



EDITOR: BONNIE TAI



Today's issue of BEN

Business Events News today has three pages of news plus a full page from AIME.

BCB welcomes CEOs

BRISBANE is today hosting leaders from 100 organisations at the Associations Forum's 12th annual CEO & Chair Symposium, being staged in the Queensland capital for the first time.

Brisbane Convention Bureau gm Rob Nelson officially welcomed delegates to the two-day event, held at the city's Stamford Plaza hotel.

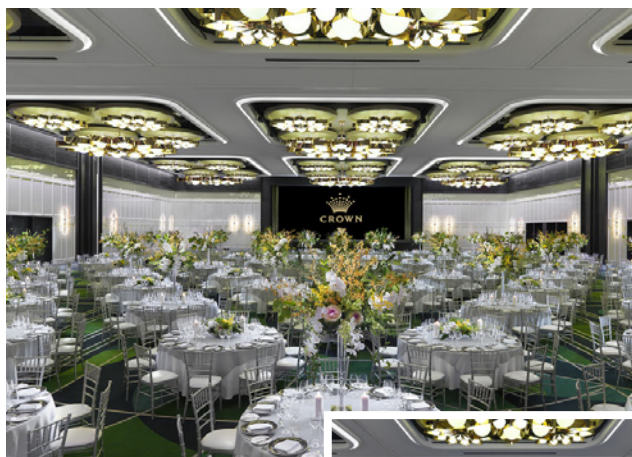
"Brisbane has a strong track record of hosting national and international association events so I'm thrilled that Associations Forum has chosen Brisbane as the 2017 host city of its signature leadership symposium," Nelson said.

CROWN WANTS SLICE OF MICE BOOM

CROWN Towers Perth is determined to take advantage of the WA capital's growing reputation as an events destination, according to its senior vice president global sales, Kylie Burchmore.

"With Tourism Research Australia telling us that Perth attracted over 54,000 conference and business delegates over the last five years, we saw the opportunity to capitalise on this growth and provide an impressive event space that rivals not only those in Western Australia - but venues across the eastern seaboard as well," said Burchmore.

She explained that Crown Towers was designed with a clear vision in mind - to become one of Perth's leading events spaces.



"We have taken the standard to a whole new level and are confident that this new offer will help attract even more business from interstate and international markets to Perth."

The hotel's Crown Ballroom is among the largest in Perth, Burchmore said, and was designed to emulate Crown's famed Palladium Ballroom

in Melbourne which is home to events such as The Brownlow and The Logies.

The venue can accommodate gala events for up to 1,500 delegates from large scale international conferences through to local business events.

Combined with the rest of Crown Perth's integrated resort offerings, Crown Events & Conferences can cater for up to

3,500 delegates at any one time.

The hotel also offers many non traditional events spaces including Crystal Club, a private lounge; Mansions, a gated accom and lux meeting space; The Enclave, a poolside retreat and the Great Lawn, an outdoor spot which overlooks the city.



NEW APPOINTMENT

NEW Zealand-based Marie-Claire Andrews (pictured) has become the first non-US board member of the Association of Women in Events (AWE), signalling the group's intention to expand internationally.

Andrews is the ceo and co-founder of Australasian event app supplier ShowGizmo and was also named one of the top 25 women in the events industry by Smart Meetings in 2016.



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Why not head to Tropical North Queensland for your next incentive? Check out the February issue of *travelBulletin*.

CLICK HERE to read
travelBulletin



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Eventbrite acquires Ticketscript

SELF-SERVICE ticketing provider Ticketscript has been acquired by Eventbrite.

"We have been building significant market presence in Europe for ten years, with a focus on self-service ticketing for music events," said Frans Jonker, chief executive of Ticketscript.

"Joining forces with Eventbrite will no doubt help further accelerate the digital transformation of the European live experience industry," he said.

Combined, Ticketscript and Eventbrite's European operations processed more than 35 million tickets worth over €500 million for nearly a million events last year.

TNQ SNAPS UP CHINESE INCENTIVE GROUP

CAIRNS and the Great Barrier Reef are expecting a visit from 1,000 Chinese delegates for an exclusive incentive program to be held in May and Jun.



Bai Sheng Kang, which specialises in holistic healthcare utilising crocodile meat, will make a special trip to Hartley's Crocodile Adventures and take part in activities incorporating the Great Barrier Reef and the Wet Tropics rainforest.

