



## NSW SECURES STARTUP FESTIVAL

**NEW** South Wales has secured a local version of the San Francisco LAUNCH Festival for startups in 2018 and 2019, making it the first time the event has been held outside of the United States.

The State's Premier Gladys Berejiklian welcomed the increasing ties between the innovation industries in NSW and the US, after welcoming US Vice President Mike Pence over the weekend.

"Securing the rights of the LAUNCH Festival through Business Events Sydney is a coup for our fast-growing startup community," she said.

Business Event Sydney ceo Lyn Lewis-Smith said the event would "boost entrepreneurship and innovation by profiling the ground-breaking ideas of our local talent and increasing



Tourism Australia

skills, knowledge and networks, to help new businesses flourish".

LAUNCH Festival will draw international experts and capital to Australia, and should see Australian businesses launch their start-up, raise funds and learn skills to help them build a company.

The San Francisco event

profiles start-ups in robotics, virtual reality, education, design, consumer goods and technology.

Well known brands such as Fitbit, Dropbox and Yammar, started out at the festival.

Information surrounding the venue, dates and delegates remains unknown at this point.

Today's issue of BEN

*Business Events News* today has two pages of news.

## ICESAP new Accreditation

**INCENTIVE**, Conference & Event Society Asia Pacific (ICESAP) has launched an agency accreditation scheme for the Asia Pacific region, starting May 2017.

Nigel Gaunt, president of ICESAP, said the accreditation provided the industry with a consistent set of standards and a foundation for raising the quality and professionalism of event organisations.

A pre-launch event will take place in Sydney on 27 Apr at The Langham Sydney Drawing Room from 6-9pm.

## 'This is GC' line-up announced

**THE** program for next month's This is Gold Coast Business Exchange has been revealed.

Hosted by Gold Coast Business Events from 25-28 May, the initiative will showcase the destination's strengths in the events sector.

An afternoon at Polo by the Sea will feature in the program, along with other events including a welcome function at The Star Gold Coast and a gala dinner at Sea World Resort and Conference Centre to showcase the venue's newest event space.

A Commonwealth Games-inspired breakfast will also be held at RACV Royal Pines Resort.

Director of Gold Coast Business Events, Anna Case, said the event would see the city work together to secure future conferences with approximately 50 Gold Coast suppliers exhibiting and hosting events.

"Every part of This is Gold Coast Business Exchange is designed to deliver the Gold Coast wow factor and leave no doubt that we're the best choice for business events in Australia," she said.

It will be held at the Gold Coast Convention and Exhibition Centre and multiple other business event venues.



**IT WAS** the "high" light of the weekend for business professionals who dished out \$399 to attend the O'Cannabiz Conference and Expo at the Sheraton Centre Toronto Hotel.



But it wasn't a room full of people in weed-leaf hoodies having bong, but instead entrepreneurially minded people discussing their ambitions to start "cannabusinesses" over a networking breakfast on Sat. The legalisation of weed in Canada was also discussed as well as the health benefits of the drug.

## Industry consultation for Powerhouse

**THE** business events industry and tourism sector are invited to take part in a public consultation for the new Powerhouse Museum planned for Parramatta in Sydney.

A final business case with options for the new museum will be released by the NSW Government later this year.

This could include keeping some Powerhouse presence at the current site in Ultimo, a popular venue for events.

NSW MP for Parramatta Geoff Lee said the expanded business case would ensure the region and the community got the best venue for their needs.

"This project represents a significant investment in cultural opportunities, jobs and economic growth," he said.

**CLICK HERE** to find out more.



See what's new in Melbourne conference and meeting venues in the April issue of *travelBulletin*.

**CLICK HERE to read**

**travelBulletin**



## 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](mailto:info@businesseventsnews.com.au)

### 30 APR - 2 MAY

MEA Conference; International Convention Centre Sydney (ICC); for more info see: [www.meetingevents.com.au](http://www.meetingevents.com.au)

### 14 - 18 MAY

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

### 24-25 MAY

This is Gold Coast PCO Famil; Gold Coast; for more info visit: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)

### 25 - 27 MAY

This is Gold Coast Business Exchange; Gold Coast; apply here: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)

### 31 MAY - 1 JUN

CINZ Meetings 2017; ASB Showgrounds, Auckland NZ; for more info visit: [www.meetings.co.nz](http://www.meetings.co.nz)

### 20 - 21 JUL

The Travel Industry Exhibition & Conference; Luna Park Sydney; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 25 - 26 JUL

The Travel Industry Exhibition & Conference; MCEC Melbourne; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 28 JUL

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

## ITB CHINA TO FOCUS ON MICE EVENTS

**THE** third day of the first ITB China will focus on corporate travel and MICE.

Taking place from 10-12 May, ITB China will be held at the Shanghai World Expo Exhibition and Conference Centre.

Kejian Wu, deputy gm of CWT China, will speak on the growing business-travel challenges facing China.

A panel discussion on the transformation of the MICE industry will be moderated by Lenny Jia, Founder & Chief Editor, China BT MICE.

Speakers will include: Crystal Zhang, president of UCC; Kitty Huang, Wyndham Hotel Group; Dong Wei, Shouqi Car Rental; and Lei Li, founder of Youli

Hotel GSA.

The speakers will share their thoughts and opinions on the transformation in the MICE sector as traditional enterprises shift from exhibitions to integrated marketing.

Organisers said the event came at a point when professional travel services were in demand to meet compliance and cost needs.

ITB China 2017 is sold out, but admission to the exhibition hall is free of charge.

## Port Macquarie rescue event

**PORT** Macquarie has secured the first Marine Rescue NSW Leadership Conference to be held outside Sydney.

The biennial leadership conference will bring in more than 100 delegates to the event, which will be held at Rydges Port Macquarie on the Hastings River on 16 and 17 Sep.

Local State MP Leslie Williams said the conference would attract the organisation's leadership including commanders for the 45 MRNSW units along with directors and staff.

## SIN hosts Asia Connect event

**THE** 2017 Asia Connect Leadership Forum & Networking Marketplace on 25-26 May in Singapore will explore how to stay nimble in the age of the empowered consumer, and what the travel and hospitality industry must do.

Dr Janelle Barlow will be the keynote speaker on the topic of 'Branding Your Customer Service', and how bad customer experiences can cost brands millions while taking a toll on future earnings, brand value and employee morale.

The Asia Connect forum will be held at the Grand Copthorne Waterfront Hotel Singapore, and will coincide with the inaugural ACCE Tourism Awards.

## PCO

### Update



with Barry Neame

## Top cruise companies join forces to present PCOA webinar - Conferencing at Sea

**IN THE** next PCOA webinar scheduled for Tuesday 9th May, 2017 the focus will be on what event managers need to know about booking a conference/incentive at sea. During this webinar Rebecca Mutanen from P&O Cruises and Amber Wilson from the ultra-luxury cruise line, Silversea Cruises will discuss the insights and current trends on who is booking cruise conferences & incentives.

Cruising has become one of the fastest growing and most satisfying guest experiences within the travel sector. Equally, the conference and incentive division for cruise has found a strong following particularly in recent times. In this webinar find out why "Conferencing at Sea" is heavily on the rise and where the business opportunities are for you as an event manager in a demanding market. Rebecca and Amber said "there is no doubt that meetings at sea are increasingly appealing to organisers and delegates alike".

You can register for this webinar on this **LINK**.



**Business Events News** is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector. Sign up for a free subscription at [www.businesseventsnews.com.au](http://www.businesseventsnews.com.au). Postal address: PO Box 1010, Epping, NSW 1710 Australia. Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia. P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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