



EDITOR: BONNIE TAI



AACB: BIZ EVENTS KEY FOR ECO GROWTH

THE Association of Australian Convention Bureaux (AACB) has outlined a series of targeted public policy measures that should be implemented to help grow the Australian economy.

"Given one in five dollars spent by international visitors in Australia is spent by an international visitor attending a business event, our sector represents a tremendous growth opportunity – for tourism and for the economy more broadly, as it transitions away from the resources boom," remarked AACB chief executive Andrew Hiebl.

"The latest industry analysis



of bids by Australian cities to host international conventions, exhibitions, incentives and meetings showed convention bureaux have secured 360 international business events across the forward calendar," Hiebl said.

Some of the recommendations

highlighted in the 2017-18 Pre-Budget include calls for the Government to invest in a national convention bid fund of up to \$10 million per year; allow fee-free access to the online Electronic Travel Authority visa scheme for delegates attending major business events; and contribute \$10

million to effectively promote Australia as a knowledge economy.

"The business events industry is certain that if these policy proposals were to be adopted and implemented, there would be a high rate of return on this investment," added Hiebl.

Today's issue of BEN

Business Events News today has two pages of news, a regular feature by MC & speaker Andrew Klein, plus a full page from AIME.

NEW APPOINTMENT

DAYDREAM Island Resort and Spa in the Whitsundays has announced the appointment of Karen Everingham as its new business development manager - MICE.

"We are very pleased to welcome someone of Karen's standing and experience to the sales team at Daydream Island," said the resort's director of sales Grace Lassig.



Queensbridge tower conditional approval

THE proposed Queensbridge Hotel Tower project, known as One Queensbridge, in Melbourne's Southbank has received conditional planning approval.

If realised, the six-star property comprises 388-rooms and will provide guests with access to Crown Melbourne via the lobby.

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EEAA/MUMBRELLA P'SHIP

THE Exhibition and Event Association of Australasia (EEAA) has penned a partnership agreement with Mumbrella.

Under the deal, a new award named 'The Best Use of Face-to-Face/Interaction Marketing Through Events', will be introduced at the 2017 Mumbrella Awards.



"We are pleased to be working with Mumbrella, a company which has derived so much success from its events and conferences," said EEAA ceo Joyce DiMascio.

DiMascio said the new partnership with Mumbrella was in line with EEAA's strategic priorities to advocate the strength of live events.

Mandarin Oriental HNL

THE new Mandarin Oriental, Honolulu in Hawaii is slated to open by early 2020.

Situated adjacent to the Hawaii Convention Center and the Ala Moana Center, the 36-storey newbuild will feature 125 rooms, a lobby lounge, an all-day dining restaurant and extensive banqueting and meeting spaces.



BEV launches 2017 famil program

BUSINESS Events Victoria (BEV) has introduced a new familiarisation program to showcase the state's many venues and MICE offerings.

The hosted program was designed in partnership with local regional experts to be relevant for conferences as large as 1,200 delegates, said Chris Porter, executive officer of BEV.

Famils planned include explorations of Gippsland, Phillip Island, Great Ocean Road, Albury Wodonga, and Greater Geelong.

To register your interest in attending, **CLICK HERE**.



■ **THE** spirit of Harambe, the gorilla that was shot last year at Cincinnati Zoo after a three-year-old boy climbed into his enclosure, appears to have lived on in the form of a Flamin' Hot Cheeto.

The Harambe look-a-like was listed for sale on ebay and has since sold for almost US\$99,000 (AU\$130,000).



Confessions of a compulsive conference-goer

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

Conference Congestion

I LOVE living in Sydney, despite the traffic. But over the years, after too many nervous car trips, cursing at the traffic and worrying I might run late for a job or a meeting, I've changed my approach. I leave an hour for travel. Unless I'm heading somewhere very close and I am sure there won't be traffic, I simply build in an hour to my schedule.

The CBD is about 10 kms away from home (my Maps App says it is a 22 minute journey by car) – but I leave an hour. The airport should be a 40 minute drive, but I always leave an hour. As a result, zero stress and I'm never late. No time-wasting because with mobile devices, if I arrive early (which happens 50% of the time) I grab a quick coffee or sit in the comfy office lounges in the foyer and get on with my work, the same work I would have done in my office before I left.

So, what does my obsession with time management and stress relief have to do with conferencing? Well, the majority of conferences I MC or speak at are guided by agendas that don't factor in the reality of how long things usually take. They fail to take into account the reality of "conference traffic," the inevitable road blocks that make a conference run overtime.

That 8.30am start is likely to get pushed back to 8.40 because, surprise surprise, when we opened the doors at 8.25, it took 10 minutes to usher the 350 delegates into

the conference room and that didn't even include the 37 people who were not going to lose their place in the coffee queue for neither love nor latte. That "short opening video" took three minutes but wasn't accounted for in the Run Sheet. The CEO's 10 minute opening address ran for 15 minutes and who is going to cut him short?

It takes a good MC at least two minutes to transition from one session to another, but that was not taken into account in the run sheet and those short minute transitions need to be multiplied by the number of speakers in the day. Let alone, that speaker who runs overtime, ignoring all attempts to get him off stage and the fact that you can't feed 350 people at the buffet in the 30 minutes we had allowed for lunch.

So, in the same way that I over-estimate how long it takes me to get into the city and build in some fat so I run on time, I always advise conference organisers (and the client themselves who often have unrealistic expectations) to over-estimate everything. So, for example, to allow an hour for a 45 minute session. Allow for at least an hour for lunch. Assume there will be "traffic."

Worse-case scenario, the conference day ends early, which will delight the delegates, as you've given them the free time they crave.

Don't let that traffic turn your conference into a car-crash.

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



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