



Today's issue of BEN

Business Events News today has two pages of news.

Sunshine Coast's record MICE growth

BUSINESS Events Sunshine Coast recorded a 165% increase in the number of delegates and international business event visitors to the region last financial year.

The coast's business events manager Tiffany Bower attributed the success to a winning combination of "friendly service, receptive local suppliers, better value for the conference dollar and improved air access".

Business events are now estimated to be worth \$40.8 million to the Coast.

EVENTS TRAINING TO CONTINUE

SYDNEY TAFE will extend its "Excelling in Exhibitions" training program for another year following the success of its first offering in 2016.

The Exhibition and Event Association of Australasia (EEAA), which part-developed the five-part program, has confirmed it will run again this year.

EEAA chief executive Joyce DiMascio said the Excelling in Exhibitions series was the first nationally recognised training program to be developed "specifically for individuals seeking to gain the knowledge and skills that will equip them in their work in the exhibition industry".

"The series will be repeated in 2017, with a new course in marketing and social media



management," DiMascio said.

"We are pleased to have the support of the NSW Government in delivering these essential programs that will help to foster skills development and ensure the long-term professionalism and sustainability of our industry."

MEANWHILE, the College of Event Management will offer an

intensive half-day sales course for EEAA members in Melbourne and Sydney next month.

The course is designed to help develop and improve sales and communication skills for events and exhibition professionals in the era of digital disruption.

DiMascio is pictured, centre, with graduates of the inaugural Excelling in Exhibitions course.

Rockpool takes a new direction



URBAN Events Venues & Catering has been renamed Rockpool Events & Catering as the Neil Perry restaurant group embarks on a new 12-month strategic plan.

Chief executive officer Thomas Pash (**pictured**, right, with Perry) said the same "strong business lineage and excellent restaurant DNA" would continue to underscore operations.

Under its new plan, the Rockpool Dining Group will position its 15 brands and more than 50 restaurants into three dining tiers - premium, casual and fast casual.

Changes include new menus and repositioning the first floor of The Alfred, Melbourne, as a Rockpool Events space for private hire.

Minor Hotels to debut in Korea

MINOR Hotels is set to debut AVANI Busan Hotel in South Korea.

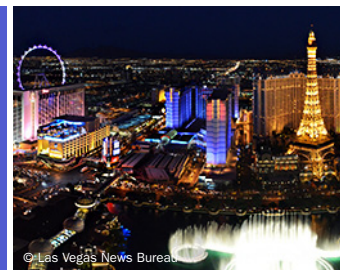
The newbuild, slated to open in 2019, offers 400 rooms and includes all day dining, event space and meeting rooms, a rooftop specialty bar, bath house, spa, fitness centre and swimming pool.





Check out what new offerings are in the US for your next conference in the March issue of *travelBulletin*.

CLICK HERE to read **travelBulletin**



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Events Calendar

This week's **BEN** events calendar is brought to you by CINZ Meetings 2017.

CINZ MEETINGS 2017

31 MAY - 1 JUNE, ASB SHOWGROUNDS, AUCKLAND

6 MAR

DMS Connect; Ivy Ballroom, Sydney; for details see www.destinationmarketing.com.au

7 MAR

DMS Connect; Park Hyatt Melbourne; for details see www.destinationmarketing.com.au

8-12 MAR

ITB 2017; Messe Berlin ExpoCenter City; for more info visit: www.itb-berlin.de

9 MAR

DMS Connect; The Maritime Room, Auckland; for details see www.destinationmarketing.com.au

30 APR - 2 MAY

MEA Conference; International Convention Centre Sydney (ICC); for more info see: www.meetingevents.com.au

14-18 MAY

ATE 2017; International Convention Centre Sydney (ICC); details at: www.tradeevents.australia.com

31 MAY - 1 JUN

CINZ Meetings 2017; ASB Showgrounds, Auckland NZ; for more info visit: www.meetings.co.nz

28 JUL

Get Global – Where the World Meets; International Convention Centre Sydney (ICC); read more: www.getglobal.com.au

Gold Coast scores sports conferences

SPORTS related conferences are high on the agenda for Gold Coast Business Events (GCBE) as the city prepares to host the Commonwealth Games next year.

A succession of associations and corporate groups are keen to take advantage of the city's sporting venues and facilities, GCBE says.

Twenty-nine sport related conferences, with more than 11,700 delegates attending, are already booked for the host city, providing a direct economic impact of over \$28.4 million to the region.

With a transformation well underway in advance of the Commonwealth Games, the city is spending millions on enhanced parklands and recreational spaces including new pavilions and a new cultural precinct offering opportunities for conference and meetings activities.

Speaking at a media launch at AIME last week, Anna Case, director GCBE, said the Gold Coast 2018 Commonwealth Games would be the largest event that Australia would see



this decade.

"We're seeing an incredible injection of new infrastructure which will bring a lasting legacy to the business events industry with new event space, upgraded venues and unique, money-can't-buy experiences for groups," she said,

Pictured at the event in Melbourne are: Amanda Turner, Gold Coast Business Events; swimmer Mackenzie Horton with his 400m Freestyle Rio Olympic Gold Medal and Anna Case from Gold Coast Business Events.

TCEB unveils MICE Magnificent

A NEW campaign to lure more business events to Thailand was unveiled at AIME last week by the Thailand Convention and Exhibition Bureau (TCEB).

Dubbed "MICE Magnificent Themes", the promo hopes to highlight the Kingdom's many rich experiences including escapes to ancient temples and team-building events.

Key cities promoted in the campaign include Bangkok, Pattaya, Phuket, Chiang Mai and Khon Kaen.

For more information, visit businesseventsthailand.com.

Doltone showcase

SYDNEY'S Doltone House will hold a business events showcase on 07 Mar, inviting meeting and event planners to explore its Jones Bay Wharf, Darling Island and Hyde Park venues.

Guest speakers include fashion stylist Dony Galella and psychologist Clare Mann, plus there will be food tastings and a 'pamper' area.

CLICK HERE for details.



HOLY crumbs! Penny Rickhoff from Arizona has held on to a heart-shaped cookie given to her mother more than 85 years ago.

The cookie was given to her mother as a valentine gift and passed down to her in a jewellery box.

If Penny does get peckish she probably won't be snacking on the treat, which is "hard as a rock".

The world's oldest known dessert is owned by a Minnesota man who, in 2011, celebrated the 100th anniversary of a Christmas cake first baked in Dec 1911.

Clarification

KONDUKO lead generation systems at AIME were offered without charge, not at a cost as suggested in last week's *Gray's Say* column.

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