



EDITOR: BONNIE TAI



## 42K DELEGATES BOUND FOR SYD IN '17

**SYDNEY** will welcome over 42,000 MICE delegates next year, who are projected to spend nearly 190,000 days in the NSW capital and neighbouring regions, according to Business Events Sydney.

Visiting delegates include technologists, engineers, researchers, top executives and clinicians, with events to be held in venues such as the International Convention Centre Sydney, Four Points by Sheraton Sydney, Darling Harbour, Intercontinental Sydney, Sheraton on the Park and SMC Conference Centre.

BESydney chief executive officer Lyn Lewis-Smith said the organisation's success in securing over 106 events from now until 2023 "reinforces



global confidence in the city and its ability to shape outcomes for tomorrow".

"I see our role as a curator of the future - attaining international business events that inspire collaboration, innovation and best practice."

A large percentage of the event wins for Sydney are within priority sectors of professional services such as technology, science, health and education - falling in line with

Business Events Sydney's strategy of securing "high impact events for the state".

In 2017, the NSW capital will play host to large-scale associations meetings such as the OpenStack Summit, a

software conference, which will bring 4,500 delegates to the city, and the International Bar Association Annual Conference with 4,000 confirmed attendees.

Lewis-Smith said BESydney would continue to "invest in the success of every association that chooses Sydney".

"Here you can strengthen ties with global industry, and your delegates can learn, collaborate with peers and tick an experience off their bucket list."

### Today's issue of BEN

*Business Events News* today has three pages of news, the latest **BEN** Christmas Venue Guide on **page four** and a full page from: **(click)**

■ Tangalooma Island Resort

### JTB to buy MC&A

**JAPANESE** travel agency JTB has announced its intentions to acquire Hawaiian event management agent MC&A for several billion yen.

The purchase allows JTB to expand its presence into the business events sector and incorporate Hawaii's unique products into its own MICE operations.

MC&A service an average of 500,000 clients annually and in 2015 generated nearly US\$60m in revenue.

## Pan Pacific Rewards PCOs

**PAN** Pacific Hotels Group has introduced a new initiative to reward event planners.

Spend \$5,000 on a meeting at any of the group's Oceania hotels and receive a complimentary stay in a suite at any participating Pan Pacific Hotel or PARKROYAL hotel globally.

Participating Australian meeting venues include PARKROYAL Darling Harbour, PARKROYAL Parramatta, PARKROYAL Melbourne Airport and Pan Pacific Perth.

The deal is valid from now until 30 Jun, with the offer redeemable on the day of or post conference.

**CLICK HERE** to learn more.

## CINZ elects new members

**CONVENTIONS** and Incentives New Zealand (CINZ) has elected four new members to the board.

New to the fold are Julie White from InterContinental Hotels Group, Tracey Thomas from Conference Innovators, Sue Duncan from Uno Loco and Jake Downing from Weta Workshop.

Commenting on the new members, CINZ chief Sue Sullivan said "the CINZ Board for the 2016-2017 year is as diverse as the industry itself", covering airline, national tourism organisations, convention bureaux, venues, hotels, PCOs and more.

## Raffles renovation to lift events



**THE** Lion City's landmark lodging, Raffles Hotel Singapore, will gain a new ballroom seating up to 330 people as part of its upcoming renovation.

In Sydney this week, the hotel's gm Simon Hirst said the project would lift the standard of the historic property's events spaces while preserving its overall ambience and charm.

Initial phases of the project (**BEN** 13 Oct) will take place throughout 2017 before the hotel closes for its final redevelopment phase, due for completion in the second quarter of 2018.

Hirst is **pictured** with Raffles Hotel Singapore director of sales and marketing Cheryl Ong.



## Ask an expert

Mark Magennis is the managing director of Decorative Events & Exhibitions. Here are his tips for styling a successful Christmas party.

### Event styling tips to create a stress free Christmas celebration

**Engage an expert.** A stylist can help you come up with a theme, translate your event ideas, offer inspiration and work with you to create a successful event. Styling an event is as much about creating the right feel as well as the right ambience and once you've relayed your desired outcomes your stylist will work with you to pull it all together.

