SkyTeam has partnered with international network for corporate event organisers UNICEO.

The linkup aims to enhance SkyTeam's Global Meetings offering as a "competitive and convenient travel solution for the MICE segment; a priority for the alliance and its 20 member airlines".

Global Meetings was developed by the alliance to simplify the process of organising travel for large-scale international events through an easy to use online event registration system.

SkyTeam's new partnership allows the company to take part in UNICEO® projects to exchange professional experience and know-how among members.

Vice president for UNICEO International Debora Piovesan said partnering with SkyTeam was a "clear choice" given the

alliance's position in Greater China, North America and Europe "areas of importance for UNICEO's international development".

SkyTeam vp, sales & marketing Mauro Oretti added "working with UNICEO, SkyTeam can offer the benefits of Global Meetings to more MICE industry experts, in turn enabling them to deliver a cost-effective, convenient travel solution to their global organisations".

Welcome Event location revealed

THE Melbourne Convention Bureau has today announced 400 City Road Melbourne, as the "secret" location of the anticipated AIME Welcome Event.

The AIME Welcome Event will take place on the 22 Feb, the evening before the trade show.

Today's issue of BEN

Business Events News today has two pages of news, plus a full page from **Auckland Convention Bureau**.

Club Med snow trip



CLUB Med, in conjunction with Air France, is giving AIME attendees

the chance to win a seven-day all inclusive trip, plus flights, to the French Alps.

Keys to Club Med resorts will be given away to attendees along with delicious pastisseries.

To enter, visit the Club Med stand at AIME next week and share with the team what your dream event would be, if you could rent a Club Med resort.

Visit meetings-events-clubmed.com.au for more.



LIGHT UP YOUR NEXT EVENT

Ayers Rock Resort will host its most memorable event yet, a monumental solar powered art installation from 1 April 2016 to 31 March 2017, adding extra sparkle to any event. Hold your next event at the Uluru Meeting Place, enquire today.

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business events news

18th February 2016

PCB Inspire Award

THE Perth Convention Bureau will launch its 2016 Inspire Association Award, a \$5,000 travel grant, at the upcoming Asia Pacific Incentives & Meetings Expo (AIME) on 23 Feb.

The award has been designed to assist in the professional development of East Coast based Association Event Managers & Executives through funding an international conference in their chosen field.

Funding will cover travel, accommodation, and registration expenses to the max value.

Visit stand 3932 from 4:30-6pm for the launch event.

CLICK HERE for more info.



MOBILE ride hail company, Uber, delivered real life emojis to

offices across Sydney, Melbourne, Perth and Brisbane today as part of its #GalaxyEmojisAlive campaign.

Four emoji options were available: present, donut, love-heart eyes and the poop emoji - with no promises as to exactly how the emojis were to be delivered.

The offer was only available to Samsung Galaxy owners.

Pictured above & below are some of the creative deliveries made today.



ibtm Arabia success

Buyers and sellers from more than 40 countries took part in the recent ibtm Arabia held earlier this week at Abu Dhabi's Convention Bureau.

Marking the 10th anniversary of the MICE event some 3,000 appointments took place, with ibtm Arabia exhibition manager Shinu Pillai confirming that this year saw an increase in the total number of exhibitors attending.

"ibtm Arabia really does provide the perfect setting for business connections. From Discovery Day, to two days of back to back business meetings to the numerous networking events and the incredible hospitality of the 5-star Jumeirah at Etihad Towers" said Pillai.

Vivid Syd extension

SYDNEY'S annual festival of lights, Vivid, has been extended five nights.

Tourism Accommodation Australia (TAA) said the extension "reflects the power of events-related tourism".

"Sydney is fortunate to be in the middle of its largest-ever hotel expansion, with up to 20 new hotels and serviced apartment projects expected...so demand-generating events such as Vivid are crucial to justify such large investment by the private sector," said TAA ceo, Carol Giuseppi.

"The investment by the NSW Government in building tourism infrastructure, and funding events such as Vivid is very welcome because competition for tourists and high-yield conference and incentive groups is intense," she added.

Vivid will now run from 27 May to 18 Jun.



ICC unveils 2017 MICE season

THIRTY-FIVE exhibitions for 2017 have been secured for ICC Sydney, the city's newest MICE venue, slated to open in Darling Harbour Dec, 2016.

"The amount of interest and excitement about ICC Sydney is booming and we are thrilled to see the exhibition industry returning to its rightful home in Darling Harbour," commented NSW Trade and Tourism Minister,

Stuart Ayres.

"A major contributor to the NSW economy, the exhibition industry attracts more than half a million people each year and generates about \$100 million annually in economic benefit to the state," he added.

Events have been secured by operators such as Reed, Diversified Communications Australia and Expertise Events.



The value of face-to-face meetings

NOW more than ever before, technology is making it easier to stay connected with your colleagues or clients in different offices, states or countries. Does this mean that face-to-face meetings and events are on the decline? Not in the slightest!

Four in five people recently surveyed by Meetings Mean Business believe they have attended an in-person meeting, conference or event that would have been less successful if conducted remotely.

Being face-to-face is one of the most effective forms of communicating and building relationships. It affords you the opportunity to nurture your relationships and engage those around you in a way that simply can't be emulated online.

While certainly worthwhile, digital communication doesn't always allow you to build as solid a level of trust between people. In person, you can physically shake the hand

of the person you're connecting with, you might share a laugh and go to get a coffee together. All of these things build up strong, personal communication which is at the centre of all positive outcomes.

Ultimately, the key to getting the most out of your events is to consider all avenues. With so many options available to us, we can choose the best way for us to communicate and build lasting relationships with our colleagues, clients or stakeholders. This may mean holding your event in-person, online or a hybrid of both.

Ryan Taylor is the partner at the Perth Convention and Exhibition Centre with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach.



www.avpartners.com

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