



A CAFE in Germany has turned the world upside down with its clever design.

Named Toppels Cafe, the popular eatery is set within a family home where everything has gone topsy turvy.

As you enter the dizzying cafe, you will find yourself standing on the ceiling of the building alongside lighting fixtures.

Another hot-spot to stop for photos is the bathroom, where visitors have taken to posing with their head in the loo.



AIME debuts new initiative

A NEW hosted program tailored to association event planners will be launched at the Asia-Pacific Incentives & Meetings Expo (AIME) this Feb.

Dubbed 'My Association | My Club', the initiative aims to maximise the value of attendance at the expo and "grow this important segment".

Benefits to those who choose to sign up for the scheme include a flexible schedule; a range of hosting options including free flights, accom and transfers; a personalised diary of pre-scheduled appointments with national and international exhibitors; exclusive association networking events; a program of educational sessions and access to the Hosted Buyers lounge.

Commenting on the new initiative, AIME director of events Ian Wainwright said the flexible program gives association planners "many more options to choose what is best for their schedule".

"We expect significant numbers of association buyers to take up this stronger and more flexible offering for AIME 2017," he said.

Association event planners will be able to apply for My Association | My Club from 27 Sep 2016 on the website www.aime.com.au.

Today's issue of BEN

Business Events News today has two pages of news and the latest *BEN* Christmas Venue Guide on **page three**.

AACB hall of fame

THE Association of Australian Convention Bureaux (AACB) and IMEX Group have together named Sue Calwell and Jon Hutchison AM as inductees into AACB's Hall of Fame for 2016.

Formerly the executive director of the Melbourne Convention Bureau, then part of the Melbourne Tourism Authority, Calwell remained in the role from 1976 to 1996 where she led many effective lobbying campaigns to help the Vic Govt understand the potential of, and build a prominent meetings industry.

The second inductee, Hutchison, was the former managing director of the Australian Tourist Commission (now Tourism Australia) and immediately prior to his 2011 retirement was ceo of Business Events Sydney.

Event Award finalists

BE THE Light for the Wild, Centenary Light Walk at Taronga Zoo, Vivid Sydney 2016; Birdsville Big Red Bash; Deni Ute Muster and The Gibb Challenge are the four finalists fighting for the title of 'Australia's Favourite Event' at the Australian Event Awards.

Voting remains open from now until 9pm, 21 Sep - **DETAILS HERE**.

PCOs experience Mackay magic

A DELEGATION of PCOs and event planners (pictured) from ICMS Australasia headed to Mackay recently for their annual staff conference.

As this year's gathering was centred around the company's 50th anniversary, group gm Emma Bowyer said that it was important they found a destination that would deliver a "wow factor" befitting for the major milestone. "Mackay is a destination that surprises," she said, "It has all the infrastructure of a major city but the feeling of exclusivity.



A trip highlight for the group was a luncheon served atop one of the city's massive water tanks, which gave participants a 360-degree view and enabled them to enjoy a perspective of the city that nobody else has ever experienced.



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MORE INFO

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BEC&GBR wins it big



BUSINESS Events Cairns & Great Barrier Reef (BEC&GBR) has won The Association of Australian Convention Bureaux (AACB) Innovation Award for 2015/16.

Three bureaux competed for the title this year, confirmed AACB chief executive officer Andrew Hiebl, “and I congratulate Business Events Cairns & Great Barrier Reef on their win”.

Commenting on the win, Rosie Douglas, director of Business & Tourism Events at BEC&GBR, said “Our members play an integral role in the overall success of our destination in both attracting and

wining business events”.

“The program we developed allowed our members to gain valuable insights from business events trade on the profile of their clients, what they are looking for and how to win business.”

The award was announced at the AACB Annual Conference gala dinner held at Victoria Park in Brisbane last week.

Pictured above with the accolade are: Lyn Lewis-Smith, President, AACB; Eleanor Wilkie and Emma Perez from BEC&GBR, with Andrew Hiebl, ceo, AACB.

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How to manage event staff to ensure your event runs smoothly

WITH the many elements that go into the planning, coordination, and delivery of a successful event, it's little wonder that the success is often down to the staff behind the scenes.

Your event team will be made up of event coordinators, AV technicians, stylists, chefs, hotel staff, food and beverage staff, servers, coat checkers, drivers, parking attendants, ticket-takers and many more - they are the backbone of any good event. The type and size of your event will determine the number and type of staff required, but big or small, all events rely on their staff to run smoothly.

When working with event teams, it's important to keep your event outcome in mind and consider what each person can bring to the team.

So, how can you manage your extended event team and ensure you're all contributing to a seamless event?

Brief them and allocate tasks

Get to know your extended event team. Make sure they know their role, the event message and desired outcome, and what is expected of them.

Offer and accept feedback

Have an open policy for feedback, for you and them. Encourage them to provide suggestions or alert you to problems quickly, and offer them feedback on their tasks. It's better

to know about potential issues sooner rather than later!

Establish processes

Create processes for tasks. This will make it so much easier to train or brief someone in that task, and for them to complete it again and again successfully.

Encourage them to have fun

Events are fun, and just because they can also be a lot of hard work too, doesn't mean your team can't enjoy themselves in the process. The higher their energy, the more the event atmosphere will feed off it and create a pleasant experience for event guests.

Play nice!

It is amazing the improved response you will receive if the event team get along with you and enjoy working with you. They will naturally be more inclined to go the extra mile. Which is a win win for everyone.

TALK TO US today about your next event!

Ritchie Harland is the partner at Hamilton Island 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

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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.

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