



PRESSURE ON MEDICAL EVENTS

EVENT organisers in the lucrative healthcare sector are coming under increasing pressure to deliver compelling conferences and find new ways to drive education, according to new research on the future of medical events.

An emerging generation of new industry leaders who want greater digital learning options is just one of several major factors highlighted in the report, by American Express Meetings and Events.

Released this week, the research examines one of Australia's most important sources of business events and identifies key trends reshaping the sector.

Called "*On The Horizon: Healthcare Congress Trends to Watch*", it uses data from



a global survey of congress organisers, healthcare congress planners and meeting suppliers.

It says three quarters of event professionals say they are under increasing pressure to find new ways to deliver education, and that it can be a challenge to lure attendees with fresh and compelling events amid "a sea of medical meetings".

Creative thinking will be needed to "shake up outdated learning environments", the report says.

Attendances are potentially threatened by time-poor delegates and a shift in funding

models that increasingly requires healthcare professionals to pay their own way.

Eighty per cent of those surveyed say substantial change will be driven by future leaders and that digital, on-demand learning will be needed to extend the conference experience for delegates.

CLICK HERE to view the report.

Today's issue of BEN

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

4Seasons Syd

FOUR Seasons Hotel Sydney is putting the final touches in place ahead of next month's reveal of its revamped Grand Ballroom.

To be re-opened on 07 Sep, the space will feature a 12m LED screen that displays 4K video and imagery and art deco-inspired chandeliers.



A BELGIAN town has created a giant omelette that might be perfect for your next large scale conference.

Using 10,000 eggs, the event took place in the town of Malmedy.

Several chefs cooked using enormous wooden utensils, a four metre wide pan, plus lots of bacon & onion.

The omelette is cooked annually by the World Fraternity of Knights of the Giant Omelette.



Hughes steps down at BESydney

BUSINESS Events Sydney (BESydney) has announced Col Hughes will step down as chair, to be replaced by former NSW and Federal politician Bruce Baird from 01 Sep (**BEN** Breaking News yesterday).

Hughes has had a 15-year association with the organisation.

Baird thanked Hughes for his leadership at BESydney and said he looked forward to building upon his legacy.

"I am looking forward for continuing his success and working alongside a highly experienced board and management team to support efforts that draw priority business events to Australia," Baird said.

BESydney ceo Lyn Lewis-Smith said Baird would be huge asset to the business events sector in Sydney.

"He will provide a unique perspective on supporting our efforts to secure global events that generate trade and industry growth."

The event bureau also announced that Dr Marlene Kanga would join the board as an independent director from 01 Sep.

Kanga will replace Robert Hill in the position.

Dubai results

DUBAI Business Events (DBE) has reported a strong first half of 2017, with 97 bids being awarded to the city, as well as welcoming over 51,000 delegates.

The convention bureau expected business events to the Middle Eastern city would have an economic impact of AED375 million (A\$130 million).

DBE won several events including the 2018 Baby Care Annual Incentive and World Conference on Desalination and Water Re-Use in 2019.

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17th August 2017

GC WELCOMES 600

OVER 600 distributors from Malaysian-based direct selling company Sahajidah Hai-O Marketing are taking part in a four-day incentive trip on the Gold Coast this week.

The program is returning to the Gold Coast for the third time, with the city being chosen based on the responses of distributors who attended in 2007 and 2014.

Gold Coast Business Events

director Anna Case said the city looked forward to utilising its "rich diversity of venues and experiences, climate and business events expertise".

The program includes a whale watching cruise, shopping at Pacific Fair and Harbour Town as well as an action-packed day at Dreamworld, plus a night at Tangalooma Island Resort.

Sahajidah Hai-O Marketing was established in 1992.

PCEC to offer live view of events

PERTH Convention and Exhibition Centre (PCEC) will offer a live view of all conference proceedings simultaneously to event organisers after an upgrade of tech offerings by AVPartners.

All event rooms have had monitoring cameras installed, so conference planners can watch from the Client Lounge.

PCEC said the change meant organisers would be able to monitor proceedings without needing to run around.

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The future of business events in Sydney is looking good in the August issue of *travelBulletin*.

CLICK to read **travelBulletin**



Partner Up

The low down on tech in the events world



How to plan a product launch

THE release of a new product is a really exciting time for a business, and should be celebrated and promoted. One great way to do this is through a product launch event.

A product launch event will introduce the new product to your target market, promote your brand, build brand awareness, boost customer loyalty and drive sales.

So, where to begin? Here are a few simple steps for planning a product launch event:

Choose your venue

When choosing your event venue, the size and location will depend on how many people you expect to attend, your target market and target location. Some additional factors to consider when choosing your venue should include decoration potential and audiovisual accessibility.

Find a food and beverages vendor

Providing great food at your event will provide a drawcard for potential attendees and will make the event more enjoyable for your guests. If the product you are launching is a type of food or beverage it's important to ensure

your product is the feature of the event and all other accompanying food and beverage products highlight your feature product.

Decide on your theme and develop your event messaging

Your product should be reflected in your theme, event messaging, decor and colour scheme. For a product launch event, the event messaging will reflect the launch product and should tie into your conversion goals for the product and event. Your event styling could include lighting the event using your brand colours, using a gobo to project your logo onto the walls, or using spotlights to direct attention to your product.

Get the word out

Marketing and promotions are an important component of a successful event. A few effective ways to promote your event include through social media, online influencers, event listing sites, pamphlets and flyers, and through media outlets in the lead up to the event.

If you would like some help planning your next product launch event, talk to us today!

Andrew Delangen is the partner at Sofitel Noosa Pacific Resort 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



www.businesseseventsnews.com.au

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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!
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