

EDITOR: BONNIE TAI



GOLD COAST SCORES INFINITUS

THE Gold Coast has secured its largest incentive program to date, with Chinese health care company Infnitus to send approximately 8,000 of its top achievers to experience the sunny destination in May 2018.

Designed to inspire and entertain the company's delegates, the six-day incentive program is expected to generate more than \$50 million in expenditure for the Queensland state.

Commenting on the successful bid, Gold Coast Tourism chief executive officer Martin Winter said "this is a significant win for the Gold Coast and we look forward to showcasing the very best of our Australian lifestyle to delegates.

"Our business events team successfully demonstrated the city's world-class offerings and proved its capability to host



Australia and Gold Coast Tourism to secure a major business event for the state and grow our tourism industry," she said.

Infnitus general manager Jacky Hu said the company was "truly amazed at

a program that will inspire Infnitus delegates," he said.

Queensland's Minister for Tourism and Major Events Kate Jones offered her congratulations on the landmark win, commenting that the program represented a major opportunity to present the state as a premier tourism and events destination.

"This is a great example of collaboration between Tourism and Events Queensland, Tourism

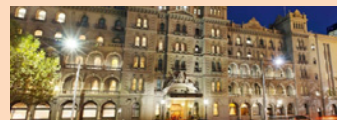
the endless choices we have to help us put together a one-of-a-kind business travel incentive holiday for our delegates.

"Already, we are very impressed by the attentiveness of Tourism Australia and Gold Coast Tourism," he added.

Today's issue of BEN

Business Events News today has two pages of news.

Hotel Windsor's \$350m revamp



WORK is set to commence on a \$350 million, six star hotel in Melbourne.

The rejuvenated Hotel Windsor will offer 279-suites, a secret garden in the Heritage wing, a grand ballroom and a dining and lifestyle precinct.

Launched in response to the growing number of inbound tourists heading to Australia, Windsor developer Ali Halim said his vision was to "bring the grand hotel of marvellous Melbourne back to the city that has been voted world's most liveable city for six years in a row".



■ SWEETERY,

a New-York based catering company, has come under fire this week after one of its staffers sent a nasty message to a bride-to-be who had been slow to respond to a quote.

The outraged employee noted in the email that they hoped her wedding would be a disaster and that they couldn't even imagine the type of person who would marry her.

"We hope that he or she runs and saves them self from the mud hole that you are," the message read.

The shocked bride took to Facebook with the message, which prompted a public apology from the company's director Grant D'Mille.



Venue Spotlight: Adelaide Convention Centre



THE Adelaide Convention Centre will soon be home to the world's largest rotating seat drums.

The two 18 metre revolving drums are located within the venue's new East Building, and will each accommodate seating for 320 that can rotate 180 degrees within minutes - useful for quickly reconfiguring conference and event spaces.

"New technologies are the hallmark of the \$400 million expansion which will set a new benchmark in convention centre design and functionality," said Alec Gilbert, Adelaide Convention Centre's chief executive officer.

The East Building is on track to debut in Q2 of 2017.

MEA farewells ATP



MEETINGS and Events NSW will host its end of year celebrations

at Australian Technology Park - the final industry event before the venue closes in Feb.

"So many of our members have fond memories of organising events at ATP since its opening in 1998 so it is fitting that the industry marks its closure with a last hurrah," said MEA chief executive Robyn Johnson.

The Harry Potter themed event will be sponsored by Funktional and will be held on 12 Dec at 7pm.

Guests are being encouraged to relive their school days and come dressed in their uniform.

For more information call (02) 9929 5400 or email events@mea.org.au.



business events news

21st November 2016

Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au

27-29 NOV

PCOA Conference and Exhibition; Brisbane Convention and Exhibition Centre; register here: www.pco.asn.au

29-30 NOV

EEAA 2016 Conference and Awards for Excellence; International Convention Centre Sydney; for details and to register see: www.secure.tradevent.com.au

30 NOV-2 DEC

ICESAP Conference and Awards; The St. Regis Singapore; for details see: www.conference.icesap.org

21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit www.aime.com.au

8-12 MAR

ITB 2017; Messe Berlin ExpoCenter City; for more info visit: www.itb-berlin.de

14-18 MAY

ATE 2017; International Convention Centre Sydney (ICC); details at: www.tradeevents.australia.com

28 JUL

Get Global – Where the World Meets; International Convention Centre Sydney (ICC); read more: www.getglobal.com.au

TCEB'S 2017 MICE PUSH

THE Thailand Convention and Exhibition Bureau (TCEB) has unveiled a new campaign, in a bid to attract more MICE visitors in 2017.

Dubbed Thailand Connect: Your Vibrant Journey to Business Success, the new campaign aims to draw more meetings & events visitors to the country by promoting its top three assets: its people, its destination and its business infrastructure.

TCEB's vice president of strategy and business development, Supawan Teerarat, said the MICE industry is recognised as a major driving



force for economic growth as it is capable of generating huge revenue for the country.

"Beyond economic benefits, the MICE industry presents opportunities for investment networking, branding and industry skill sharing," Teerarat commented.

PCOA cyber security

THE Professional Conference Organisation Association will hold a webinar on Cyber Security on 23 Nov from 1:30pm to 2pm AEDT, presented by ANZ manager for security and culture Erica Hardinge.

CLICK HERE to register your attendance.

Sell TNQ 2016

A DELEGATION of 29 qualified event planners from Australia and New Zealand made their way to the newly refurbished Sheraton Mirage Port Douglas Resort last week to meet with local suppliers and learn more about MICE offerings in North Qld during Sell TNQ 2016.

Tangalooma 2017 MICE deals

PCOS who book a 2017 event at the Tangalooma Island Resort in Queensland are eligible to receive one of six complimentary experiences valued up to \$1,000.

Up for grabs are a beachside BBQ feast, beach bonfire, island expedition, entertainment packages, a team keepsake or free beverages or canapes.

As an added bonus all conference and event bookings also include free dolphin feedings, midweek savings, full use of resort facilities, access to all resort restaurants and bars, tours and talks from the Tangalooma Marine Education & Conservation Centre - learn more by visiting www.tangalooma.com.



Book your next MEETING with us and enjoy a SUITE escape!

[FIND OUT MORE>>](#)

*T&Cs apply

PCO

Update

with Barry Neame



THE popularity of Adam Franklin's highly interactive workshop, Killer Content Marketing & Digital Strategies at the PCOA conference, has proven PCOs are overwhelmingly eager to learn more about content marketing, creating it, publishing it and repurposing it without getting overwhelmed or distracted.

Over the past two weeks, MC Warwick Merry has been conducting interviews with some of the conference program speakers on a diverse range of subjects being discussed at this year's conference.

To learn more about what the conference speakers have to say, log on to the PCOA "Conference Chat" website <http://pco.asn.au/conference/conference-chat/>

"An Aviation Update - Air New Zealand" with Jenni Martin, Senior Manager, Sales & Operations AU at Air New Zealand is also receiving significant interest from many who have registered for the PCOA conference.

So what drives their success in the increasingly competitive aviation industry? And what learnings can the business events sector take away from their ability to stand out from the crowd. Find out more at the PCO Association Conference & Exhibition being held at the Brisbane Convention Centre, between 27- 29 November 2016.



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