



Today's issue of BEN

Business Events News today has three pages of news, the latest **BEN** Christmas Venue Guide on **page four** and a full page from: ([click](#))

- Tangalooma Island Resort

Silkari brand launch

OVER 800 guests attended the official launch of Silkari at Sydney Town Hall last night.

The gala was attended by a number of top Aussie socialities, including model Samantha Harris and former Prime Minister Bob Hawke, with a special performance by Delta Goodrem.

Lucky door prizes that were given out included the new Huawei P9 smartphone and two return Business class flights flying with Hainan Airlines.

Silkari will feature a range of luxury hotel & residential suites, with the first property to open on Sydney's north shore on 01 Dec - Silkari Suites at Chatswood.

The launch property, featuring 212 studio, one- & two-bedroom apartments, is located in the heart of Chatswood's Business, Arts and Shopping District.

Residential properties operated under the brand include Silkari on Castlereagh and S Pagewood by Silkari, both in Sydney, while a resort and spa is also planned for the NSW South Coast, featuring an international championship golf course.

View a gallery of images from the Silkari gala [HERE](#).

New York - check your dates

BUSINESS events in New York can be surprisingly affordable for organisers who coordinate their activities with the city's traditionally quieter periods.

That was one of the key messages from the first ever business events roadshow event conducted by NYC&Company in Sydney yesterday.

The high powered delegation of hoteliers and attractions includes the organisation's ceo Fred Dixon, who told **BEN** Australia continues to be a key market for the city.

He said New York is America's most popular incentive and

meeting destination, with the city's five boroughs offering a full gamut of possibilities and NYC&Co keen to help organisers create that something special.

Dixon said NYC&Co can advise on the best times to come - whether it is to tie up with major events such as New Year's Eve, the US Open and the New York Marathon, or to avoid the busy periods - and also coordinate with city authorities for events in public spaces.

A major initiative is LinkNYC - the rollout of city-wide wi-fi hot spots which offers free internet access, phone calls and charging stations, with 500 units installed by the end of the year.

Industry responds to new Tourism Minister

THE Exhibition and Event Association of Australasia and the Association of Australian Convention Bureaux have hailed the appointment of Steven Ciobo as the new Tourism, Trade and Investment Minister.

"Minister Ciobo has consistently demonstrated he is one of the leading advocates for our sector in Australia and around the world, which is tremendous," remarked AACB ceo Andrew Hiebl.

EEAA ceo Joyce DiMascio said "Business events are important drivers of trade, investment and the visitor economy so the industry is in good hands with Steven Ciobo".

Cruise conferences

CORPORATE group cruises will be available on P&O's latest vessel, *Pacific Explorer*, when it debuts from Jul next year.

Group cruise itineraries range from three-night short breaks to 10-night South Pacific voyages sailing from Sydney.

The multi-million dollar refurbishment will also see two large venues capable of accomodating up to 530 guests and a new AV system added.

Sales manager Rebecca Mutanen said the modern features and new concepts of the ship will help P&O "further build on the success they've had in the meetings marketing since the launch of *Pacific Aria* and *Pacific Eden* last year".

Contact mice@pocruises.com.au.

THE
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The Event Show Heats Up

A killer seminar program has been announced for The Event Show, MEA's trade event being held at Royal Randwick, Sydney on 25 & 26 August.

Google's Event Technology manager, Chris Tillman, is coming from San Francisco and headlining the program.

Peter Jones is opening day 2 with case studies of his favourite events. There are also sessions

for 'New Stuff', social media, 'What's Right About Being Wrong', YMEA sessions and the new concept 'Event Pitch'. Each day closes with an experiential showcase event, drinks and nibbles.

Costs are \$95 per day or \$145 for both days. The full program and registration links are available on the website - www.eventshowsydney.com.au

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business events news

21st July 2016

Mofos 5 year strategy

THE Tasmanian Government has set out plans to double the number of attendees for the annual Dark Mofos event.

Held at Hobart's Museum of Old and New Art (MONA) during the traditionally quieter months, Dark Mofos has been secured for a further five years, receiving government backing to the tune of \$10.5 million.

Events Tasmania will continue to support the event, with MONA tasked to grow interstate and overseas visitors to 20,000 and increase overall attendance to 500,000 by 2021, and ramp up media exposure of Tasmania.

"Dark Mofos has embraced all that makes Tasmania quirky and unique," Premier Will Hodgman said last weekend.

"No one can copy it & nowhere can replicate it, making the event and Tasmania very difficult to compete with," he added.

Next year's Dark Mofos will be held from 18-21 Jun.

Stone LA addition

AUSSIE celebrity chef Curtis Stone has expanded his presence in Los Angeles, opening a new restaurant in Hollywood in Jul.

Destined to be a popular choice for inbound groups and events, the 80-seat 'Gwen' restaurant is set in a 1920's Hollywood building on Sunset Boulevard.

Curtis opened the restaurant in partnership with his brother Luke, which is named in recognition of the sibling's grandmother who lived on a farm in Victoria.

