



BEN Xmas venue guide

STAND out from the crowd this Christmas and take out a spot in *Business Events News* to promote your venue before the holiday season rolls around.

The guide will be included in each Thur edition of *BEN* from Jul - for more info on insertion rates, see **page three**.

CCEC appointments

JULIA Heathcote has joined Claudelands Conference and Exhibition Centre's Business Development team.

Heathcote will specialise in business events for the Waikato market in New Zealand, where she formerly worked across multiple H3 venues.

ICC expands exec team

MARTYN Potter (pictured right) has been appointed Director of Building Services at the International Convention Centre Sydney (ICC).



Leading the convention's operational team, Potter will work alongside a team of one hundred and oversee the implementation and delivery of the building's operational sustainability initiatives across the venue.

Commenting on his new role, Potter said he was "thrilled to be involved in something that will offer visitors and Sydneysiders

alike the ultimate in quality, choice and flexibility, and change the way business events and entertainment are delivered in the city".

MEANWHILE, mega tech event CeBIT has found a new home, with ICC Sydney

named the new venue for next year's convention.

"This new world class venue is easily accessible and ideal for those joining from overseas," remarked Harvey Stockbridge, md, Hannover Fairs.

"It will ensure maximum value is garnered for exhibitors to showcase their products and we look forward to delivering another spectacular event," he concluded.

CeBIT '17 will kick off 23-25 May in Sydney.

Phuket MICE revamp

SWISSOTEL Hotels & Resorts will manage its second resort in Phuket and fourth property in Thailand - the Swissotel Phuket Patong Beach Resort.

Currently operating as dusitD2 Phuket Resort, it will commence operations as Swissotel Phuket Patong Beach Resort in Jun.

Located 45 minutes from Phuket International Airport, the hotel offers 390-rooms, four restaurants and bars as well as a swimming pool and a health and kids club.

The property's MICE offerings will also expand to accommodate more events, with new features will debut in Sep 2016.

ITB Asia 2016 line-up

DATES for ITB Asia 2016 have been revealed, with the trade show to take place from 19 - 21 Oct at the Sands Expo and Convention Centre, Singapore.

This year, ITB Asia has partnered with industry heavyweights such as the Society for Incentive Travel Excellence (SITE) and Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), renewing its agreement with the Incentive Conference & Event Society Asia Pacific (ICESAP) to present the annual convention.

MEETINGS social plan

DELEGATES attending this year's CINZ in Auckland next month will be inspired and entertained, says CINZ chief executive, Sue Sullivan.

CINZ social events include the welcome function held at the Langham Hotel and a Pasifika-themed dinner held at the Vodafone Events Centre.

Before the two-day event kicks off, 100 Aussie hosted buyers and media will experience New Zealand first-hand on eight different regional famil tours.

To apply to attend CINZ as a day buyer, **CLICK HERE**.

The Byron's \$2.1 million makeover

THE Byron at Byron Resort & Spa will undergo a \$2.1 million refurbishment, which is set to be completed by Aug this year.

All suites within the property will receive a fresh lick of paint, with The Byron enlisting the help of Haysom Architects to provide ambience and a rainforest theme throughout the property.

The resort's central facilities, suites and conferencing space have been upgraded, adding LED lighting and high speed wi-fi.

"Management have focused on and operated an ongoing improvement program that has delivered an exceptional guest experience for more than 10 years," say Lyn and John Parche, The Resort's general managers.

TIE registrations open

REGISTRATIONS to attend and exhibit at this year's Travel Industry Expo are now open.

Destinations, tour operators, wholesalers or any other allied industry stakeholders are encouraged to attend, with Expedia, *Travel Daily*, Aranui Cruises, Australian Travel Agents Co-operative, JNTO already confirmed to appear.

TIE will run from 11-12 Jul in Melbourne and 18-19 Jul in Sydney - **CLICK HERE** for more.



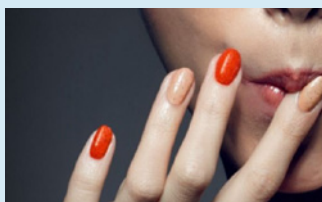
THEY say everything tastes a little bit like chicken - but what about nail polish?

KFC representatives, Ogilvy & Mather, teamed up with food technologists McCormick - the spice company that provides KFC's secret recipe of 11 secret herbs and spices - to create the nail polishes for KFC Hong Kong.

The flavours are made from natural ingredients and based on the two of the brand's most famous recipes - Original and Hot & Spicy.

"To use, consumers simply apply and dry like regular nail polish, and then lick—again and again and again," the brand said in a statement.

So next time you're feeling a bit peckish in a meeting or conference, just reach for the polish for a taste of finger lickin' good chicken.



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5th May 2016

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Carlson Rezidor expands

CARLSON Rezidor Hotel Group will expand its portfolio in Australasia to 15–20 properties in the mid-term.

Making the announcement at the 2016 Australasia Hotel Industry Conference & Exhibition (AHICE) in Melbourne this week, executive vp of development Andreas Flaig commented the group are “committed to growing our presence in this market by rolling out our brand portfolio and actively seeking conversion opportunities.

