



EDITOR: BONNIE TAI



AIR EVENTS GLOBAL TO LAUNCH

EVENTS freelancers will soon be able to connect with potential clients looking to outsource jobs via air events global, a new online marketplace.

The shared economy platform is the brainchild of events director and International College of Management Sydney (ICMS) lecturer Victoria Garlick, who developed the concept after hearing complaints from her events students that it was too hard to juggle studying and part time work.

“The conversation then changed to the client saying how often they would love to have an extra set of hands at an event and how they could no longer rely on volunteers,” Garlick said.

“It was a light bulb moment,



as I realised that I could meet this need for both sides of the marketplace and thus, created air events global.”

Garlick believes the events job market today is too rigid.

“When you look at the event job market today, it is quite inflexible.

“Through our shared economy platform, we are providing the stage to facilitate this flexibility, which we believe will make the event marketplace much more efficient,” she said.

An array of events are

already flooding in ahead of the 10 Feb launch date, and include PR agencies and event management companies on the lookout for event staff to collaborate

on both product launches and conferences alike.

The company also has social media influencers with more than 3,000 real followers on the books, who are ready to be matched with events agencies and brands.

Those who sign up with air events global will be paid over a secure online payment system, with the funds to be released to the freelancer upon completion of a job.

For more information visit www.aireventsglobal.com.

Today's issue of BEN

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

Kiwi support strong for Get Global

A STRONG New Zealand exhibitor contingent will showcase its MICE offerings at the inaugural Get Global event in Sydney in Jul.

Confirmed Kiwi suppliers include Tourism New Zealand, Air New Zealand, Conventions and Incentives New Zealand, Hamilton/Waikato Tourism, Heritage Hotels NZ and Millenium Hotels NZ.

The event will be held at the ICC Sydney on 28 Jul.

CLICK HERE for info.

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

CLICK HERE to read **travelBulletin**

ZIPPING THROUGH THE DAINTREE

incentives spotlight

ADRENALIN junkies can get the best view of Queensland's Daintree rainforest at Jungle Surfing Canopy Tours.

Jasmine O'Donoghue clipped into a harness and tested the experience.

Wedged high in the rainforest, Jungle Surfing sends participants whizzing between platforms up to 19.5m above the forest floor, overlooking where the spectacular Daintree Rainforest meets the Great Barrier Reef.

The tour begins in the heart of Cape Tribulation, where we trundle up a dirt track in a van and deep into the jungle.

After being kitted out with safety gear, the heart-thumping begins as guides lead the group on a walk up the mountain to a literal human hamster wheel.

Using the eco-friendly power of four legs and a three-metre wheel, the contraption hoists participants to the first platform.

This is where the adventure begins to pick up a little speed.

We are hurtled between platforms in



pairs, reassured at the other end with the welcome words "you are now secured to the tree".

Just as we begin to feel a little secure, the prankster guides (who had no qualms

stopping mid-zip and yelling "it's broken, I'll get help!") let us know it's time to go solo and soon we find ourselves dangling upsidedown and racing to the end.

Hidden deep in the tropical rainforest, there are a few tour operators who will make a day out of it (we opted for Back Country Bliss).

A 5.5 hour Jungle Surfing Canopy Tour is one of Back Country Bliss' most commonly booked tours for incentives/groups and can cater for 20 at a time.

The company generally offers incentive groups with 2-4 activities ranging from three hours to a full day.

For those who like to stay a little closer to the ground, Back Country Bliss also operate a river snorkelling tour for a maximum of 10 per run, which drifts with the current through the rainforest, keeping an eye out for turtles, eels, water dragons and fish.

Other activities include a Mossman Gorge Rainforest Walk, Sea Kayaking and an Aboriginal Cultural beach walk & talk.

Genting wants cut of MICE market

EXECUTIVES from Genting Kong Kong and Meyer Werft shipyard attended the ceremonial keel laying of *World Dream*, the cruiseline's second ship earlier this week.

Genting president Thatcher Brown said "special attention had been given to catering to the meetings and incentive market with spaces and services designed to accommodate group needs".

The vessel offers an array of onboard facilities such as waterslides and food & beverage options.

At the ceremony, Brown laid down the customary "lucky coins" beneath the keel as a symbol of good fortune.

