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crumbs!

TRAVELLING to New York for business and in need of some comfy accommodation to escape the blizzard?

Entrepreneurial New Yorker, Patrick Horton, listed a 'new build' igloo on Airbnb, fashioning the ice fortress as "Snowpocalypse's most desirable getaway".

The icy retreat has been described as a "boutique winter igloo for 2" and was listed on Airbnb at US\$200 per night (AU\$284) including blankets, pillows and a candle.

"Built completely by hand, all-natural. Come experience this chic dome-style bungalow with Bae," reads the post.

Airbnb has since removed the listing, commenting: "While we are happy to see you guys are having fun during Blizpocalypse... your igloo, while very well constructed, has failed to meet our occupancy standards and has been removed from search results".

Horton told *Sky News* that he and his friends had the idea to build the igloo months ago, but had to wait until there was enough snow to do it.



Welcome theme unveiled

THE Melbourne Convention Bureau (MCB) has today unveiled the theme for AIME's anticipated welcome event.

Dubbed "One Year in Melbourne in One Night", the event will ambitiously showcase all that the funky Victorian capital has to offer over one evening.

Whilst the organisers have remained tight-lipped on the specifics of the location, MCB ceo Karen Bolinger has described the night as a "not to be missed event".

"Melbourne's buzzing events scene, sophisticated food and wine and unique culture have been considered and combined to create what will be a truly memorable evening," she said.

Australian events agency EMG

will bring the evening to life, with director Peter Jack hinting the experience will be "truly immersive".

"Guests will be led through themed culinary pockets, dedicated to the region's fresh produce, and culminating in a performance that celebrates what has been coined as the Melbourne Effect," he remarked.

AIME's Welcome Event will return in a stand-up cocktail format this year, and will take place on the Mon evening before the two-day exhibition which runs on the 23-24 Feb.

Tickets are \$150 and available to purchase at aime.com.au.

New TA campaign

TOURISM Australia's new marketing campaign, launched in New York earlier this week, has a strong focus on the country's coastal and aquatic attractions.

Voiced over by movie star Chris "Thor" Hemsworth, the new TV commercial has been viewed more than 6,000 times since it was posted on the YouTube channel of *BEN's* sister publication *Travel Daily* on Tue.

TA will spend \$40m over the next six months rolling out the campaign in key international markets - view the ad by **CLICKING HERE**.



Today's issue of BEN

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

St Regis' new MD

STARWOOD Hotels and Resorts has promoted Michael Schlueter to the position of Managing Director for the Westin Langkawi Resort & Spa, soon-to-be-opened St Regis Langkawi as well as the Langkawi International Convention Centre.

Schlueter has held the position of gm at The Westin Langkawi Resort & Spa since 2012, with his new role placing him in charge for the overall management & operations of the three locations.

PCEC tech upgrade

THE Perth Convention and Exhibition Centre has received a series of technical upgrades to its facilities, delivered by AVPartners.

Each of its meeting rooms has received brand new Sony 4,000 lumen high definition laser projectors; whilst its Riverside Theatre has been equipped with three Panasonic 10,000 lumen laser projectors.

75" flat panel monitors have been installed into the boardrooms, and four large motorised screens have been fitted in the Bellevue Ballroom.

MEANWHILE, Wayne Booth has been appointed as PCEC's new director of food and beverage, commencing 11 Jan.

Oaks' Indian debut



OAKS Hotels & Resorts has expanded its global footprint into India, yesterday announcing the debut of its first property in India, the Oaks Neemrana, slated to open in 2017.

The 116-room Oaks Neemrana will feature a mix of one-and two bedroom apartments and studios, a pool with swim-up bar, sky garden, lobby cafe and lounge bar as well as dedicated conferencing & meeting spaces.

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business events news

28th January 2016

Jupiters' venue launch



JUPITERS Gold Coast unveiled its newest restaurant, the Garden Kitchen and Bar, at an exclusive star-studded event last week held on the venue's spacious outdoor deck.

Star Entertainment Group Managing Director, Queensland Geoff Hogg, said "the launch of Garden Kitchen & Bar was yet another significant step in the property's \$345 million transformation".

"We've received some fantastic feedback from guests so far, with many overwhelmed by the venue's impressive modern fit out and light-filled design," he said.

IMAX demolition?

GROCON (Darling Harbour) Developments has submitted a request to the Department of Planning and Environment to demolish the existing IMAX building in Sydney, to make way for a new 23 storey development that could be used as a hotel, serviced apartment or function and entertainment space.

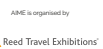


GROW YOUR BUSINESS

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.

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



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Gray's Say

Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



WHAT A WASTE!

ANECDOTAL evidence suggests that the majority of Australian businesses that could use incentives to improve sales, administration, safety - do not do so.

This is puzzling enough when you consider that an incentive programme, properly designed and administered will cost the sponsor - in the long run - absolutely nothing yet will produce positive bottom-line financial benefits. But what is more puzzling is that some established users of incentive programmes ignore the majority of the people they should be trying to motivate.

Is this a case of ignorance of what can be achieved or simply laziness on the part of the sponsor? Many sponsors use the services of incentive practitioners and yet, so I'm told, resist suggestions that their programmes could be better focused. As an incentive practitioner myself I am well aware of the general resistance to any change, but this is usually experienced when it comes to the participants of incentive programmes. Much of this is overcome by improving communication between sponsors and participants, however when the resistance to change actually comes from sponsors, many programmes cannot achieve their full potential. Over the years the incentive industry has added a number of so-called 'new' strategies to the way in which motivation is achieved. Many of these strategies are web-based and although not actually new (gamification, for example, is merely a new word for a strategy that has long been employed to motivate individuals or groups) make them seem a lot more interesting.

Maybe this is why established

users don't realise the full potential of their incentive programmes - because there's so much 'new stuff' to absorb. But, we're told, the Web and the Internet are both here to assist us not hinder our development! Is that why I'm still waiting for the paperless society I was promised twenty or so years ago?

Some incentive users still insist on using programmes that are designed to motivate mainly their top level dealers or staff, leaving the others - usually the majority - to pick up minor rewards, if any, along the way. This is a great way of disincentivising valuable resources and has led to losses that take a great deal of time and money to replace. It's wasteful too. By ignoring participants based on their previous results is to suggest they will never achieve, whereas by giving everyone an opportunity to achieve may prompt action to improve. Programmes can be designed to stimulate improvements in previous under-achievers and is enhanced by the use of incentive software such as that available from the Incentive Association.

The basis on which incentives become self-liquidating is that those that do not actually qualify for a reward will improve their performance in an attempt to achieve a reward and thereby contribute to the overall financial results of the programme. Ignore under-achievers at your peril.

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at peter.gray@motivatingpeople.net

