



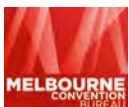
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The Asia-Pacific Incentives and Meetings Expo (AIME) is the leading business events and meetings exhibition in the Asia-Pacific region. It's where 4,500 suppliers and buyers unite for two powerful days of business, knowledge and networking.

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BEA INSIGHTS

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with Penny Lion

AS WE look towards the year ahead, Tourism Australia's specialist business events unit, Business Events Australia, has planning underway for six trade shows in 2016 including our Greater China Showcase in Shanghai from 13 to 15 April as part of Australia Week in China. With dedicated business events staff in our four key markets of the USA, UK, New Zealand and China, along with the Business Events Australia Sydney team, we have developed a trade program that places the Australian industry in front of key decision makers, creating the opportunity to build relationships and the potential to increase business. In addition to this year's program, Business Events Australia has a number of educational programs planned in conjunction with industry partners that will showcase to buyers and media Australia's exceptional event capabilities and build awareness of the destination's product and experience offering. The main aim is to inspire buyers to hold their next event in one of Australia's many stunning destinations. Early this year we will also be releasing new business events insights, enabling us to share with the Australian industry pivotal learnings from each of our key markets. We will be sharing these insights via our Business Events Australia newsletter and on our website – australia.com/businessevents.

Adl Conv Centre on track

THE Adelaide Convention Centre (ACC) is on track for handover, with the highest point of the riverbank redevelopment completed.

Tourism Minister Leon Bignell said more than \$340 million in contracts has been awarded to local businesses working on the redevelopment of the ACC.

More than 300 events and conferences – some attracting up to 1,000 delegates - are scheduled at the ACC for 2016.

These are expected to attract 35,000 interstate and international visitors & generate more than 100,000 bed nights.

The Convention Centre is due to be completed in time for the biggest conference to be held in Adelaide yet - the Astronautical Society - which will bring 3,500 delegates in Sep 2017.

"Since the opening of the West Building in March last year, 380 events have already been hosted at the Centre including

the prestigious Qantas Australian Tourism Awards, Dreamtime 2015 and Corroboree Europe 2015," Bignell said.

"On average the delegates are spending \$632 a day which has a flow-on effect to our restaurants, taxis, retail outlets and other small business operators."

Tour Portfolio appt

TOURISM Portfolio has been appointed as the Australasian representative for boutique agency Arabian Explorers.

Commenting on the appointment, Tourism Portfolio md Donna Kessler says "the team at Arabian Explorers are experts at crafting personal experiences," which makes them perfect to meet the needs of Australasia's highly competitive MICE sector.

Javits Center upgrade

NEW York City's Javits Center will undergo a US\$1 billion redevelopment, increasing the center's event space by more than 92,900m².

The expansion will include a 5,570m² ballroom - the largest such space in the Northeast - and 46,450m² of continuous space.

A green roof terrace with views of the Hudson River, capable of accommodating 2,500 guests will also be added.

Construction is expected to start in late 2016.

EMITT rego open

VISITOR registration is open for the East Mediterranean International Travel and Tourism Exhibition (EMITT).

The exhibition will run 28-31 Jan at Tuyap, Istanbul and will this year see dedicated halls for 'Winter and Outdoor Tourism'.

China, Panama and the Philippines will exhibit for the first time.

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SPTE for Gold Coast

THE annual South Pacific Tourism Exchange (SPTE) conference will be held at the Sea World Resort Conference Centre on the Gold Coast and run from 20-21 May.

Previously hosted at the Melbourne Convention Centre, the annual conference was moved to the Queensland location following consultations with its members and stakeholders.

For more info - sptexchange.org.

Hotel Jen Singapore

HOTEL Jen Tanglin Singapore has officially reopened following a S\$45 million (AU\$45 million) makeover to transition from Traders Hotel Singapore.

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business events news

11th January 2016

ibis Styles Brisbane complete



THE 368-room new build ibis Styles Brisbane Elizabeth Street has been completed, on track for opening by the end of Q1 2016.

Adjoining the Myer Centre and Queen Street Mall, the hotel will be the largest ibis branded hotel in Australasia and offer views of the South Bank cultural precinct.

Mat Finch has been appointed as general manager of the hotel.

TCEB hosts UFI Open

THE Thailand Convention and Exhibition Bureau (TCEB) has vowed to enhance and develop the country's exhibitions offerings, in light of winning the bid to host the UFI Open Seminar in Asia 2016.

TCEB President Nopparat Maythaveekulchai says the event will help "showcase the capabilities of our destination" to the business events sector.

The UFI Open Seminar will take place in Chiang Mai and will run from 25-26 Feb, 2016.

New Vegas Arena

T-MOBILE has reached an agreement with AEG and MGM Resorts International to become the name sponsor of the new 20,000 seat Las Vegas arena.

Set to open west of the Las Vegas Strip in Apr, the US\$375m T-Mobile Arena will host events such as UFC, boxing, hockey and basketball, to high-profile award shows and concerts.

For more on the arena, see www.t-mobilearena.com.



AN ON-DUTY security guard denied billionaire property tycoon James Packer entry into his own casino in Melbourne on New Year's Day, which ended in Packer hurling abuse at the guard, physically pushing him aside, and demanding he be sacked.

Security Guard Dr Iskandar Chaban told The Herald Sun that he was just doing his job and he didn't recognise Packer initially.

"I had no idea who they were at first. How they treated me was inhuman," he said.

The Melbourne Crown Hotel has denied Dr Chaban was sacked.

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.busesseventsnews.com.au.

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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.



Transform your Events with Baby Steps

HERE'S typically what can happen at annual events....

It was a great event this year. "The best yet", people tell you. So you need to do better next year. Your attendees expect, 'new, bigger, better' next year and every year. This year's event has just finished and you're already under pressure. If you copied next year what you did this year that's not good enough and it will be predictable. In fact, you should never copy previous formats and agendas. That's like watching 'Groundhog Day' minus the humour. And since your attendees are actually experiencing it, I doubt they'll find it funny.

To keep things successful you have to change. However, change is uncomfortable for most. In fact, about the only person who likes a change is a wet baby. Everyone else avoids change and delays it for as long as possible. It's uncomfortable giving up what seems to have been successful. No-one's complaining, so why change? Problem is, many events become mired in mediocrity because of the concept, "If it ain't broke, don't fix it". What that can really mean is, "We're afraid of change". Another damaging concept often heard uttered in event planning meetings is, "We've always done it that way". Yes, but that's why you need to change because your event has become predictable. For many, predictable means boring. It is not the job of many to create events. Indeed, I've challenged readers in the past to step forward telling me they are event owners and responsible for the total creation of events. Not a single person did so. And so

whilst being event professionals, we are not event owners, event creators or meeting architects, but merely event doers since we are told what to do and our job is to merely execute someone else's plan. Personally, I find this extremely disappointing because I believe many events fall well short of reaching their full potential. But what we can all do is suggest small, ongoing changes....baby steps for improvement.

Have you noticed how thrilled babies are at taking their first steps? Suddenly their world changes. Everything is new and exciting. From that moment on they don't look back. All they see is a new world and new opportunities in front of them. With your next conference, why not learn from a baby and follow in their footsteps.

Regardless of whether this year's event has just been hailed the best ever or it repeatedly follows the same format, change should be implemented every year to annual events. Repeating what you did this year, dressing it up in a new theme, giving it new colours and delivering the same experience to your attendees is a mistake. Sweeping changes are not perhaps necessary and may not be welcomed. Small, incremental ones might be though....like baby steps.

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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