21st July 2016

business events news

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Today's issue of *BEN*

Business Events News today has three pages of news, the latest ***BEN*** Christmas Venue Guide on **page four**.

China EXPO to debut

THE Shenyang New World EXPO, a meeting and exhibition centre in northeast China, will officially welcome its first delegates on 01 Mar 2017.

EXPO boasts 24,000m² of exhibition space and an additional 4,000m² of convention, meeting and banquet space.

Vivid Syd 2017 EOI open

DESTINATION New South Wales is inviting creative professionals to put their best ideas forward for Vivid 2017.

There are three entry categories calling for expressions of interest: creative conferences and public events; external third-party events and Vivid ideas exchange.

"We are particularly interested in supporting events which ignite a national conversation, bring professional practitioners to Sydney for training and development, and which actively build networks across the Asia Pacific," reads the campaign.

The events must be related to the creative industries and need to take place between 26 May to 17 Jun during the 2017 Vivid Sydney season.

Interested parties should submit their expressions of interest by midnight AEST on 23 Sep, with short listed applicants to be contacted by 14 Nov.

This year, Vivid lured more than two million visitors to the NSW capital, an increase of 35.4% on last year's attendance of 1.7 million.

CLICK HERE to download an information pack.

Syd TAFE exhibition students graduate

SYDNEY TAFE's first intake of students to its Excelling in Exhibitions program have successfully graduated.

A joint initiative between Sydney TAFE and Events Association Australasia (EEAA), the program was developed for individuals already working in the exhibitions industry seeking to increase knowledge and further their career.

"The Business Events and Exhibitions sector contributes $23.1 billion to Australia's GDP so it's important that the industry stays at the forefront of global trends and changes to remain competitive...The Program focus is on nurturing innovation and improving skills that are readily transferred into each business," said Anne Cazar, relieving faculty director tourism, hospitality and service industries.

EEAA ceo Joyce DiMascio commended Sydney TAFE for the initiative and congratulated those who graduated last night.

ART Series Hotel Group's first Qld property, The Johnson, is set to debut in Brisbane in mid Sep.

Inspired by Aussie art icons Michael Johnson, of which it is named after, and Karl Langer the new property will feature heritage listed artwork with visitors given the opportunity to partake on art tours, in-room art channels and art libraries.

Flexible function spaces are also available, following the renovation of the former Main Roads Building.

In celebration of the official debut, The Johnson is offering a a special rate of $180 per night in a studio suite balcony for all bookings from mid-Sep.

Visit thejohnson.com.au for more information.

Regal HK MICE offer

REGAL Hotels International has updated its meeting and conferencing packages to add more value for PCOs and event planners who are looking to host delegates in Hong Kong.

Book between now and 31 Dec for events held before 31 Dec 2017 and receive a bonus 5% commission.

Added privileges include a free one-way shuttle bus service from hotel to exhibition centre, free in-room wi-fi and local calls.

For more information visit regalhotel.com or email the team at meet@regalhotel.com.

Dine with celeb chefs

PARKROYAL Paramatta is holding an intimate gourmet dinner hosted by celebrity chefs Miguel Maestre and Alastair McLeod on 04 Aug.

CLICK HERE to purchase tickets and reserve your spot.

Book before the 31st August to receive 10% off your Christmas Party at the Mercure Sydney
Terms and conditions apply*

Mercure HOTELS SYDNEY

THE EVENT SHOW
SYDNEY | AUGUST 25-26 2016

'New Stuff' @ The Event Show

The number one question all event planners ask is 'What's New?'. Toby Travanner is facilitating a session full of live product demonstrations and interviews with

BRAND NEW STUFF for our industry. These bright and shiny new things will also be on display on the show floor.

Register for your one or two day pass to see this session and many more @ www.eventshowsydney.com.au

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IHG sets sights for NZ

INTERCONTINENTAL Hotels Group has this week announced it will add two new properties to its New Zealand portfolio.

Holiday Inn Queenstown will open later this year, following a conversion of the former Goldridge Resort, whilst newbuild Holiday Inn Express Hotel will debut in Christchurch in 2018.

