



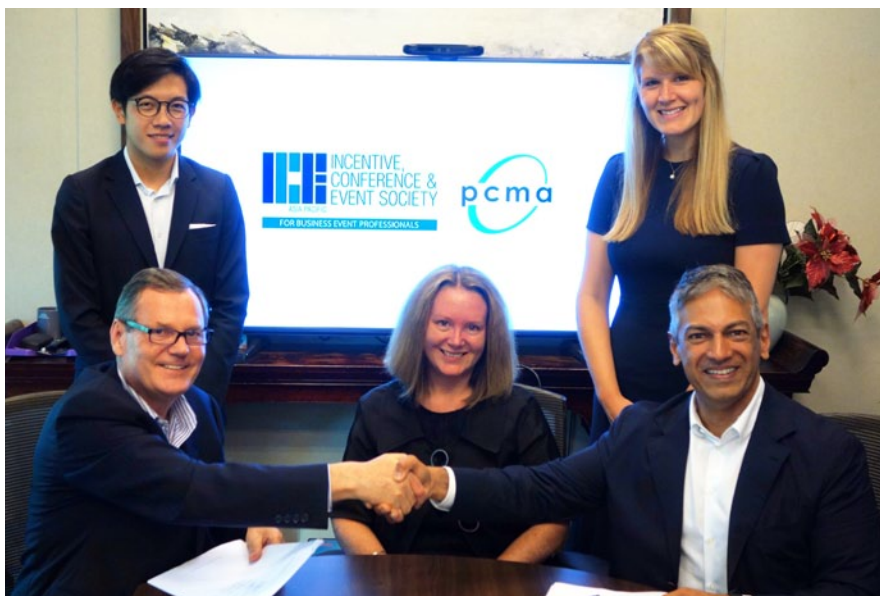
## PCMA EXPANDS INTO ASIA-PACIFIC

**THE** Professional Conference Management Association (PCMA) is set for significant growth in Australia, after the organisation's purchase of the Incentive, Conference and Events Society Asia-Pacific (ICESAP) was confirmed this week (*BEN* breaking news Tue).

Established in 2014 by Nigel Gaunt, founder of The Mint Organisation which was sold in 2007 to BI Worldwide, ICESAP is now based in Singapore and was set up to boost standards in the business events sector across the region.

Gaunt told *Business Events News* the deal was "validation of the investment of time and money I have made over the past four years in establishing what I felt was needed for our industry in Asia Pacific".

He said the PCMA deal would likely see the combined organisation have an "increased presence in all key markets" including Australia - and will also see ICESAP continue to deliver its commitment to agency accreditation, member education and advocacy.



"A stronger ICESAP under PCMA is a win-win and will define our actions in the years ahead," Gaunt added.

PCMA is based in Chicago, USA and has operations across North America including Canada and Mexico along with members in more than 40 countries worldwide.

Melbourne Convention Bureau ceo Karen Bolinger is a member of the PCMA advisory board, and the organisation has also provided the educational stream at AIME in recent years.

It's early days yet for the alliance, but PCMA has confirmed that ICESAP will continue to operate under its existing brand and led by Gaunt

for at least the next two years.

Further details of the benefits flowing from the acquisition for ICESAP and PCMA members are expected to be unveiled next month at the upcoming ICESAP conference at the brand new W Hotel The Bund in Shanghai.

Registrations are still open for the event - for more information see [icesap.org/conference](http://icesap.org/conference).

Gaunt is **pictured** left sealing the deal with PCMA chief operating officer Sherrif Karamat, along with Claire Smith, chair-elect of the PCMA board, plus (standing) ICESAP marketing & membership manager Philip Pang and PCMA senior director of global strategy, Michelle Crowley.

### Today's issue of BEN

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

## AVPartners role

**AVPartners** has announced the appointment of David Raymond as partner at Mercure Brisbane.

Raymond has 12 years' experience in the industry and has worked at both Sofitel Brisbane Central and Mercure Brisbane, where AVPartners was appointed as in-house provider last year after a tender process.

## BEV in Sydney

**BUSINESS** Events Victoria is about to host its annual Regional Victoria Business Exchange in Sydney, with the event taking place on Thu 17 Aug at the Ivy Sunroom in the city centre.

