



AIME OFFERS BUYER EXPERIENCE

THE 2018 Asia-Pacific Incentives and Meetings Expo (AIME) will offer ten specially curated city experiences to immerse hosted buyers in Melbourne's culinary and entertainment scene.

AIME will partner with Melbourne Convention Bureau (MCB) to offer the program next year, after a successful City Experiences partnership in 2017.

Each tour will go behind the scenes of some of Melbourne's vibrant and distinctive venues, and taste the delights of Australia's food capital.

MCB ceo Karen Bolinger said the showcase would illustrate how diverse the city's business events offering is.

"Business events are the highest yielding sector of the visitor economy, delivering \$11 billion to the Victorian economy annually," Bolinger said.

"The ability to showcase a taste of Melbourne to a



Credit: Tourism Australia

domestic and international audience is a unique and powerful offering to AIME."

The buyers will experience the best of Australia's diverse native wildlife at Melbourne Zoo; be thrilled at Luna Park; and experience Melbourne's distinct laneway culture with Hidden Secrets Tours.

The experiences will allow int'l

and domestic event planners to see first hand why "Melbourne is the world's most livable city".

Hosted buyers attending AIME will take part in an education program, networking sessions and appointments with event suppliers from around the globe.

AIME will be held at the MCEC on 20-21 Feb.

CLICK to register for AIME.

Today's issue of BEN

Business Events News today has one page of news.

TA to support young stars

TOURISM Australia will continue to be a key partner in The Exhibition and Event Association of Australasia's efforts to support and develop the future leaders of the industry.

The tourism organisation reaffirmed its support for another year.

EEAA chief exec Joyce DiMasci said TA had been a valuable partner and welcomed their efforts to support young talent in the events sector.

The Young Stars Program aims to ensure young people are supported in the sector.

Sexton gone from PCMA

DEBORAH Sexton will step down as president of the Professional Convention Management Association (PCMA) after 12 years with the organisation.

Sexton will leave her post after the 2018 Convening Leaders summit in Nashville.

During her role, Sexton oversaw PCMA acquire the ICESAP from Nigel Gaunt in Aug (*BEN* 03 Aug).

Adelaide adds Gilbert Suite

ADELAIDE Convention Centre has renamed the Panorama Suite as The Gilbert Suite in recognition of Alec Gilbert's 12-year service to the centre.

Gilbert who is stepping down from his role as chief executive, was instrumental in the centre's \$397 million expansion.

The Gilbert Suite has glass floor to ceiling walls, providing views of the Adelaide's Riverbank Precinct, as well as a 75 inch LCD screen for presentations.

Pictured is Bill Spurr, Adelaide Venue Mgmt chair & Alec Gilbert.



Aloft Perth does keyless entry

ALOFT Perth has announced the property is now equipped with the SPG Keyless technology, after opening its doors in May.

The mobile entry system will allow Starwood preferred Guest members to use their smartphone as a key to their rooms through the SPG app.

Aloft Perth has several interchangeable meeting facilities that can cater up to 300 delegates, as well as a 300m² ballroom.