



C2 MELBOURNE HEADS FOR THE WHARVES

THE Melbourne Convention Bureau (MCB) has revealed the historic Berth No. 5 North Wharf on the banks of the Yarra River will be the venue for Nov's C2 Melbourne conference.

It marks the first time the North Wharf precinct has been used as a pop-up business events space, and will involve the neglected car park area being transformed into a setting designed to resemble an outdoor summer festival.

MCB ceo Karen Bolinger said she was pleased Melbourne was able to add a new kind of conference to its events arsenal.

"This is the event that was missing from Melbourne's event calendar," Bolinger said.

"It is unlike any tech, innovation, business, cultural or creative arts event previously seen in Australia."

Bolinger said hosting C2



would take Victoria's events calendar into the next generation by holding a gathering that did not resemble a classic business function.

C2 Melbourne will invite leaders from across more than 20 industries to discuss an array of different topics under the theme 'Ecosystems'.

The theme will focus on aspects of technology, art and design, marketing and media, impact and leadership.

At a launch function, event organisers unveiled several of C2 Melbourne's speakers including Cirque du Soleil's president & ceo Daniel Lamarre, start-up firm Spaceship's

president & ceo Paul Bennetts, and financial service company EY's global vice chair, markets, and chair of global accounts committee Uschi Schreiber.

C2 was founded by Cirque du Soleil and Sid Lee in 2011, with Melbourne

luring the event away from Montreal for the first time in its six-year history.

Today's issue of BEN

Business Events News today has two pages of news plus the latest **BEN** Christmas Venue Guide on **page three**.

Rockin' on the Harbour Bridge

BRIDGECLIMB Sydney is offering a new MICE package 'Rock the Bridge' that involves rock music, a bridge climb and a food and beverage offering.

The three-part package includes 'Rock and Roll Team Building' with former INXS frontman Ciaran Gribbin and a climb to the top of the Sydney Harbour Bridge where Gribbin will perform an original song created by delegates.

The package finishes with drinks and canapes at the Shangri-La Hotel where delegates can toast a memorable day from the property's 'Blu Bar on 36' - **CLICK HERE** for more information.



Sydney pop-up Xmas fest

THE Sydney Showground at Sydney Olympic Park is offering a pop-up Christmas Carnival for corporate Christmas parties.

On offer are attractions seen at the Easter Show including the Big Slide, the Hot Wheels Car Ride & more.

Packages start at \$80pp and can cater for up to 2,000 people, with parties available from 01-10 Dec.

Crowne opens in Christchurch

CROWNE Plaza has opened its newest property in Christchurch, easing the city's hotel shortage in the wake of its devastating 2011 earthquake.

Crowne Plaza Christchurch has 204 rooms and four meeting spaces, the largest of which can hold up to 120 delegates.

The opening adds extra hotel rooms ahead of the launch of the new Christchurch Convention Centre in 2019.

Christchurch had 24% of NZ's conference market before 2011.

Looking for a convenient location on the Northern Beaches for your next meeting or corporate event?

Take a look at Balgowlah RSL's newly renovated function areas including The Wine Room and the Seaforth Function Centre.

The Wine Room offers:

- Separate bar, terrace & restaurant area
- Gourmet dining experience
- Intimate, stylish setting

The Seaforth Function Centre:

- Holds 500 people cocktail style
- Variety of set-ups available
- Separate bar area and entrance
- Large car parking facilities

Visit our website balgowlahrsL.com.au or contact our Functions Manager on **9949 5477 / functions@balgowlahrsL.com.au** to receive a copy of our latest functions and groups packages.





BRUMBY HEADS MCET

THE Victorian Government has appointed high-profile former Premier John Brumby as chairperson of the Melbourne Convention and Exhibition Trust (MCET), replacing Robert Annells who has held the role for more than 20 years.

The former Labor leader joins as work continues on the \$200 million expansion of the Melbourne Convention and Exhibition Centre (MCEC), which is managed by the MCET on behalf of the state government.

Minister for Tourism and Major Events John Eren said he was delighted to announce Brumby's

appointment and paid tribute to the work of Robert Annells over the past two decades.

"His dedication has been crucial to our state's success in this sector," Eren said.

MCEC chief executive Peter King said he was looking forward to continuing the centre's success under the guidance of the former Premier.

"The MCEC is currently one of the world's leading business events venues, and with our current expansion well underway the future looks even brighter," King said.

Brumby's role starts 11 Aug.

Luxperience awards open

LUXPERIENCE has opened nominations for its third annual awards night, which will be held at its Sep event in Sydney.

The awards will recognise those in the premium travel and business events markets.

This year's awards theme is 'Through a New Lens', which focuses on marketing, innovation and meaningful activities, within the industry.