Exhibitors include Business Events Geelong, Mantra Lorne, Business Events Yarra Valley, Bendigo, Jackalope, Business Events Mornington Peninsula, Phillip Island, RACV, Chateau Yering, Rochford Wines, the Murray and Corporate Challenge.

Industry professionals wanting to attend can register by **CLICKING HERE**.

## Events by Luxperience showcase

**THIS** year's Events by Luxperience, held in conjunction with the overall Luxperience show, will include a Corporate Showcase introducing an "elite group of senior corporate event buyers...to exceptional experiences offered by carefully chosen suppliers".

About a third of buyers at Luxperience say they handle business events for their clients, in addition to leisure travel.

Events by Luxperience aims to offer premium business organisers a chance to meet suppliers who can tailor exclusive events, meetings and incentives, and takes place at Doltone House Aust Technology Park 17-20 Sep - [luxperience.com.au](http://luxperience.com.au).





# business events news

businesseseventsnews.com.au

3rd August 2017

## BOAT SHOW IS BACK

**THE** Sydney International Boatshow has returned to Darling Harbour, opening today for its first appearance at the new International Convention Centre Sydney (ICC Sydney).

One of the largest exhibitions on the Australian calendar, the expo has for three years been split between a temporary site at Glebe Island and marina facilities in Cockle Bay.

Today the show will take over the entire 32,600m<sup>2</sup> capacity of ICC Sydney and will become the first event to utilise the venue's

5,000m<sup>2</sup> rooftop deck.

Around 60,000 visitors are expected to attend over five days, making it the biggest recreational boat show in the southern hemisphere.

Exhibition and Event Association of Australasia chief exec Joyce DiMascio said \$500 million in sales were expected.

"This event has a major impact on the economy in terms of business generated, employment and also visitation to the city," DiMascio said.

"It is a powerhouse."

## MEA regional memberships

**MEETINGS & Events Australia (MEA)** has announced a new regional membership category for those delivering event services outside the capital cities and major centres.

MEA will also create a Regional Committee and a Regional Business Event Award category.

"The business events industry is a growing economic contributor to regional communities," said MEA ceo Robyn Johnson.

"MEA is pleased to be able to offer a membership package to acknowledge and support regional event operators," she said.

The Events Centre in Caloundra on Qld's Sunshine Coast is the first to take up the new membership.



**LOOKING** for an intimate venue for your next event?

Emirates is touting the benefits of the lounge area aboard its Airbus A380 superjumbos, which have just undergone a makeover.

Said to be inspired by "private yacht cabins," the sky-high gathering place has capacity for 26 attendees and offers a selection of wines from across the globe.

Emirates staff can whip up 14 different cocktails and there's also a selection of 18 canape options.

Presentations are possible on a 55 inch screen which also offers live TV, sports updates or flight information.

Of course, to use the lounge your group actually has to be on an Emirates A380 flight.

## GENerating Change

conference  
**FOCUS**  
bringing events into focus

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**. Topics include new generation events and making events effective and valuable.

## Remembering past teachings

**I ENJOY** reading industry articles and learning new things – especially about the design and content side of meetings and ways to enhance and improve the effectiveness of events. However, I find it's just as important now and then to look back over past teachings, since the key messages and lessons they provide still hold true over time. Here are a few...

**From the Event ROI Institute:** "Meetings and events create value to stakeholders by influencing the behaviour of participants. This is the only way. If an event doesn't make participants do something they would otherwise not have done, there is no value. Never. It is not possible. Thinking and feeling does not count, only physical behaviour."

**From the book "Meeting Architecture" by Maarten Vanneste:** Reading this book changed the way I view and think about events. It contains so many insightful and salient points but perhaps its key message is this...

"Designing a meeting (meeting design) is about timing, format, tools, techniques, methodology and technology based on objectives. It is about finding the right components and building blocks to execute a meeting. The design phase is

the tactical phase where we develop the tactics and select the operational elements to support the strategy and desired outcomes."

**From the book "Into the Heart of Meetings" (Basic principles of Meeting Design) by Mike van der Vijver and Eric de Groot:**

Along with "Meeting Architecture", this book was highly influential on me and helped shape the way I think about events. Once again, it contains so many noteworthy insights it's hard to single out just one, however, I'll go with this...