"There is high demand for hotels in key destinations across New Zealand - including both Queenstown and Christchurch - as the result of a thriving tourism economy," said Karin Sheppard, IHG ceo Australasia and Japan.

"Tourism is a growing $32 billion industry for New Zealand with hotel room nights on a steady increase over the last two years, both from domestic travellers and international travellers."

The rebadge of the Goldridge Resort to Holiday Inn Queenstown will take effect in Dec, along with a $3.4 million refurbishment of rooms and public areas.

Conveniently located in the centre's CBD, the Holiday Inn Express Christchurch hotel is situated just 100 metres from the new convention centre due to open in 2019 (***BEN*** 30 Jun 2016).

MEANWHILE, IHG also has a Crown Plaza hotel in the pipeline for New Zealand, which is currently under construction in Christchurch and earmarked to open mid 2017.

Aloft bound for Melb

STARWOOD Hotels & Resorts has this week penned an agreement with Spotlight Group Holdings to debut the Aloft Melbourne in South Yarra.

The 176-room newbuild property is slated to open in early 2019, and will be located eat 402 Chapel Street.

Aloft Melbourne will feature conference facilities, and a rooftop pool, bar and restaurant.

Radisson Blu wins big at TAA

STAFF at the Radisson Blu Plaza Hotel Sydney are bringing out the champagne, having this week been recognised at the TAA Awards.

Radisson's in-house dining offering Bentley Restaurant and Bar was awarded 'Metropolitan Restaurant of the Year', whilst Cecilia Gutierrez was a runner up in the 'Housekeeper of the Year' category.

The hotel also hauled home the accolade for the Outstanding Achievement in Training category, where it was accepted by general manager, Andrew Hecker (**pictured**).

MICE APAC exhibition

THE MICE Asia Pacific Exhibition will take place at the Suntec Singapore Convention & Exhibition Centre.

Held on 21-22 Sep, the event will be attended by PCOs, event planners and travel professionals - **CLICK HERE** to register.

Exponet Guide

EXPONET has released a new guide which has been packed with tips and ideas for those looking to make the most of their marketing displays and stands.

The Exhibitor Guide is free to download and can be obtained by **CLICKING HERE**.

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Top PCOs soak in the Sunshine

BUSINESS Events Sunshine Coast hosted a group of 13 top event planners this week, on an exclusive famil exploring the beach-side region.

The PCOs experienced signature incentive activities and visited unique venues before journeying onward to Brisbane for Convene Queensland.

Pictured is Thea Monks, Institute for Molecular Bio Science; Alison Smyth, Extra Miles Company, and Trish McKendry from David Reid Homes.

crumbs!

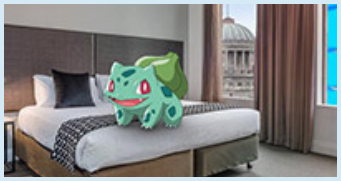
MANTRA Group has this month announced the world's first Pokemon Go friendly properties in Sydney and Melbourne.

The hotelier has dropped 'lures' on Mantra 2 Bond Street and Mantra on Little Bourke to increase the chances of guests catching the virtual creatures.

For those unsure of what the deal is about; Pokemon Go is a location-based mobile game whereby players use their smartphone camera to walk around the street in a bid to catch wild Pokemon.

Group executive director marketing and digital, Matt Granfield, said their mantra is knowing what matters to people.

"It's pretty clear from the game that playing Pokemon Go matters to millions of people all over the globe," he said, "helping our guests catch a few extra Pokemon during their stay was a no-brainer."



Crown Towers recruitment drive

CROWN Towers Perth is launching a recruiment drive in a bid to attract 500 hospitality professionals ahead of its opening in Dec.

"Crown currently attracts more than 10 million visitors annually, and this is set to grow with the opening of Crown Towers, so ensuring we have the right people in all our roles is key," said Andrew Cairns, exec gm, Crown Perth Hotels.

A number of positions are available, from sous chefs to porters, event managers to beauty therapists.