“In addition to addressing the millennial-minded segment by introducing our Radisson RED brand in metropolitan cities, we are exploring upscale resort opportunities along the Gold Coast for Radisson Blu, while growing our Park Inn by Radisson brand to capture the midscale segment,” said Flaig.

The group is currently in negotiations with several

developers to roll out Radisson RED in top tier cities such as Auckland, Brisbane, Melbourne, Perth and Sydney.

Carlson Rezidor Hotel Group currently operates four hotels in Australasia – Radisson on Flagstaff Gardens Melbourne, Radisson Suites Sydney, the newly refurbished Radisson Blu Plaza Sydney and Radisson Blu Fiji Denarau Island.

IBTM Latin America ‘16

THIS year’s IBTM will be held at Centro Banamex, one of the largest venues in Mexico City, on 07-08 September 2016.

Hosted buyer registrations for the event are now open.

Register by **CLICKING HERE**.

Radisson teams up with Accomable

RADISSON Blu Plaza Sydney has teamed up with Accomable, a global platform for finding adapted hotels and rentals for disabled and elderly people.

The hotel received a \$12 million upgrade recently, which saw the property add new accessible rooms, complete with large bathrooms and an adjustable bed, desk and basin.

“Catering for guests who need accessible accommodation has been part of the hotel’s service philosophy since it opened,” commented Radisson Blu Plaza Sydney’s General Manager, Peter Tudehope.

“This not only includes the guest rooms but providing easy access at the hotel’s entrance and also guest facilities such as the swimming pool,” he said.

EGM exits Batman Hill

AFTER more than 17 years of service at Quality Hotel Batman’s Hill in Melbourne, executive gm Yann Duroselle will this month exit the position.

Replacing him will be Kevin Birchall, who has most recently held the position of general manager at the Downtowner on Lygon in Melbourne.

“I am thrilled to be joining the team at Batman’s at such an important time,” said Birchall.

“Having worked in a range of hotels across three continents, I have had the opportunity to gain exposure to many different markets and cultures and I am looking forward to putting this experience to good use.”

conference FOCUS GENERating Change

bringing events into focus

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 1

EVERY year, after having gazed into their crystal balls, various industry bodies and individuals share their predictions of what live events will be like in 10, 20, even 50 years from now. Gaining inspiration from these, I thought I’d share my own thoughts and musings on the subject over two articles starting with this one.

“Hi. Please meet our Event Designer”. This is a phrase I hope to hear in the future. Not, this is our Event Planner, Event Manager or Conference Organiser but this is our Event Designer or Meeting Architect. The role of managing logistics will take a back seat to engineering and designing events for maximum relevance, impact and ROI.

Content will still be King, but Context will be God. Meetings and conferences will be less about providing information and more about practical know-how and problem solving. Since there is so much information on just about everything now available online, why would you pay to attend a conference to simply sit there and listen to someone talk about a subject you can find out about via a Google search or on YouTube? Events will be designed to transform not merely inform. Live, practical know-how will be the commodity being sought via dynamic learning, sharing, collaboration and networking. Experiential learning, learning by doing and practical know-how

will drive event design.

Pre-event crowdsourcing of topics will become more widely used so that agendas only comprise current, high-priority content. In turn, this might well lead to participants being able to create their own personal agendas via a choice of topics from an extensive pick-list and only paying for the sessions they attend.

New and innovative ways of presenting and learning will evolve comprising more interaction, knowledge-sharing and problem solving. Hence, experienced and professional facilitators will become more widely used. In turn, this will affect the set-up of meeting spaces and the type of events spaces sought. No more ‘same-ole, same-ole’ theatre or classroom style meeting room set-ups within the confines of four walls, but more casual, workshop-style or campfire-style settings.

More crystal-ball gazing on how the events of the future might look in part 2.

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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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!
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www.westinmelbourne.com



Pullman Quay Grand Sydney Harbour Sydney, NSW

Treat your guests to an indulgent 2-course sit down gourmet Christmas Celebration and a 3-hour standard beverage package in our LaBian Macquarie Room. Our package is from \$125.00 per person and includes: direct selection of canapés to welcome you and your guests, 2-course alternate serve lunch / dinner, 3-hour standard beverage package (fees apply for additional hours), chair covers and Christmas themed table centrepieces.
To book 02 9356 4188 (*Conditions apply)
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Celebrate in style and allow SMC's dedicated event specialists to do all the work for you with our all-inclusive 199-00 packages:

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- www.smcfc.com.au



Gold Coast Convention and Exhibition Centre Broadbeach, QLD

Take the stress out of organising this year's Christmas party and leave the hard work up to us at GCCEC's iconic Centre of Christmas. Sit back and enjoy a decadent evening of seasonal festivities or celebrate in style with live entertainment, premium beverages, award-winning catering and so much more! Tickets are available online for \$135 per person or \$1,000 per table of 10 but be sure to get in quick, seats are selling fast for the 4 December event!
www.gccec.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

advertising@businesseventsnews.com.au or on 1300 799 220