Gwen's signature experience is a five-course degustation menu created by Curtis & his executive chef Gareth Evans.

MCG Connections

THE Melbourne Cricket Ground, Staging Connections and Epicure have released a video showcasing the "evolution of technology" used for a unique event the parties produced with an Olympic theming - view the video [HERE](#).

PCOs rediscover Hong Kong

A GROUP of Aussie conference and incentive organisers took a journey this month to rediscover Pacific World's fresh spin on an Asian Gem.

Escorted by DMS, the trip to Hong Kong gave the PCOs a chance to witness how cosmopolitan living co-exists in harmony with local lifestyles and timeless traditions.

DMS teamed with Pacific World, Cathay Pacific Airways, the Hong Kong Tourism Board, Grand Hyatt

and Mandarin Oriental to showcase the destination over four-nights.

The group bartered with locals and explored some of Hong Kong's newest and most dynamic venues throughout the city.

From the new to the classics, the PCOs stepped away from the hustle and bustle of the city, exploring Lantau Island to view Tian Tan Buddha (above) and learnt some new moves with a



specialised Kung Fu master class.

Pictured from back to front are Tom Kennedy, CX; Nina Prakash, MP Travel; Kayla Hancock, cievents; Michelle Muscat, DMS - Destination Marketing Services; Emelie Belcher, BI Worldwide; Laidley Coventry, Broad Marketing; Lisa Lee, Hong Kong Tourism Board; Sharon Go, Pacific World; Patrick Mahon, Power 2 Motivate and Kimberley Vasilou, Destination Group of Companies.

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21st July 2016



Find out why this little guy is so excited about Perth as your next MICE destination in the July issue of *travelBulletin*.

CLICK HERE to read

travelBulletin



The Star shows off new renos

THE Star Sydney has upgraded its Astral Tower and Residences Hotel (**BEN** 01 Sep 15), revealing fresh new rooms and suites to buyers, event organisers and select media Tue at an exclusive

walk-through of the premises.

It's conferencing and meeting spaces have also seen an enhancement, with a 18m by 7.5m mega screen added to the event centre along with state-of-the-art AV equipment (**pictured**).

Five new meeting rooms suited for capacities of between 18-78 delegates will soon debut on level five of the property, expanding the centre's MICE offerings.

Astral Tower's new upgraded King Suite is **pictured** below.



More pictures available on [facebook.com/BusEveNews/](https://www.facebook.com/BusEveNews/).

Pan Pacific Beijing

PAN Pacific Beijing will debut in the Chinese capital in the first half of 2017, offering 223-rooms and suites, flexible conference and meeting spaces, restaurants and bars.



crumbs!

CUPCAKE or not, we don't think you'll be serving these up at your next event.

A California-based dermatologist was gifted a rather fitting dessert this week: Pop-a-pimple cupcakes.

Each of the disgustingly sweet treats were crafted to look like an inflamed pus-filled zit, and when squeezed, yellow goo erupts from its core.

Created by Blessed by Baking in Los Angeles, the pimple cupcakes are supposedly delicious - though we're not too game to try them.

View a video of them **HERE**.



The Calile to debut

CALILE Malouf Investments has partnered with TFE Hotels to present The Calile hotel in Brisbane's Fortitude Valley.

The 178-key property will be the second hotel to operate under the TFE Hotels Collection brand.

Slated to open in 2018, The Calile will offer a function room for up to 300 seated guests, dining options, a pool and more.

Luxperience rego

REGISTRATIONS to attend this year's Luxperience exhibition as a buyer will close tomorrow.

Those who sign up will receive a guaranteed appointment schedule of up to 55 individual meetings between high-end product vendors, travel advisors and meeting organisers.

For more information or to register, **CLICK HERE**.



Partner Up

The low down on tech in the events world

How to promote your event

THE importance of promoting your event cannot go unnoticed. Promotion is what can sell tickets, increase brand and event awareness, and build excitement. Ultimately you want to attract people to your event, and the best way to do so is to spread the word far and wide. These days, technology can play a big part in that, and is an extremely useful tool for event planners.

Here are some ways to promote your event:

Social media

Social media is now a must for any event. There are many ways to promote your event by engaging with your audience and targeting your messages to interested parties, through strategic posting or paid social media ads.

Online and offline advertising

Online advertising is a great way to promote events as highly targeted ads can achieve a great return on investment. Offline advertising through certain magazines, newspapers, or even mail box leaflet drops is also a good option.

Media & publicity

A media campaign can be a great way to gain coverage for your event, driving further awareness. This approach could work well for trade shows, markets and festivals.

Local signage

Depending on the type of event and location, you may find that signs and banners, even digital banner ads, placed locally around the event area will spark some interest.

Website

It's also a great idea to have a designated section of your website for your events or even give the event its own website. This will assist anyone looking for more information.

Kris Licari is the partner at Esplanade Hotel Fremantle – By Rydges with AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly tailored approach.



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CHRISTMAS VENUE GUIDE



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