**Have a budget in place.** Event styling is usually the last thing people consider after they've booked a venue, catering and AV, but a beautifully style event space that conveys your company's brand identity and message can be very powerful. It's the first thing that gets noticed as your guests walk into the room and will set the tone for the whole event. Perception is everything especially at Christmas time!

**Give your guests a shared experience.** Incorporate Social

Media into your Christmas event. We are finding that more and more event planners are happy to include out-of-the-box options to create customised and experiential events for their staff and clients.

Create a Christmas Media Wall and put the fun factor into your event by including props such as a Deluxe DE&E Christmas tree, Reindeers, Santa thrones and sleighs. It's all about making memorable connections where guests share their experiences via social media communities.

**Use a trusted supplier** who understands your creative vision and will deliver on what is promised. A good supplier should be able to offer one holistic narrative for your whole event so that you can sit back and enjoy your Christmas celebration.



### Bender bash industry lunch

**WORLD** Corporate Travel managing director Gary Bender is hosting the Unofficial Industry Xmas Lunch - better known as the Bender Bash - on 14 Dec at the Bavarian Bier Cafe in Sydney. Register to attend by **CLICKING HERE**.

### Sheraton Crux & Co Patisserie

**SHERATON** Melbourne Hotel has this week debuted its fourth dining haunt, the Crux & Co Patisserie.

Led by Chef Louise MK Lee, guests will be able to indulge in a range of sweet treats such as eclairs and macarons.

## AMEX: TOP 10 MICE CITIES REVEALED

**SYDNEY**, Australia has moved into second place in American Express' top 10 Asia Pacific MICE cities forecast for 2017, replacing Shanghai which has tumbled down the ranks to sixth.

Commenting on the findings, American Express Meetings and Events regional director Asia Pacific Belinda Doery said, "Australia in particular has high expectations for M&E activity

in 2017, and is one of the few countries to predict a rise in budgets for the year".

She tipped Australia would continue to see its MICE programs mature next year, which will bring in an "increased line-of-sight over expenditure".

According to the survey, Singapore sat unchanged in the top spot, followed by Sydney, Kuala Lumpur, Bangkok, Hong Kong, Shanghai, Melbourne, Tokyo, Beijing and Seoul.



### PCO Webinar registration

**THE** Professional Conference Organisers Association will hold a webinar on the topic of blogging for business.

Presented by Kym O'Gorman, the session will be held on 27 Oct from 1:30pm AEDT - **CLICK HERE** to register.

### Young MEA reaches new heights



**YOUNG** MEA (YMEA) members ascended to The Studio atop Sydney Tower this week to enjoy the city's stunning panoramas and enjoyed wine and nibbles, courtesy of Trippas White Group.

An initiative of Meetings & Events Australia, YMEA was established with the aim of aiding the development of young events professionals.

**Pictured** taking in the views (from left) are: Jacinda Dujakovic-Webster, Funktionality; Siobham Freyne, Green Building Council of Australia; Cooper Kruize, International Convention Centre Sydney and Vanessa Baranovsky, Event Mafia.





## TA'S IMEX INNOVATION

**TOURISM** Australia is leading a 20-strong delegation to IMEX America this week, focussing on innovation at this year's event.

The Australian presence will feature Business Events Australia's latest *Australia Innovates* magazine featuring leaders in a variety of fields.

"Our content release coincides with IMEX America as we know that planners are looking for informative and inspiring reasons to bring their next event to Australia," said TA exec gm events Penny Lion.

"*Australia Innovates* highlights this through the stories of our people and the impact that their work is having on the world," she commented.

A new BEA destination film highlighting Australian experiences will also be shown to international buyers for the first time at IMEX America.

Australia's stand features 20 destinations, airlines, convention centres, hotels and resorts, team building experiences and destination management companies.

"Trade shows such as IMEX America provide the Australian business events industry with the opportunity to meet face to face with agents and planners," Lion said.

"Last year the show generated 71 leads for industry and we look forward to increasing the results this year."

