



## Wow with Macao

**SANDS** Resorts Cotai Strip Macao is giving meeting planners and organisers special offers as part of its "Macao Meetings with More" promotion.

There's a wide range of discounts on packages, complimentary rooms, deals on hiring audio visual equipment, 'buy-one-get-one-free' offers on Cotai Water Jet ferry tickets and 5% off the master bill.

To take advantage of the deals simply book by 31 Dec for meetings before 22 Dec 2017.

The integrated resort has 140,000 square metres of meeting and exhibition space, including 254 breakout rooms.

To learn more drop a line to [sales@sands.com.mo](mailto:sales@sands.com.mo).

## Bangkok events space

**PLAZA** Athénée Bangkok, A Royal Méridien Hotel has unveiled its new events platform, Pimarn Siam Hall.

Located on the 29th floor the new space features a pillarless high-ceilinged main hall and stage area along with a large breakout and reception space, hosting up to 450 people.

## BET's new ambassadors

**BUSINESS** Events Tasmania (BET) has reinvigorated its ambassador program with a "prestigious group of bright minds" joining the team.

BET's ceo Stuart Nettlefold said working with ambassadors would allow them "to target conferences that are going to strategically enhance our national and international reputation".

The new ambassadors were inducted to BET this week by the Tasmanian Premier Will Hodgman who is Patron of the program.

The representatives who are leaders in their fields will be called upon to use their networks and knowledge enhance business events in Tasmania.

The nine new faces include Paul Holper, director of Scientell, Professor Neil Bose, principal of Australian Maritime College and

Dr Sean Tracey, Senior Research Fellow at Institute of Marine and Antarctic Studies.

Ambassadors span across Tassie's key industry sectors including food and agribusiness, information, communication and technology, science research, Antarctic and Southern Ocean and international education.

Nettlefold said the importance of business events could be seen in the estimated \$132 million they drove into the state's economy last year.

"This program gives us the opportunity for fostering innovation, attracting trade, investment and global talent," she said.

"This will in turn build a stronger, more productive and diverse Tasmanian economy".

## Four Points exec chef

**FOUR** Points by Sheraton Sydney, Darling Harbour has announced Robert Sauer as its executive chef as the hotel nears the launch date for its new convention centre and dining venues.

Australian chef, Sauer who has more than 20 years experience working across the world is returning to his home country to oversee the hotel's culinary operations, including restaurant concepts, menu development, catering, banquets and in-room dining.

## It's how Rotorua rolls

**THE** Destination Rotorua Business Events team is mixing things up, showcasing its city to business events teams by segway.

When the New Zealand Institute of Medical Laboratory Science wanted to learn more about the city ahead of its five day annual conference at Rotorua Energy Events Centre in Aug, they took to the roads via segway.

The institute's conference organiser Sharon Tozer said cruising on the segways was "fresh, fun and an interesting method of showcasing how close the hotels and city centre are to the events centre".

## MCEC appeal success

**MELBOURNE** Convention and Exhibition Centre (MCEC) welcomed more than 80,000 people for Victoria's 85th Good Friday appeal last week.

The event raised a record \$17,445,624 for The Royal Children's Hospital in Melbourne.

MCEC chief exec Peter King said the entire team was "incredibly proud to support such an iconic event" raising life-changing funds.

MCEC's pastry chefs created 50kg Easter egg while the team spent more than 250 hours preparing food for the guests.

Director of the appeal Anne Randall said over the past three years MCEC has helped them take the Channel 7 Telethon, Kids Day Out activities and Night Show to "new heights".

## 20% off the Frasers

**FRASER** Suites Sydney, Fraser Suites Perth and Capri by Fraser, Brisbane are offering 20% per person Monday conference bookings.

Reduced prices start from \$60 per person.

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# business events news

31st March 2016



## crumbs!

HERE'S a novel way to enjoy the latest exhibition at the art galley: in your birthday suit.

