



## Kakadu Flash Camp

**POP-UP** hotel operator, Flash Camp, has set up luxury tent accommodation in the heart of Kakadu National Park.

Accommodation includes double, twin and family bell tents, furnished with spring-foam mattresses on pallet bases, quality bed linen, fresh towels, bamboo furniture and toiletries.

"Flash Camp will deliver a memorable experience for those looking for something more upmarket than a traditional camping option," said Brett Skinner, general manager of Coinda Lodge, which is jointly managed and staffed by Kakadu Tourism and AccorHotels.

"We also plan to host incentive groups, where we will offer special tour packages and other unique add-ons such as Spirit of Kakadu 4WD Adventure Tours, Fishing on Yellow Water and Indigenous-themed stargazing cruises."

[CLICK HERE](#) for more info.

## ICC heralds a "new dawn"

**THE** opening of the International Convention Centre Sydney will "genuinely be a new dawn" for business events in NSW, according to the state's Tourism Minister, Stuart Ayres.

Addressing a travel industry lunch at NSW Parliament House Sydney yesterday, Ayres admitted it had been a challenging few years for the sector during the ICC build, without having a convention centre in the CBD.

"But I'm incredibly thankful to the tourism sector and the business events, exhibition and convention sectors who have worked with the government and suppliers throughout that period of time," the Minister said.

The first events at the ICC will take place later this year, with Ayres saying it will be a "fantastic addition to the landscape and a significant enhancement to our capacity to support business events in this city".

Ayres said he had recently been at IMEX in Frankfurt, where he witnessed a "genuine buzz around the globe about the ICC and a genuine buzz about what NSW particularly and Australia is doing in the tourism space".

He also added the opening of ICC was likely to heighten demand for accommodation.

"We've seen really strong occupancy rates across the hotel sector, particularly here in Sydney even with ICC out of action.

"Will we have enough hotel stock when ICC comes online?"

Current major projects include the new Sofitel being built by the Schwartz family next to the ICC and the major Four Points by Sheraton development at Darling Harbour which will offer upwards of 900 rooms and two large ballrooms.

"They're a good example of the strength and the confidence that we have in the market," he said.

## Today's issue of BEN

**Business Events News** today has two pages of news, plus a full page from **AA Appointments**.

## Radisson rewards

**RADISSON** Blu Plaza Sydney is rewarding event planners with five-star overnight stays and dinner for every event booked in its newly refurbished event and conference spaces.

The renovations were completed in Sep, and were primarily focussed on refreshing and modernising the hotel's conferencing facilities.

The deal is valid for all new event bookings with a minimum spend of \$7,000 each from now until 29 Dec.

Minimum spend is based on function room hire and food and beverage packages, but excludes audio visual and third-party services.

To see the spaces - [CLICK HERE](#).

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# business events news

12th May 2016

## Holiday Inn Express debuts



### crumbs!

**"PUT him down, he's my husband."**

Those were the words that prompted UK businesswoman, Michelle Mone, to take a better look at the six-year-old 'child' she thought she had picked up for a photo opportunity.

The 'child' in question was in fact a short-statured 22-year-old man who was on stage to present Mone with a bouquet of flowers following her talk.

Despite the embarrassing incident, Mone told *The Mail on Sunday*: "The guy was fine with it and the whole room was screaming with laughter".

Mone tweeted her gaffe to followers (pictured), captioned "Thought this was a six-year-old, picked him up - he's a man".



**A MONTH** in from opening, the Holiday Inn Express Sydney Macquarie Park is already seeing overnight stay duration exceeding projected forecasts, and is on track to achieve 70% occupancy levels by the end of the year

The numbers are fuelled by guests from many of the international pharmaceutical and technology companies based in the surrounding area.

The four-star hotel is a first for Australia as the brand continues its expansion plans honing in on the savvy corporate traveller with Brisbane, Adelaide and Melbourne all earmarked for future development.

Speaking with *Business Events News*, property manager Jason Sabin (pictured) said that the design of the hotel is different from ones in overseas markets with a more upmarket feel.

"Business and corporate travellers can take advantage of our various meetings packages including use of the conference room, audio visual, catering and complimentary wi-fi without any download limits".

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## Confessions of a compulsive conference-goer

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

### A Template Tantrum

**I'M NOT** a marketing person, nor a branding specialist. And despite working very closely with many conference organisers, I am not one. I make those claims at the outset because what I'm about to argue may upset people who have genuine experience, qualifications and credentials in those areas. Having made that admission – here is my belief, based simply on having spent countless hours inside conference rooms, watching presentations. Presenters should ditch conference presentation templates.

Beautiful, professionally designed conference templates are often sent out to presenters to give uniformity and cohesion to presentations, to help the overall "look and feel" of the event, to maintain a level of professionalism and enhance the conference theme. I totally get that. And I agree there is logic in using a conference template for the opening slide of each presentation, so that when people enter the room or between sessions, the professional "uniform" look is maintained. But the opening slide should be the only one using the template.

I can't see the value in having every single slide in a presentation look the same? Doesn't that discourage creativity? Don't identical-looking slides make it monotonous for the viewers? Doesn't having a template on every slide encourage presenters to make every slide look the same? Does it not subtly make it difficult for presenters to use cool, large photos (which I'd argue makes for a far more impactful slide than a template + a series of annoying bullet-points).

If we send out a template, the odds are presenters will take the path of least resistance (which is how most non-professional presenters prepare presentations) and they'll use it for every slide. Unless we clearly tell them not to – and encourage their use for the opening slide only.

There's no value having every slide contain the template design with the coloured swish at the top, or the stylized wave crashing on a beach or the "Gold Coast 2016 National Conference" side bar with font so tiny no-one can actually read it. It encourages mindless conformity and hinders creativity in an age where we should want each presentation to look and feel authentic and different.

Instead, as some conferences are now doing, we should insist that tired bullet-point filled slides will not be accepted for the conference and instead encourage the use of large, clear, relevant photos covering the entire slide, perhaps with a word or two. It makes for a far more interesting, eye-catching slide - and arguably a more engaging conference experience. Template tantrum now over.

*If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email [andrew@lunch.com.au](mailto:andrew@lunch.com.au) or visit his website at [www.andrewklein.com.au](http://www.andrewklein.com.au).*



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