The 21-deck ship, which features 1,700 staterooms and has the ability to accommodate 3,300 guests, will make her debut in the Asia Pacific in Nov.

Givergy & Bachies raise funds



EVENT tech provider Givergy was recently tasked with creating a custom online auction site in a bid to raise much-needed funds for the Pancare Foundation.

The auction, which was attended by last year's Bachelorette contestants (**pictured**), saw bidders utilise Givergy's custom site using their smartphones, tablets and laptops to bid on a seat at the charity lunch.

In total, the online auction raised nearly \$10,000 which will be used to support ongoing research and programs for those diagnosed with pancreatic cancer.

Ramada Resort Port Vila to debut early

VANUATU'S Ramada Resort Port Vila is set to welcome visitors from 01 Apr - three weeks ahead of schedule.

The 80-room resort features a mix of studio rooms, junior suites and two bedroom apartments.

Onsite facilities include four conference rooms that can cater for up to 140 guests, a swimming pool, fitness centre, restaurant and three bars.

"We expect that the exceptional personalised service we will offer, coupled with our excellent location and state-of-the-art technology will be a big draw card," said resort md George Dechaineux.





Number 1 tennis star welcomed



WORLD number one tennis star Andy Murray was warmly welcomed earlier this week with an intimate soiree hosted by The Langham, Melbourne.

Esteemed guests included Melbourne Convention Bureau's chief executive officer Karen Bolinger, Ultimate Conferencing and Events' Lisa Roberts and ICMS' Sarah Markey-Hamm, all of whom were given the opportunity to meet Murray personally.



■ **GOOGLE** has released a list of the top 10 most searched for recipes of 2016 - and the results may surprise you.

Green bean casserole was the most in demand recipe, followed by brussel sprouts at number two, hashbrown casserole in third place, guacamole, chicken marsala, chicken tetrazzini, snow cream, buttercream frosting, pork chops and turkey gravy.



Women for Women event filling up fast

WOMEN for Women event pioneer and JITO md Helene Taylor says that over 50% of tickets have already been sold to the inaugural one day event to be held on the 08 Mar 2017.

The event takes place at Sydney's Dockside Venue, Cockle Bay Wharf, and includes an entire day dedicated to personal development for females including a three course lunch, motivational speakers including burns survivor Turia Pitt and concludes with networking, drinks and canapés.

CLICK HERE for tickets.

Partner Up

The low down on tech in the events world



How to plan an event that appeals to Millennials

AS AN event planner, it's important to know how to cater your events to appeal to your attendees.

What works well at an event changes for different companies or event types, but also for different generations.

At many events these days, the Millennial generation makes up a huge part of the demographic. A Millennial is someone born roughly between 1982 and 2004, also known as Generation Y. They have specific tastes, wants, and expectations, and catering to these successfully could mean your event and your business holds them as a long term consumer.

Here are our top ways to appeal to Millennials at your next event:

Get social

It sounds obvious, but social media is where Millennials hang out online, so utilise this before, during and after your event. You can sell event tickets through social, get discussions started to build excitement in the lead up, encourage photo sharing and tagging before and during the event, and also get more social media followers in the process!

Impress with AV technology

Millennials are tech savvy and therefore expect the very best when it comes to AV. Utilise modern lighting effects throughout the venue, and make sure audio for presentations is clear and professional. Incorporate digital and tech at all points - from an event app, to digital signage and image projection onto walls or other objects! Another great idea is to offer charging stations for guest's smartphones and other devices; this will save people from leaving the event to get their charger, or disengaging due to not having their device charged.

Go green

Millennials are usually more concerned than other generations about the environment, so minimising your event's carbon footprint will leave a good impression on them. Using more digital channels rather paper helps immensely, as does offering recycling options during the event and promoting the green efforts you have made in planning and delivering the event.

For more info on planning an event which appeals to Millennials, talk to us today!

Nigel Taylor is the Partner at Four Seasons Hotel Sydney for AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach. www.avpartners.com



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Jennifer Vandekreeke
Vice President ANZ
Carnival Cruise



Alex O'Connor
Managing Director
Insight Vacations



Anna Guillan
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Turia Pitt
Motivational
Speaker



Michelle Beveridge
CIO Intrepid



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