If you're game enough to try it for yourself, you're in luck, because it's really happening.

An inaugural Art in the Nude event will take place at Newcastle Art Galley next week.

Organised by local nudist club ROSCO the "liberating" evening which costs \$35 to attend with funds raised going towards the McGrath Foundation.

"We like to do events where people can be together nude, socialise and enjoy each other's company," ROSCO's secretary Toni Marsh told the *Newcastle Herald*.

They're marketing it on the concept that there's "nothing between you and the artwork".

If you're not convinced there's also canapes and wine on offer.



## Fort Island opening

ARABIAN Resort of Dubai, Madinat Jumeirah held a launch party with around 200 VIP guests at Fort Island to mark the opening of its new outdoor events space (pictured above).

The resort now offers the largest hotel event space in the United Arab Emirates with the expansion finished in Oct 2015.

Set over 1,750 square metres, the space has tripled in size and is set to host banquets, parties, exhibitions, product launches, music concerts, weddings, sports events and festivals for up to 1,400 people.

In the past six months the space was converted to host several international events including Dubai International Film Festival (DIFF), the World Economic Forum, the Museum of the Future and Art Dubai.

The resort's gm Margaret Paul said the redevelopment demonstrated the resort's "commitment to continually enhance the guest experience".

"We look forward to catering for a larger and wider range of prestigious events for the meetings, incentives, conference and events industry," Paul said.

For bookings email [myeventmj@jumeirah.com](mailto:myeventmj@jumeirah.com).

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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.

### When Incentive Rewards Are A Free For All

INCENTIVES are one of, if not the most effective form of marketing. After all, an incentive programme offers the participants the chance to earn a reward simply by complying with the requirements of the programme. In the case of a business-to-consumer programme, often called a loyalty scheme, this is usually by purchasing goods or services which carry a number of 'reward points' for doing so.

In the case of a business-to-business programme the requirements are often more onerous particularly where the programme is focussed on businesses not under the direct control of the sponsor. However, if the reward is one that the participants value and are prepared to work hard to achieve then good results can often be achieved.

However, I have come across some cases where rewards are offered 'as of right' to the same people year after year without them having to qualify by achieving or exceeding formal targets. The assumption is that the level of activity they produce will qualify them anyway so why go through the rigmarole of having them take part in a formal programme. However, what is largely ignored here is that as the members of this exclusive club have achieved their reward from day 1 there is no requirement for them to attain even higher levels of activity as a result of a competitive environment. The sponsor therefore loses out while still being required to provide a reward.

Entry to this exclusive club may also be seen as unattainable by the majority of other participants in the programme and so acts as

a dis-incentive. Why try harder when there's little or no chance of obtaining a reward? They may also feel it's easier to participate in someone else's programme!

Conversely, some end-users allow those participants who 'only just' fail to meet the required target or do not 'entirely' meet KPIs should still be allowed to participate in or obtain a reward. And yet these are the people who sponsors need most to try just that much harder to actually achieve their targets or meet the pass level of KPIs. It's something called the 80/20 rule, more realistically these days the 10/80/10 rule.

The top 10% (actually the top 5%-10%) are those who always achieve their targets and the KPIs set for them en route. So what about the middle 80%? These are the people sponsors should be focussing on to improve their lot to give them an opportunity to earn rewards. These are the participants who, as well as the top 5%-10%, actually contribute to the rewards earned by their more successful colleagues. An incentive programme, properly focussed, devised and rewarded will result in the middle 80% increasing their level of whatever activity is required and this is what contributes to the cost of providing the rewards for the high achievers.

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

He can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net)



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

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Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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Editor: Bruce Piper [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au)

Contributors: Guy Dundas, Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

Advertising and Marketing: Sean Harrigan and Magda Herdzik [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au)

Business Manager: Jenny Piper [accounts@businesseventsnews.com.au](mailto:accounts@businesseventsnews.com.au)

