



## Starwood appt

**STARWOOD** Hotels & Resorts Worldwide has expanded its sales division with two new appointments to its Sydney office.

Carolyn Thievensen joins as an Account Director responsible for developing and managing a portfolio of accounts in the meetings and incentives space.

Named as the account director for the global leisure and luxury sales team, Bridget Kroll has been tasked with representing Starwood's portfolio of luxury properties including St Regis Hotels & Resorts, W Hotels and the Luxury Collection Hotels & Resorts.

## EOI open for TA program

**TOURISM** Australia is calling for expressions of interest for its 2016-17 Advance Program, which provides funding support for marketing activities aimed to increase international delegate attendance for Australian events.

Formerly known as the Delegate Boosting program, industry in each State and Territory are invited to submit their application, with Tourism Australia encouraging a "whole

of city approach" involving the destination's main stakeholders who will also contribute to the delivery of the event.

To achieve the maximum reach, Tourism Australia say they will accept requests for partnership support of no less than AU\$10,000 for events attracting at least 350 international delegates, with funds to be allocated in instalments.

The deadline for submissions is close of business 01 Jul.

**CLICK HERE** for more information on the Advanced Program.

## Witherspoon to headline Simpatico

**HOLLYWOOD** starlet, Reese Witherspoon, will headline as the keynote speaker for the inaugural Simpatico Conference.

Held in Brisbane, Sydney and Melbourne from 12-17 Jul, Simpatico aims to inspire women to develop and hone their leadership skills.

For more information visit [simpaticconnect.com](http://simpaticconnect.com).

## Thompson to AIME

**ALI** Thomson joins the Asia Pacific Incentives, Meetings and Events (AIME) team as their new sales manager.

AIME 2017 will be the show's 25th anniversary since launch and will be held in Melbourne on 21-22 Feb.



## crumbs!

**DOZENS** of gravediggers assembled in Hungary this week for the country's first-ever grave-digging competition.

The competition, launched to promote the profession, saw participants compete in 18 two-person teams to dig graves 2 feet and 7 inches wide, 6 feet and 6 inches long and 5 feet 3 inches deep.

Contestants were judged not only on how fast they were able to dig the graves, but also on the style of the mounds surrounding the finished product.

The winning team completed the exercise in just over half an hour.



**ABOVE:** A group of North American Buyers were recently given the chance to learn more about Australia's varied incentive destinations.

Hosted by both the Melbourne and Brisbane Convention Bureaux, the educational

delivered exceptional outcomes with 100% of those attending commenting that they were more likely to sell Australian incentive product as a result.

**Pictured** above are the attending buyers enjoying a day out in Melbourne.

## Ben on BEN



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's perspective to help job hunters find the perfect job. Ben has over 15 years working in five star hotels and the MICE industry and has worked on some of Australia's biggest events.

## Counter offers - are they worth considering?

A counter offer can really throw a spanner in the works for everyone involved in hiring someone new. From the candidates



perspective, they have finished the (often lengthy) recruitment process, have their offer, accepted it and have resigned. Then your old employer flashes the cash and puts doubt in the decision to move. Dilemmas for all parties start now..... If it's about the career opportunity for the candidate, then it doesn't change the outcome. If it is a financial move, a counter might be great news, but makes you wonder why you had to resign before the offer? If the counter offer is accepted, does the old employer only get what they need for a short time before the same issues arise that made the candidate choose to leave in the first place? Then the poor new employer is back to square one and the candidate has likely burnt their bridges. So are they worth it?

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

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# business events news

## CHRISTMAS VENUE GUIDE 2016

- ✓ Competition is high among those promoting their Christmas and New Years venues.
- ✓ Stand out from the crowd and generate leads with our Christmas Venue Guide.
- ✓ Showcase specialised offers, Christmas or Holiday themed activities, along with New Year functions to our readers.

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### Christmas Venue Guide

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Business Events News guide to 2015/16 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

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[www.gccc.com.au](http://www.gccc.com.au)



Each guide will feature four (4) different venues with an image, selected copy and contact details - all linked through to a website, PDF or email contact.\*

This guide will be included in each Thursday edition of Business Events News from July 2016.

### RATES:

- 1 Insertion - \$150+GST
- 2 Insertions - \$250+GST
- 4 Insertions - \$400+GST

Bookings can be made by contacting us at

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