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#### Today's issue of BEN

**Business Events News** today has two pages of news plus a full page from Northern **Territory Convention Bureau** and Travel Industry Expo.

#### **Online Retailer Expo**

THE eighth Online Retailer expo is coming to Sydney, with more than 100 exhibitors to hit the show floor.

Featuring a panel of 70 expert speakers from brands such as Myer, Cotton on Group, Mecca **Brands and LUSH Cosmetics** among others, the two-day retail tech event will explore everything from sustainable business models to digital experience and cross border retailing.

The 2016 Online Retailer Expo will be held on 20-21 Jul at the Royal Hall of Industries and Hordern Pavillion.

For your chance to grab a twoday pass worth over \$2,000, head over to onlineretailer.com and be the first to tell us the name of one of the speakers who will be presenting at the Expo.

Send your answer through to comp@businesseventsnews.com. au - the winner will be contacted.

#### ibis Korea JV

**ACCOR** Ambassador Korea has inked a jv with CAPSTONE Asset Management and Dongnam Holdings to launch the 242room ibis Ambassador Seoul Dongdaemun and 232-key ibis Ambassador Busan Haeundae.

# Regional MICE shake up

THE NSW Government's decision to restructure the State's regional tourism organisations to form six dedicated Destination Networks across the state (BEN breaking news), has also prompted the creation of an all new dedicated regional conferencing unit.

Aimed to grow MICE business and visitation, the Conferencing Unit will work to develop a client database of associations and corporations with a propensity to meet in regional NSW.

A fresh conferencing website and portal will soon be implemented, with the unit to work alongside Destination Networks to improve the information and visibility

#### Oz Event Symposium

**THE** Australian Event Symposium will this year be held on the Sunshine Coast.

Themed 'Inspiration, Operation and Communication' this year's event will bring together the creative directors of Australia's most significant festivals and events such as White Night Melbourne, Vivid Sydney, Australian Open and more.

The two-day event will be hosted at the Novotel Twin Waters on 22 Sep and 23 Sep following the Australian Event Awards Ceremony on the evening of the 21 Sep.

**CLICK HERE** to register.

### of business conference infrastructure and the service

capabilities of the regions. It is currently unknown who will head the new bureau, with a Destination NSW spokesperson telling Business Events News it had yet to be decided.

Other initiatives to be undertaken by the conferencing unit include developing government and industry partnerships to nurture and realise potential conference opportunities, and assisting the industry with development of bid document templates and responses to Request for Tenders.

Tourism Accommodation Association ceo Carol Giuseppi lauded the news, saying the dedicated regional conferencing unit was an intiative TAA had been advocating for years.

"This is an excellent initiative by the NSW Government because while weekend and holiday tourism has remained strong in many regional centres, other areas have seen downturns in business travel and conferencing due to the depressed mining, manufacturing and agriculture sectors," she remarked.

#### **BCEC** voted number 1

**BRISBANE** Convention and Exhibition Centre has been named the World's Best Convention Centre at this year's Annual General Assembly of the International Association of

Queensland Premier and Minister for the Arts Annastacia Palaszczuk lauded BCEC and its operators AEG Ogden.

"This is a great honour for our State & I am proud that Brisbane

The AEG Ogden managed venue has previously been ranked among the world's top three convention centres by AIPC on three separate occasions.

#### **Wellington MICE wins**

AROUND 12,400 conference delegates are expected to descend on Wellington over the next six months, with Positively Wellington Venues gm David Perks commenting he was pleased to be consistently winning both new and repeat business.

"Wellington's compact and vibrant CBD has always been an advantage for business events, and we are taking advantage of ever-increasing domestic and int'l relationships to ensure a fantastic calendar of events,"he said

Organisations such as ITx2016, helloworld New Zealand, Kiwi Con. and APAC Alzheimers Disease International have all confirmed conferences in the Kiwi capital over the next six months, which is expected to deliver \$2m to the Wellington economy.



Congress Centres in France.

continues to be recognised on the world stage," she said.



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To apply, send your CV to: Richard.skewes@4corners.travel

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WE'VE all been guilty of spending too much time on our smart phones, but one canine companion took it upon himself to end his owner's addiction.

An Irish woman has captured footage of her brother's dog Beau running away with his phone and refusing to give it back.

The video depicts Beau dodge Sean for more than a minute while carrying the phone and refusing his human's orders to "sit down".

"The worlds worst dog...and I still wouldn't change him," said Sean O'Donnell, Beau's owner.

"The phone was still intact," she said. "He's constantly running off with things, he had one of our chickens in his mouth 10 minutes later," he said.

He told *UPI* the phone was eventually returned undamaged. Watch the video HERE



**BUFFALO** Tours launched its MICE division, Buffalo Events, last week in Singapore at an exclusive event attended by a host of industry guests.

The new dedicated MICE division was created to support corporate clients and PCOs in "creating meaningful events and incentives" utilising Buffalo Tours' 22 years of experience in the travel sector.

"Our team of experienced MICE staff is committed to providing excellent customer service and delivering bespoke tailored events that are on point for our clients' needs, while maintaining our commitment to responsible tourism," commented Sarah Randall, Buffalo Events regional MICE manager.

"With a wealth of experience in the region, Buffalo Events is excited to offer engaging and impactful events which fit client agendas but also have a positive effect on the community in which we operate," she remarked.

Pictured above at the launch event in Singapore are: Matt Mason md Buffalo Tours; Sarah Griffin, sales & marketing director Buffalo Tours; David Begbie, guest & Sarah Randall, regional MICE manager Buffalo Events.



## For conference 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.

## Events of the future – part 2

Generation change cannot be ignored and its influence on future events. By 2025 it's estimated that 75% of the world's workforce, including many business leaders, will be Generation Y – those born between the early 1980's to the mid 1990's. What this generation expects from events and therefore how they are designed will be a lot different from today. This generation will be the driving force of change and these changes will most likely include -

Shorter presentations - engaging, thought-provoking presentations of no more than 30 minutes will replace the hour-long presentations of today (think

Unique, value-driven, crowdsourced content - content delivered from the stage will not be created by a select few who think they know best and want their message heard. Nor will it be generic content readily available from online sources. Content will be unique, crowd sourced, contextual and applicable....as valuable as it get for attendees.

More participation, interactivity and immersion - GenY want their voices heard, want to contribute and want to be involved. For them, simply listening to 'talking heads' and being expected to be part of a passive audience is the height of boredom. Being an active, contributing participant at events will become the norm. And this is smart since sharing ideas, knowledge and experiences with others and problem-solving and

developing new opportunities with a group of like-minded people takes learning to a whole new level. Drawing upon the Wisdom of Crowds and using "Collective Intelligence" will become the backbone of event design.

More structured networking -

rather than today's often surprise

and accidental event networking, networking will become more structured. Some participants are driven to attend events because they want to meet certain people. Rather than this being ad-hoc or an accidental occurrence and with the aid of people's profiles, pre-event planning will guarantee valuable networking by design More technology - Unlike the generations before them, Gen Y have grown up with the internet and every conceivable technology device. They can't live without their smart phones

The final part of this series of articles will concentrate on the use of new event technologies.

and iPads. They expect robust

comfortable using the latest

technology at your peril....

technologies. Ignore the use of

internet connection and are totally

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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18 - 19 July 2016 Luna Park, Sydney