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

Square pegs

THERE is anecdotal evidence that the best salesmen don't always make good sales managers. Often the result is simply the loss of a good salesman. I would add to this that the best salesmen (or even good sales managers) don't necessarily make good marketing managers .

In general terms there is a long-running rivalry between sales and marketing departments. Does marketing embrace sales or is it the other way round? The obvious answer is that where two individuals are separately responsible for these functions they should cooperate. But how often are the two functions the responsibility of one person? And can both functions be adequately managed so that both receive the level of attention required?

In todays business environment a company's need for sales revenue often eclipses all else and the nuances of good marketing are frequently pushed into the background. Incentives, regarded as a marketing discipline even though programs are used more often than not to improve sales, are misunderstood by inexperienced marketing people and therefore largely discounted. And yet, when properly designed, targeted and implemented, an incentive program can produce exceptional results. A fact often dismissed by sceptics - usually salespeople who have never used one.

Sales incentives are a multi-billion dollar industry in Australia and vastly more so in the USA. To quote a report by the American Society for Human Resource Management "Incentives with clear goals, metrics and outcomes create an automatic ROI that is built into the plan". Clients of my company in the UK have reported an ROI of some six times their investment. While this is exceptional it is not unusual.

Many companies struggle with establishing measurable goals at the beginning of a sales incentive program. It is often stated that the goal of the sales incentive program is to "increase sales." However, that simply isn't good enough. What additional percentage is required, how will the salespeople being targeted be kept engaged, how much of the increased sales percentage is being used to fund the incentive reward?

Keeping the participants engaged throughout the program is vital and using some of the incremental profits the program will produce in advance of the final deadline will pay dividends.

Regarding incentives as an expense rather than an investment is a big mistake and will colour the outcome from day one. A well designed and implemented program will be profitable in its own right; so long as the objectives, financial if possible, are clear from the outset and the 'rules' - the simpler the better - are adhered to everyone involved should be happy with the outcome.

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant

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CHRISTMAS VENUE GUIDE

business events news presents

Looking for a Christmas venue or staff celebration?
Business Events News guide to 2016/17 Christmas venues is the place to showcase!
To feature here email **advertising@businesseventsnews.com.au.**

The Westin Melbourne

Melbourne, VIC

Celebrate the festive season at The Westin Melbourne. Our sophisticated event spaces offering an abundance of natural light and city views combine with specially designed menus and festive theming to create a memorable end of year celebration. With ten versatile function rooms, you are sure to find the perfect location to host a High Tea, Christmas cocktail event or dinner party. Christmas packages start from just $75 per person, contact our event specialists on

03 9635 2222 or email eventswestinmelb@westin.com
www.westinmelbourne.com

Oakwood Hotel & Apartments

Brisbane, QLD

Ideally located between Brisbane's Central Business District and Fortitude Valley, Oakwood Hotel & Apartments offers the perfect venue for business and social events. Featuring four flexible, multi-function meeting rooms and an outdoor tennis court for cocktail events, all supported by delicious cuisine from our on-site restaurant, your every need is professionally catered for, whether it's a business meeting, a lunch for 20 or a major presentation to 220 delegates.

For details, call 07 3218 5800 or
email Functions.oabr@oakwoodasia.com
www.oakwoodasia.com

Novotel Twin Towers Resort

Sunshine Coast, QLD

Come and join the atmosphere and excitement of an incredible party this festive season! Our "Join a Party" package is designed to provide all businesses both small and large the opportunity to celebrate 2016.
Dates: Friday 2nd December OR Saturday 3rd December 2016

For Bookings and Enquiries: P: 07 5450 9582 or
E: conference@twinwatersresort.com.au
Click here to view the flyer
www.novoteltwinwatersresort.com.au

The Langham

Melbourne, VIC

The Christmas countdown has begun.
Enjoy the festivities with colleagues, family and friends with all your favourite festive trimmings, including roast turkey, fresh seafood, chefs carving station, Yule log, Christmas mince pies, crème Brule with popping candy, Christmas plum pudding and more.
Priced from $155 per person.

For details please contact the catering department on
tlmel.catering@langhamhotels.com or 03 8696 8234
www.langhamhotels.com