

EDITOR: BONNIE TAI



business events news
 on location in
Brisbane

Today's issue of **BEN** is coming to you courtesy of PCOA during its annual conference.

CONFERENCE organisers have converged on the Queensland capital in droves to take part in the ninth annual PCOA Conference.

This morning, Air New Zealand's Australian sales & operations manager Jenni Martin gave an update to PCOs on the airline's expansion aspirations.

Attendees then headed into a plenary session with author and business consultant Gihan Perera to learn more about the future of the meetings and conferencing industry.

PCOA CONFERENCE KICKS OFF

THE 9th annual PCOA Conference is in full swing in Brisbane, with over 400 delegates in attendance - the largest group on record.

Speaking to an audience at the Brisbane Convention and Exhibition Centre this morning, PCOA president Barry Neame said it had been a successful year for the association.

"We have had probably the most fantastic year in terms of fulfilling our objectives of providing ongoing education and ongoing professional development for all of our industry PCOs and our suppliers," Neame said.

A total of 18 webinars were held by the PCOA this year, with



Neame revealing an average of 70 attendees per session.

"This is great encouragement for us," he said, as it indicated PCOA members were engaged in the industry.

"It shows we are all working together towards being more professional and to make sure that our clients have the experience and the professional

application of our work that they deserve."

Today, delegates will head into a series of workshops where they will learn from industry stalwarts on how best to conduct business in the MICE industry.

Topics include ROI on social media for events, how to better leverage membership from events, and how to engage

millennials.

The PCOA conference will wrap up tomorrow.

Pictured at the welcome ceremony is MC Warwick Merry with Barry Neame.

Today's issue of BEN

Business Events News today has two pages of news.

NEW APPOINTMENT

THE Perth Convention Bureau has appointed Amy Hallam as its new senior business development manager.

Prior to her role with PCB, Hallam worked with the City of Perth in economic development where she helped to create effective strategies, build partnerships and produce collateral for city promotion.

Hallam starts at PCB on 05 Dec.



Scenic ballroom for Wanda Vista



STAGE 2 development plans pitched to the NSW Government for the proposed Wanda Vista luxury hotel at 1 Alfred Street in Sydney's Circular Quay indicate yet another ballroom with enviable views of Sydney Harbour, the Opera House and Bridge.

Featuring floor-to-ceiling wrap around windows on Level 3, the design of Wanda Vista's ballroom shows it will be accessed from a large pre-function area that runs along Pitt Street.

Wanda Vista is proposed to feature 182-keys, with the ballroom having a capacity for over 280 guests.

"Wanda's ballroom will become a unique venue in Sydney. Opening up to the harbour, the space has the ability to be divided into two separate rooms," the application says.

Recently, **BEN** exclusively revealed the nearby InterContinental Sydney was planning to develop a brand new Crystal Ballroom.

AIME registrations now open

VISITOR registrations for the Asia-Pacific Incentives Meetings & Exhibitions (AIME) expo are now open.

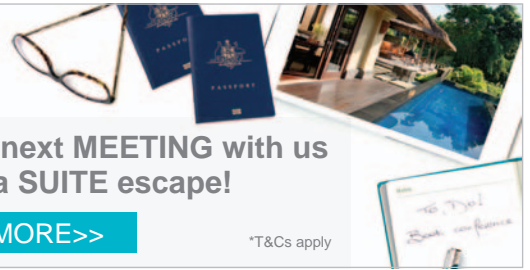
Held at the Melbourne Convention and Exhibition Centre, the upcoming event will see more than 500 national and international exhibitors attend.

Premiering at AIME 2017 will be Epicure, Evergrande Group and Elanor Investors Group, with organisers reporting an increase in the number of destinations and suppliers joining the event for the first time in its silver anniversary year.

AIME will run 21-22 Feb.

CLICK HERE to register attendance for free, or door sales will be available for \$25.





CRACKING open a cold one could soon be recognised as part of Belgium's cultural contribution to the world.

An application to have the European nation's beer culture included in the UNESCO Intangible Cultural Heritage List has been formally lodged.

The petition was submitted by the German-speaking portion of the population.

MCEC wins WCM 2020

THE Melbourne Convention and Exhibition Centre will play host to the 17th World Congress on Menopause.

Taking place between 30 Apr and 03 May 2020, the four-day conference is projected to bring more than 2,000 healthcare professionals and researchers to the Victorian Capital.

Melbourne Convention Bureau chief executive officer Karen Bolinger said the winning bid was six years in the making.

"Conferences such as this foster knowledge exchange and partnership opportunities with global counterparts, building legacy opportunities that extend beyond the conference itself and reinforce Melbourne's international profile," Bolinger said.

TAA OZ HOTEL BOOM

THE massive 120 hotel projects in the pipeline in Australia will open the country up to a new audience of business travellers, conference and incentive groups and high-end tourists, Tourism Accommodation Australia says. Between 2016 and 2021, new hotels will account for a 30% growth in stock, a surge which hasn't been seen since before the 2000 Olympics.

The room boost between 1998 and 2000 was followed by a dramatic bust, but TAA believes the current boom will be soaked up due to a unique combination



of circumstances and the attraction of new markets. TAA said the opening of ICC Sydney (**pictured**) had triggered a revolution in the city's hotel stock, after a 'drought' that followed the 2000 Olympics. Currently \$2.3b worth of hotel projects have been approved for the Sydney city area.

Tourism NZ 'awakens curiosity'



TOURISM New Zealand invited professional conference organisers and trade partners to 'awaken their curiosity' about New Zealand at an exclusive dinner held at the Princess Theatre in Brisbane last night.

PCOA delegates sat around a table which was custom-made to resemble the shape of the country (**pictured** inset) and heard from TNZ's business events manager Helen Bambrly on all the unique experiences to be had in the country.

Pictured (from left) are: Helen Bambrly, business events manager Australia; Gemma Wood, senior business events manager, and Samantha Kent, business events manager.



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

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

6 MAR

DMS Connect; Ivy Ballroom, Sydney; for details see www.destinationmarketing.com.au

7 MAR

DMS Connect; Park Hyatt Melbourne; for details see www.destinationmarketing.com.au

8-12 MAR

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

9 MAR

DMS Connect; The Maritime Room, Auckland; for details see www.destinationmarketing.com.au

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

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