



NEPALESE officials have taken a page out of American Idol judge Simon Cowell's playbook, launching an unusual talent show-style incentive named 'Integrity Idol', to celebrate the most honest bureaucrat in the country.

After counting-up more than 50,000 votes, district officer Pradip Raj Kandel was crowned this year's "Integrity Idol".

"I feel proud today and feel that I am representing many hard-working civil servants of Nepal," he commented, after being awarded the title - which does not offer an actual prize.

"Initiatives such as this inspire us to be responsible and accountable," he continued.



IBTM hosted buyers

IBTM Arabia 2016 is predicting a 60% increase in corporate buyers attending its event this year, after strong focus on buyer acquisition and the addition of previously undiscovered hosted buyers to the program.

IBTM will run from 09-11 Feb.

NZ on display at AIME

CONVENTIONS and Incentives New Zealand (CINZ) will unveil new venues to buyers at this year's Asia Pacific Incentives and Meetings Expo (AIME), hosted in Melbourne.

Newcomers joining CINZ at its 100% Pure New Zealand stand include the 3,000 capacity New Zealand International Convention Centre, and the Hobbiton Movie Set, an attraction that allows visitors to experience first-hand The Shire from the popular *Lord of the Rings* movie franchise.

The Christchurch and Canterbury Convention Bureau will also be making a come-back this year, having last exhibited at AIME in 2011, with CINZ chief executive Sue Sullivan commenting that it's "exciting to see them back on deck".

MEANWHILE, AIME's Welcome

Event is "back by popular demand."

The event will take place on 22 Feb on the evening leading up to the conference, and will be held at a "mystery" location.

"As the events capital of Australia, Melburnians know how to put on a show," says Melbourne Convention Centre ceo Karen Bolinger.

"Melbourne is renowned for its unique culture, world-class food and wine and bustling major events calendar so we wanted to give our guests a taste of this over the course of the evening," she adds.

Tickets for the event are now on sale and can be purchased from www.aime.com.au.

Go Access QLD

QUEENSLAND'S Department of Transport and Main Roads has launched the Go Access Corporate Events Card, a Translink ticket designed to make it easier for MICE delegates to manoeuvre public transport in South East Queensland.

The Go Access Corporate Events Card costs \$12, and will provide unlimited travel on public transport for three-days.

Today's issue of BEN

Business Events News today has two pages of news plus a full page from ([click](#))

- AA Appointments

Up-Close sessions

GUESTS attending this year's Asia Pacific Incentives & Meetings Expo, can now look forward to 'Up Close and Personal' sessions, a series of inspirational talks on international business and entrepreneurship produced by the Saxton Speakers Bureau.

Saxton director Nanette Moulton says that the line-up of speakers has been "thoughtfully curated to deliver an engaging program."

"These sessions are a unique way for the business events community to get up close and personal with renowned international speakers on topics that really matter," she said.

MEA Conference '16

REGISTRATIONS are now open for the Meetings and Events Australia National Conference, hosted at the Melbourne Convention Centre on 17-19 Apr.

Designed around "breaking conventions", this year's conference promises a stellar line-up of speakers including Chuff Entertainment ceo Matthew Lazarus-Hall, social researcher Mark McCrindle, & digital expert Shaun Coulton.

For more info or to register visit meetingsevents.com.au.

ILTM Japan '16

INVITE only luxury travel conference ILTM Japan will hold its fourth annual edition at the Conrad Tokyo Hotel.

The event runs from 29 Feb through to 02 Mar, and will profile both established brands and new experiences.

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business events news

14th January 2016

Arabian Adventures & Gulf Ventures merger

CORPORATE

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Arabian Adventures
Meetings Incentives
and Events and Gulf



Ventures Events have converged, presenting a new united front.

Represented by PillowMINT, the new entity will be known as Arabian Adventures Meetings and Incentives and will serve as part of the Emirates Group.

"Australia and New Zealand are important markets with an established growing MICE industry," said Justine Thomas-Buter, Manager of Arabian Adventures Meetings, Incentives and Events.

"By joining forces, we believe we can provide more expertise to our customers, access a wider network of contacts, and offer even more value to our clients," she continued.