Commenting on the recent win, Tourism Tropical North Queensland's director of

business and tourism events Rosie Douglas explained the Bai Sheng Kang Chinese corporation was "just one of a growing number of international companies

choosing Cairns and the Great Barrier Reef as an incentive destination for client and employee reward programs".

Other Asian corporations set to host an incentive program in Tropical North Queensland over the coming months include direct selling company Perfect China and medical research group Agilient Technologies.

VisitDallas rename

THE Dallas Convention & Visitors Bureau will now be known as VisitDallas.

Phillip Jones, the group's chief executive officer, announced the name change recently, saying the new brand better represented the city's growing attraction as a leisure destination and not just a city for business meetings and conventions.

"It tells our story better and maintains the brand equity we have all worked so hard to grow," he said.

A new logo reflecting the rebrand is **pictured** below.



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P&O donates chairs to Pacific



PACIFIC Island nations are benefitting from the growth of meetings at sea in unexpected ways, with P&O Cruises recently donating 91 surplus conference chairs to communities in Vanuatu in conjunction with its charity partner, Save the Children Australia.

The furniture was collected from *Pacific Aria* crew in Port Vila last month during a scheduled call to the Vanuatu capital.

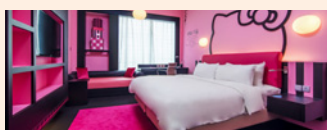
"Our Pacific Island itineraries are very popular with our incentive guests, so it's wonderful that we could provide additional support to some local communities with this donation," P&O Corporate Groups Sales Manager Rebecca Mutanen said.



■ **HOTEL** Jen Puteri Harbour in Johor, Malaysia has officially launched 12 Hello-Kitty themed rooms.

Designed in partnership with Sanrio, the rooms revolve around three themes: the swashbuckling sailor, the romantic pink series and the magical Hello Kitty in Oz.

See **BEN's FB** page for pics.



Hyatt debuts Zephyr

HYATT Regency Sydney has launched a new luxurious rooftop bar named Zephyr.

The new venue offers picturesque views overlooking Darling Harbour as well as an extensive menu of vermouth inspired cocktails and rums sourced from around the globe.

"Zephyr Bar has shaken up the Sydney bar scene with its rooftop location offering Sydneysiders and hotel guests an invigorating meeting place for friends or work colleagues to relax, unwind, mingle and take in the best of the city's harbour views," Malcolm Zancanaro, gm Hyatt Regency Sydney said.

CLICK HERE for more info.

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.

Budget Increase? Keep on Dreamin'!

ANOTHER new year is upon us and not for the first time my thoughts go to corporate event budgets and their continued scrutiny, stagnation and reduction. It's a serious issue for the industry and one I find very frustrating, mostly caused by blinkered, naïve or ignorant thinking. From my experience, here's the problem, and solution....

Events make up part of an organisation's sales & marketing or travel & Entertainment budget. As with all company expenditure, their costs and value are regularly reviewed. Just as the value of an advertising campaign might be reviewed, events are too. But the benefits and ROI of most events are never put through the same measurement rigours as a marketing campaign. There are various reasons for this – often, no clearly defined goals are set in the first place (so there's nothing to measure); participant satisfaction levels and feelings are measured but not post-event results; effectively measuring event ROI is often difficult and time consuming; the skills and techniques of measuring ROI are not taught in event management courses (budget v's actual does not count); most event organisers focus only on logistics (and fair enough since this is the only criteria on which their

competence is measured), the list goes on. Overarching all of this is the quite normal and accepted practice of the internal event owner – the ultimate decision maker, often a department head and non-event expert – controlling the budget and making most of the decisions relating to the core elements of the event, including their objectives, their format and design, key messaging, content, speaker selection and mentoring, etc. Without the value of events being methodically measured and ROI determined, budget increases become a dream.

The solution is to properly measure event ROI and prove their value, thereby having the justification to seek a budget increase if warranted. But this very seldom happens. Many organisations spend thousands on an event website, guest and motivational speakers, team building, award nights, entertainment, impressive lighting displays, etc. – the impact of which might only last till participants return home – but are not willing to invest any time or money on meeting design and ROI tracking to achieve better outcomes and much longer lasting benefits. Lazy, blinkered, naïve? Whatever, I don't get it. And as for their budget increases....just keep on dreamin'!

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



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