### Thailand MICE push

**THAILAND** will launch what it says is its 'most ambitious global communications campaign' for the events industry at IMEX this week.

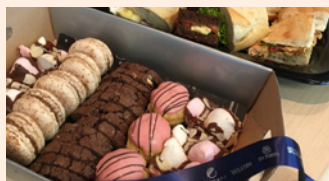
The Thailand Convention and Exhibitions Bureau campaign will build on last year's theme "Thailand CONNECT...Our Heart Your World", and aims to strengthen recognition among the international business community of Thailand's status as an ASEAN MICE destination.

TCEB vp for strategic business development Supawan Teerarat said Thailand hosted over 1m business events visitors last year, generating US\$2.75m.



■ **STARWOOD** Preferred Guests has launched the 'Toast Twice' promotion, which will reward meeting and event planners with double Starpoints on all eligible catering events from now until 28 Feb.

In celebration of the deal, *Business Events News* received a little taste of SPG's delicious catering, prepared by the team at Sheraton on the Park Sydney.



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## Partner Up

The low down on tech in the events world



## How to effectively communicate your event message

**EVENTS** can help make your business stand out against competitors. When holding an event, it's important to ensure that the message you want your guests to walk away with is presented loud and clear. This message could be about increasing brand awareness, letting guests know your cause for fundraising, or communicating excitement for upcoming product releases.

Here are some ways to help you effectively communicate your event message:

### Styling and decor

Visual components like decorations and colours are a very valuable part of any event, so it's important that these make sense for the type of event and guests attending. You might decide to use branded decorations, themed colours, or modern decor to help convey your event message.

### Touch points

Every channel or technique

you use to communicate your event provides a touch point for your message. Make sure that every touch point is cohesive and consistent. You want the event message to be registering in a guest's mind from their first interaction, whether that be online, an invitation, or entering the room.

### Audiovisual components

The production elements at your event can make a huge impact on the way your event message gets seen, heard and absorbed. Great audio can help build emotion and engagement, and an effective lighting display can set a mood and create a sense of enjoyment and fulfillment.

Remember that all event elements, when brought together, combine to create an atmosphere and experience which helps communicate your message. If you'd like to discuss this further, talk to us today.

**Matt Taylor** is the partner at Crown Perth with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach.

[www.avpartners.com](http://www.avpartners.com)



## Conference Innovators WLG

**NEW** Zealand-based Conference Innovators will open a new office in central Wellington, complementing its existing Auckland and Christchurch operations.

Group director Tracey Thomas said the new office would enable the company to expand its client base and business by having a strong, dedicated presence in the capital.

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# CHRISTMAS VENUE GUIDE



**business events news**  
presents

Looking for a Christmas venue or staff celebration?  
**Business Events News** guide to 2016/17 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## **Pan Pacific Perth** Perth, WA

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Friday 2 and 9 December 2016 from 6:30pm. Tickets are AUD100 per adult. To book, speak with us at (08) 9224 7722 or email [events.ppper@panpacific.com](mailto:events.ppper@panpacific.com) [www.panpacific.com](http://www.panpacific.com)



## **MV Epicure** Sydney, NSW

MV EPICURE is one of Sydney's newest event spaces on Sydney Harbour with the luxurious vessel MV EPICURE I. Set sail this Christmas and New Year and collect your bonus! Lunch bookings = a bonus antipasto platter per table, Dinner bookings = bonus beverage package upgrade from 1 to 3 including Moët!, Cocktail Party bookings = bonus welcome canapés\*. Valid till 28 February 2017.

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\*T&C's apply



## **PARKROYAL Darling Harbour** Sydney, NSW

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[www.parkroyalhotels.com/darlingharbour](http://www.parkroyalhotels.com/darlingharbour)



## **Novotel Twin Waters Resort** Sunshine Coast, QLD

Come and join the atmosphere and excitement of an incredible party this festive season! Our "Join a Party" package is designed to provide all businesses both small and large the opportunity to celebrate 2016. Dates: Friday 2nd December 2016

For Bookings and Enquiries: P: 07 5450 9582 or  
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