"Focus on goals, objectives and what you want to achieve. And focus on your attendees and what they need to do – the tools and take-home points you need to give them to achieve your goals. Ultimately, that's the most important thing and will bring value and ROI to your meeting."

The wise say you should never stop learning. Learning new things increases our knowledge and enhances our development. Whilst that's true, it's sometimes just as important to remember sage old teachings and constantly remind yourself of their significance.

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact **Max Turpin** at Conference Focus on 02 9700 7740 or visit the website at [conferencefocus.com.au](http://conferencefocus.com.au)



business events news

[www.businesseseventsnews.com.au](http://www.businesseseventsnews.com.au)

Business Events News is part of the Business Publishing Group family of publications.

Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

### EDITORIAL

**Editor in Chief and Publisher** – Bruce Piper

**Managing Editor** – Jon Murrie

**Contributors** – Jasmine O'Donoghue, Guy Dundas, Matt Bell  
[info@businesseseventsnews.com.au](mailto:info@businesseseventsnews.com.au)

Business Events News is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter no liability can be accepted for errors or omissions. BEN takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

### ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian  
[advertising@businesseseventsnews.com.au](mailto:advertising@businesseseventsnews.com.au)

### BUSINESS MANAGER

Jenny Piper  
[accounts@businesseseventsnews.com.au](mailto:accounts@businesseseventsnews.com.au)

Suite 1, Level 2, 64 Talavera Rd  
Macquarie Park NSW 2113 Australia  
PO Box 1010 Epping NSW 1710 Australia  
Tel: 1300 799 220 (+61 2 8007 6760)





# CHRISTMAS VENUE GUIDE



business events news  
presents

Looking for a Christmas venue or staff celebration?  
*Business Events News* guide to 2017/18 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## Mercure Sydney Airport

Sydney, NSW

Celebrate the festive season with us and feel inspired by our new Christmas menu. Mercure Sydney International Airport blends traditional family recipes from all over the world along with our favourite Australian cuisines to bring you a remarkable international experience. Featuring 11 flexible meeting rooms, catering up to 400 people, Christmas packages are available from \$70 per person. Enquire today and create a memorable experience for your team.

Boarding now!

[www.mercuresydneyairport.com.au](http://www.mercuresydneyairport.com.au)



## Novotel Melbourne on Collins

Melbourne CBD, VIC

Celebrate in style at Novotel Melbourne on Collins with a variety of merry meals and dashing drinks that everyone is sure to enjoy at your end of year function.

Book your festive function before 30 September 2017 to receive a **complimentary upgrade** from the Classic to Silver beverage package when quoting 'Christmas Joy'.

To enquire or book, please call 03 9669 8635 or email

[jennifer.demiri@accor.com](mailto:jennifer.demiri@accor.com) | [www.novotelmelbourne.com.au](http://www.novotelmelbourne.com.au)



## Holiday Inn Old Sydney

The Rocks, Sydney, NSW

Holiday Inn Old Sydney offers a unique rooftop venue for your end of year festive celebrations. Our roof top deck showcases iconic views of Sydney Harbour, the Rocks precinct and the city skyline. Be a part of a rich historical experience in an intimate setting for your next event, and let our dedicated team assist in creating a memorable event in one of Sydney's most spectacular hidden gems.

Please contact our events team on 02 9255 1860 or email [events.holidayinnoldsydney@ihg.com](mailto:events.holidayinnoldsydney@ihg.com) or visit our website [holidaysydney.com/events](http://holidaysydney.com/events)



## Treetops at Melbourne Museum

Melbourne, VIC

Treetops is an inspiring space featuring an abundance of natural light with beautiful views over the historic Carlton Gardens. Purpose-built for events, Treetops is perfect for end of year lunches and dinners for up to 100 guests and cocktail events for up to 180 guests. If you're planning an unforgettable experience, let your imagination take the lead at Melbourne Museum.

Get in Touch!

P: 03 8341 7402 | E: [MMEvents@restaurantassociates.com.au](mailto:MMEvents@restaurantassociates.com.au)  
[museumspace.com.au](http://museumspace.com.au)

