



## A NEW TAKE ON TRADE SHOWS

**OVER** 240 professional conference organisers turned out on Fri for the inaugural Get Global held at ICC Sydney.

Event directors are now considering expanding into Victoria in coming years after receiving "great support from Melbourne buyers".

Get Global director and founder Donna Kessler said the event had aimed to freshen up the "outdated trade show format".

"The traditional trade show model had become tired, cost prohibitive and the international show floor was shrinking as a result," she said.

Kessler said to combat this, Get Global had consulted with the industry on what type of event was wanted.

"We listened to them and the result is a collective of their experience and ours," she said.

Fellow Get Global founder and director Gary Bender (pictured



with Kessler) said the event had allowed international players to return to Australia.

"Smaller DMCs and smaller operators have seen this as an opportunity to get back in Australia and that was one of the goals for us," Bender said.

Kessler said the event had not attempted to cater to multiple different fields.

"We're not trying to do a little

bit of leisure and a little bit of MICE, we're MICE and that is our strength," she said.

The pair said they had been overwhelmed with the response before doors had even opened.

"Walking the show floor before the doors opened we had several buyers say we're here next year, where do we sign up," she said.

Next year's Get Global will take place on 20 Jul in Sydney.

Today's issue of **BEN**

*Business Events News* today has two pages of news.

### ICESAP insight



**THE** Incentive, Conference & Event Society of Asia Pacific (ICESAP) hosted a special industry panel session at Sydney's Doltone House Hyde Park on Thu, as part of the organisation's partnership with Get Global.

Speakers included Avril Northridge of Marriott Hotels & Resorts; Fran Barlow from Microsoft; John Realy of Doltone House; Lisa Hopkins from BCD Meetings & Events; Natalie Simmons of CiEvents and Rita Perivolarys from Ernst & Young, with the participants sharing their insights into the current state of play in the business events sector.

More pics from the night at [facebook.com/BusEvNews](https://facebook.com/BusEvNews).

### Moreton Hire GC Games supplier

**MORETON** Hire has been appointed by the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) as the marquee and temporary structures supplier for next year's games.

The company will be tasked with constructing marquee and temporary structures in 42 competition and non-competition venues across the Gold Coast, including ventilation, air con, equipment, stairs, flooring and lighting.

Moreton md Peter Morahan said it was a fantastic opportunity for the Queensland-based company to get involved in the games.

### CINZ digi tool

**CONVENTIONS** & Incentives New Zealand (CINZ) has launched its digital planning tool at Fri's Get Global.

The app allows a user to select a destination and venue, with the app then finding accommodation based on those choices.

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## LA breaks event records

**THE** Los Angeles Convention Center has posted a record surplus of US\$9.7 million under the management of operators AEG, its best result in 46 years of operation.

The venue hosted 33 large events in the year to 30 Jun, with a 74% occupancy rate, up from 72% the year before.

The centre is preparing to unveil an 18,000m<sup>2</sup> extension in Sep.

## BRIS HOSTS BIO EVENT

**BRISBANE** last week welcomed 1,200 delegates for the largest ever congress of the International Society of Biomechanics – ISB 2017.

The five-day event took place at the Brisbane Convention & Exhibition Centre (BCEC), which incorporated the Asian-Pacific Association for Biomechanics Conference (APAB).

The event was hosted by The University of Queensland, Queensland University of Technology and Griffith University along with the Australian and NZ Society of Biomechanics (ANSB) and APAB.

BCEC gm Bob O’Keeffe said the Centre was honoured to have worked with Brisbane’s three universities to win the bid and welcome the int’l delegates.

“This reinforces the great outcomes for the city when Brisbane stakeholders work together to present a united front to attract these major international conferences.”

Brisbane Convention Bureau acting gm Juliet Alabaster said the event would help grow the city’s reputation as an innovation and research hub.

She said Brisbane was a city of many medical breakthroughs.

## Royal ICC chef charity cause

**OVER** 400 guests gathered at the Royal International Convention Centre (Royal ICC) in Brisbane for Variety of Chefs charity fundraiser.

The event was headed up by the Royal ICC’s executive chef Sean Cummings who was joined by four of Qld’s best chefs on the weekend.

Chefs included Nick Holloway, Richard Ousby, Ben Williamson and Cameron Matthews who cooked Qld inspired food.

## Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you’d like us to feature, email [info@businesseseventsnews.com.au](mailto:info@businesseseventsnews.com.au)

### 17 - 20 SEP

Luxperience; Australian Technology Park, Sydney; registrations now open: [www.luxperience.com.au](http://www.luxperience.com.au)

### 25 - 27 OCT

ITB Asia; Marina Bay Sands, Singapore; for details and to register visit: [www.itb-asia.com](http://www.itb-asia.com)

### 26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: [www.pco.asn.au](http://www.pco.asn.au)

### 20 -21 FEB

AIME 2018; Melbourne Convention and Exhibition Centre; visit: [www.aime.com.au](http://www.aime.com.au)

## Japan MICE a boom for Victoria

**MELBOURNE** Convention Bureau (MCB) along with Qantas and The Langham, Melbourne hosted 12 Japanese incentive agents in the city and Victoria for an immersive famil earlier this month.



MCB ceo Karen Bolinger said the Japanese market was an emerging growth market for driving the ongoing success of Victoria as an incentive reward destination.

“The increased air capacity between Japan and Melbourne is driving a boom in visitation, which we are seeing expand into the business events sector,” she said.

For the year ending Mar 2017, Victoria has experienced a 20% increase in visitation from Japan.

Fifteen MCB partners participated in the famil program including Metropolis Events, Rochford Wines, Oakridge Wines, Melba Restaurant, Melbourne Star Observation Wheel, Melbourne & Olympic Parks and Queen Victoria Market.

Qantas regional general manager Japan, Masashi Ogino said Melbourne was highly sought after for group travel from Japan.

**Pictured:** Japanese Incentive agents at Rochford Wines.



**YOU** might think attendees at a chilli festival have a ready tolerance for all things spicy, but a British man had to be hospitalised last week after a swig of red hot vodka proved too much to handle.

A group of visitors to the Guildford Cheese and Chilli Festival in England met peril after sampling a bottle of vodka called Satan’s Shot, infused with what is said to be the world’s hottest chilli, the Carolina Reaper.

One man reacted so badly he lost consciousness and needed an ambulance.

While the man seems to have recovered, his precise symptoms - and after-effects - haven’t been revealed.