The group says it will be looking at new ways to "enhance existing partnerships, expand its global reach and market share as well as diversify its product offering".

HCP mobile connect

A **BRAND** new mobile app designed to assist the pharmaceuticals industry in meeting compliance regulations when hosting healthcare providers at their functions, has been launched by American Express Meetings and Events.

Named HCP MOBILE CONNECT, the app was developed to streamline the process of gathering data to increase transparency and control.

The app is now available to all American Express Meetings and Events pharmaceutical customers.

CLICK HERE for more.

Accor signs tennis star



ACCORHOTELS has announced world number one tennis star, Serena Williams as its Official Ambassador in Australia.

Williams will appear across consumer campaigns such as billboards, digital assets and social media for the group until 29 Feb, and will promote Australia as an "outstanding sporting and travel destination".

"Serena Williams is an inspirational athlete and role model and we are extremely proud and excited to partner with her on an event of this calibre," said Accor ceo Michael Issenberg.

Sustainable Darwin

THE Darwin Convention Centre has achieved a bronze-level standard in sustainability, accredited through EarthCheck.

"This achievement shows the commitment of Darwin Convention Centre to continually work to improve its performance as an environmentally sustainable events venue," comments DCC's general manager Janet Hamilton.

GECC books big names

THE Gladstone Entertainment Convention Centre has secured big named acts this year, such as singer Guy Sebastian, the Melbourne International Comedy Festival, comedian Carl Barron and the Addams Family Musical.

CLICK HERE to see the full line-up coming to the GECC in 2016.

CONFESSIONS OF A COMPULSIVE CONFERENCE-GOER

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in **BEN**.

Pulp Fiction Conferencing

THE "That's how we've always done it" mantra is so often the way conference agendas are put together. The formula seems to work so simply 'rinse and repeat' year after year. Yet occasionally I attend a conference where things are done differently, with a tweak to the "way we've always done it" rule and more often than not, it works brilliantly. When I see this happen, my reaction is often "Great idea! It seems so obvious. How come no one's ever thought of that before?"

Case in point. Think of the manner in which the vast majority of conferences conclude. A thought-provoking / inspirational / motivational style keynote speaker wows the audience, hopefully with some key messages aligned to the conference theme. Everyone is inspired, excited or moved (or ideally all of the above). The conference should actually end at this point, leaving the delegates to walk out on a high.

Instead, up comes the CEO to give a concluding address. And with respect to most CEO's, few if any can inspire or excite to the same extent as the previous professional keynote speaker.

So the momentum of the keynote speaker is immediately lost and the delegates now walk out on far less of high than if the conference had concluded earlier.

I'm not suggesting that the CEO's concluding address is ditched altogether (although I question the necessity of it sometimes other than for "we've always done it that way" reasons). It's always worth asking "Is the CEO adding anything that hasn't already been covered earlier?"

But if it is imperative or perhaps politically necessary for the CEO to sum things up, why not get them to do their sum-up as the penultimate presentation (ie - before the keynote) and then end things on a huge high with the keynote?

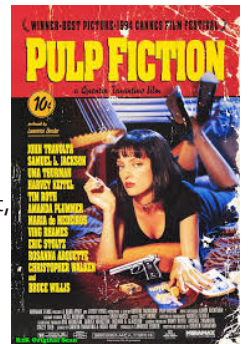
All the boxes are ticked but it is done in a more logical order that makes the conference more impactful.

I call it the PULP FICTION Conference Agenda. Those of you who have seen the classic Tarantino film will recall that it played around with linear structure. The chronological structure was switched around, scenes were re-arranged and the usual start, middle and end configuration was ditched entirely.

Yet it worked beautifully and it was still easy to follow. More importantly it was different and stood out for trying something few other films at the time were doing. It still started with a bang and ended on a high and kept the audience on their toes the whole time. Just like conferences should aim to do.

Do conferences always need to start with the CEO's welcome? Is the Leadership Panel necessary? Do we need to have Q & A after each speaker? Does the Gala Dinner have to be on the final night?

Perhaps the answer to all of these questions is YES. I'm simply suggesting that we continually play around with the 'normal' structure, continually asking ourselves if there is another, more logical way, to keep the event fresh, different and dynamic.



If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.

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

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