The four award categories for this year's ceremony include: Inspiring, Meaningful, Connections and Outstanding Destinations.

Nominations for Luxperience's awards night close on 24 Jul.

CLICK HERE to view more.



HOW do you make your delegates feel important?

An Italian artist thinks he has the solution, having created a massive portrait of Vladimir Putin near the city of Verona ahead of this week's G20 summit.

Associated Press reports that Dario Gambarin used a tractor to create the 135m-wide work, having made similar portraits in the past including one of Donald Trump during the US election campaign.



GENerating Change

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.

MICE Industry Marketing BS

THERE are certain words and sayings that have crept into our industry that trigger me. There's not enough editorial space here to list them all, so I'll call out just a few that bug me.

Taking guests "On a Journey" - Marketing metaphor BS

If I had a frequent flyer point for every time I've read or heard someone say, "guests were taken on a journey" or "let's take them on a journey" in relation to attending an event or to the marketing of an event, I'd have enough points to fly to the moon and back. This figure of speech has become completely overused, and in many instances where it's attempted, the reality falls well short of the promise.

Guests may have a great time but they haven't experienced any kind of odyssey. In real life, the only journey most people may be thinking about or are interested in is their next family holiday or perhaps their next interstate business trip. To me, much of the time, use of this metaphor is just clichéd, fantasyland marketing BS.

"Bespoke" - Imperious, high-hat BS

The term bespoke derives from the word bespeak, meaning "to be spoken for". The term was born out of the tailoring world of the 17th century when tailors held lengths of cloth and customers could select fabric from which a suit

would then be made for them. If another customer were to ask for the same material, he would be informed that is was "spoken for". Hence, bespoke tailors and suits. In Australia over recent years, anything previously termed "tailored" or "custom-designed" has become "bespoke". Some event management companies have jumped on it. It's just a glorified, grandiose and pompous way of saying we tailor our services to your specific requirements. By using the term, I wonder if they now wear top-hats to work and keep fresh bread and cucumbers onsite for afternoon tea. Good day to you, squire.


"Unique" - Stating the bleedin' obvious BS

The definition of unique is being the only one of its kind and unlike anything else. Disregarding unit blocks in high-density living areas and terraced houses of the 17th and 18th centuries, logic tells you that no two buildings are the same. This is especially true of hotels, resorts and speciality venues. Yet many feel it necessary to point out the bleedin' obvious by informing us that their property is "unique". I guess they want to make it sound special and remarkable.... leaving us to reflect upon its distinctive, extra-special, remarkable uniqueness.

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



CHRISTMAS VENUE GUIDE


business events news
presents

Looking for a Christmas venue or staff celebration?
Business Events News guide to 2017/18 Christmas venues is the place to showcase!
To feature here email advertising@businesseventsnews.com.au.

Holiday Inn Old Sydney The Rocks, Sydney, NSW

Holiday Inn Old Sydney offers a unique rooftop venue for your end of year festive celebrations. Our roof top deck showcases iconic views of Sydney Harbour, the Rocks precinct and the city skyline. Be a part of a rich historical experience in an intimate setting for your next event, and let our dedicated team assist in creating a memorable event in one of Sydney's most spectacular hidden gems.

Please contact our events team on 02 9255 1860 or email events.holidayinnoldsydney@ihg.com or visit our website holidaysydney.com/events



Touring Hall at Melbourne Museum Melbourne, VIC

Exclusively Available: 13 November - 10 December 2017

Let your imagination take the lead in the Touring Hall!
This blank canvas features 885m2 of versatile floor space with extensive production capabilities, private foyer and courtyard.
Book your Touring Hall event by 31 August 2017 and select a complimentary upgrade:

- Signature Cocktail on arrival
 - 30 minute addition to your beverage package
- museumspace.com.au

*T&C's apply



Arts Centre Melbourne Melbourne, VIC

Situated underneath its iconic spire, Arts Centre Melbourne boasts an extraordinary collection of art filled event spaces available to host your festive function. Menus for dining and cocktail functions have been lovingly created with a passion for flavour, freshness and innovation to celebrate the season. Enjoy a traditional festive feast with all the trimmings, three course dining with Christmas themed centrepieces and bon bons or a stand up cocktail function with Chef's selection of Christmas sweets.

For Bookings and Enquiries P: 03 9281 8350 E: events@artscentremelbourne.com.au | www.artscentremelbourne.com.au



Pullman Melbourne Melbourne, VIC

Our world is your playground this Christmas – an opportunity to let your hair down, we'll take care of the rest. Whether you're looking to accommodate 10 guests for a festive three course dinner or a 1000 for a cocktail party, the events team at the Pullman Melbourne on the Park will help you tick all the boxes for your Christmas celebration.

For more information please contact
email: H9875-SB@accor.com
www.pullmanonthepark.com.au

