



EDITOR: BONNIE TAI



TOURISM AUSTRALIA LAUNCHES DREAMTIME RFT

TOURISM Australia is on the lookout for an events agency to provide the creative and production services for Dreamtime 2017, which is set to be held in Brisbane for the first time this year (*BEN* 12 Jan).

A request for tender for the event has been lodged by Tourism Australia, with the winning bidder to be tasked with organising the Dreamtime Business Session, full day conference and the formal Dreamtime Dinner for attending delegates.

“As part of this requirement Tourism Australia seeks excellent service and a strong commitment to provide optimum results,” read the



document lodged with Aus Tender last Fri.

The agency that secures the contract will deliver creative concepts, events management services, budgeting and cost management, risk management and added values.

The deadline for lodgement has been set for 07 Feb at 5pm Sydney time.

Federal Minister for Trade, Tourism and Investment Steven Ciobo called the event Tourism Australia’s “signature business showcase”.

“The event should bring a significant boost to the tourism industry and is integral to our broader Tourism 2020 industry targets to grow the business events sector to \$16 billion by the end of the decade,” he said.

Dreamtime 2017 will be held from 03 to 06 Dec with international buyers and media to spend time in Brisbane before continuing onwards for more educational visitors to other Australian destinations.

For more information on the Dreamtime tender process, **CLICK HERE**.

Today’s issue of BEN
Business Events News today has two pages of news.



■ **A KIW** woman who posted a picture of undercooked chicken strips

on her Facebook account labelled as “medium rare” has left her followers baffled.

Hashtagged #healthy and #cleaneating, the pic has since gone viral.

“I like my chicken with less salmonella,” said one follower jokingly.

“This is chicken, not salmon,” the original poster responded.

AIME deploys Konduko tech

THE Asia-Pacific Incentives and Meetings Expo (AIME) will this year utilise Konduko, a smart technology solution which captures interactions and data instantly.

“Konduko is the equivalent of a digital handshake,” AIME organisers said this week.

“Exhibitors and visitors will be able to exchange information with just one tap”.

CINZ 2017 spaces filling fast

CONVENTIONS and Incentives New Zealand (CINZ) chief executive Sue Sullivan says strong demand has driven exhibitors to secure their slots quickly for this year’s 2017 Meetings expo.

“Demand for hosted buyer places remains strong and CINZ has already secured key conference and event organisers to the show,” said Sullivan.

CINZ Meetings 2017 will be held in Auckland on 31 May to 01 Jun this year - **CLICK HERE** to get involved.

Is Brooklyn NYC’s next MICE spot?

THE trendy district of Brooklyn is fast becoming an attractive option for meeting planners in New York, says NYC & Company.

“Brooklyn’s popularity has resonated more in recent years with meeting planners thanks to global hotel brands investing in the borough’s meetings industry,” said Jerry Cito, snr vp of convention development.

New developments in the area include a US\$45m revamp of New York Marriott at the Brooklyn Bridge and the debut of William Vale in Williamsburg.

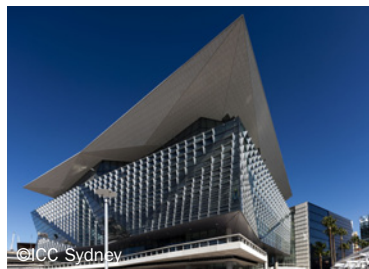


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Explore the new ICC Sydney in the December issue of *travelBulletin*.

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Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au

9 FEB

Gold Coast Connect Brisbane; Grand Ballroom, Hotel Grand Chancellor Brisbane; to RSVP see goldcoast.simpleviewinc.com

21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit www.aime.com.au

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

ACB'S BUMPER YEAR

ADELAIDE Convention Bureau (ACB) chief executive Damien Kitto says that 2017 is "shaping up to be a fantastic year for Adelaide", with the city to play host to a number of significant events.

"The 2015/16 financial year was a record for the Bureau and trends indicate this current financial year will not disappoint either," said Kitto, "Among events secured for this year is the 2017 International Astronautical Conference, the largest ever secured by Adelaide, which will see 3,000 delegates convene in the South

Australian capital.

Other notable wins for the year include the World Hapkido Championships and Conference, World Whiskies & Spirits conference, the Asia Pacific Conference on Clinical Nutrition, Asia Oceania Conference on Obesity, the International Carers Conference and many more.

"Our pipeline of business awaiting confirmation is looking exceptionally healthy and the added benefit of China Southern and Qatar now offering direct flights is a huge asset from both a conference and incentive perspective," added Kitto.

Port Stephens hosts Amway achievers



MORE than 3,000 of the 8,000 delegates from the Amway China Leadership Group made their way to Port Stephens recently as part of their incentive program.

As part of the trip, the group experienced two of the region's must do activities: a Dolphin Watch Cruise with Moonshadow -TQC Cruises and a thrilling adventure sandboarding down the Stockton Sand Dunes with Port Stephens 4WD Tours.



PCO

Update



with Peta Moore

THE Australian Professional Conference Organisers Association has embarked on studies to show the ongoing impacts of the 2016 PCO annual conference on those who attended and to gauge the drivers behind requests for topic themes.

The conference was held at the Brisbane Convention and Exhibition Centre in November. Program director Peta Moore said delegate feedback information would be used to develop a platform for the 2017 conference program. "We already have found that conference attendees are eager to learn more from the speakers on a variety of subjects, including the likes of content marketing and digital strategies for PCOs and event managers, return on investment on social media, what sponsors want and where to find sponsors, the future of conferences, and digital disruption and the events industry." Moore said feedback on the November conference and exhibition had been nothing short of outstanding. "It is obvious the association offered excellent value for money, with more than 98 per cent of the attendees rating the conference and exhibition either very good or excellent value for money." The destination and venue for the PCO Association conference & exhibition 2017 will be announced in late January.

Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector. Sign up for a free subscription at www.businesseventsnews.com.au. Postal address: PO Box 1010, Epping, NSW 1710 Australia. Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia. P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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