



QANTAS TO HOST IATA IN SYDNEY

GLOBAL aviation leaders will converge on Sydney next year after Qantas was this week announced as the host for the next International Air Transport Association (IATA) World Air Transport Summit.

The event will be held at the International Convention Centre Sydney (ICC Sydney) from 03-05 Jun 2018 and is expected to attract more than 1,000 delegates, including top air transport leaders and other key figures such as industry stakeholders, strategic partners and media.

NSW Minister for Tourism and Major Events Adam Marshall said the IATA summit and its AGM would encourage more visitors to experience Sydney and its surroundings.

"We are delighted that people



coming to IATA's 2018 AGM will be here during next year's Vivid Sydney Festival and be able to see the city at its absolute best," Marshall said.

QF Group ceo Alan Joyce said the airline was looking forward to hosting the first annual meeting to be held in the Asia-Pacific since 2012.

"The AGM will give us an

opportunity to showcase the warm, welcoming hospitality that Australia is known for."

This year's AGM was in Cancun, with previous events held in Paris, Dublin, Beijing, and Berlin.

The 2018 conference will be the third IATA annual general meeting to be held in Sydney, after the 2000 and 1961 events.

Picture source: Qantas

Today's issue of BEN

Business Events News today has three pages of news.

BEN Xmas Guide

STAND out from the crowd and promote your venue in **BEN's** popular Christmas Event Guide.

Each guide will feature four different venue profiles.

See **page 4** for more details.

QF conf flights

QANTAS will add four extra Kalgoorlie services to cater for the Diggers & Dealers Mining Forum on 07-09 Aug.

The airline will also operate a direct Sydney to Kalgoorlie service for the annual event, plus extra flights to Perth on 09-10 Aug.

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See what outside the square incentive ideas Asia has to offer in the June issue of *travelBulletin*.

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QLD: BURLEIGH BREWERY CO

venue spotlight

SITUATED in Burleigh on the Gold Coast, and only a short hop from the Gold Coast Convention & Exhibition Centre, Burleigh Brewing's Taphouse makes for a great off-location venue for any conference in the region.

Starting out as the Gold Coast's first craft brewery in 2006, the company recently opened a Taphouse that creates a great casual atmosphere for events, whether it be for a welcome or closing ceremony, a small off-site social space, or for weddings or birthday parties.

A event here will put any beer lover in paradise, as delegates enjoy 12 different Burleigh Brewing beers straight from the source, and the very location where it is crafted.

While soaking up the aromas of a



working craft brewery, guests can sit back and enjoy the space from either the open plan indoor area or the large open-air courtyard, which is 600m².

In terms of numbers, an event at the Taphouse can hold up to 350 delegates

in cocktail-style or 150-170 in a banquet style set up.

Packages at the brewery include venue hire, staffing, drinks and food platters that are designed to suit the flavour of beers served.

With a focus on beer, the venue doesn't serve full meals, but does allow organisers to engage their own outside caterer for an event.

Burleigh Brewing also offers a 'Backstage with the Brewmaster' tour, provided as an "access all areas" small group experience where participants can learn first-hand about the beer being produced.

CLICK HERE to find out more.

MCEC hosts Starlight dinner

THE Melbourne Convention and Exhibition Centre (MCEC) played host to a Starlight Five Chefs Dinner last week, which raised funds for seriously ill children.



Almost 500 guests enjoyed a five-course degustation, delivered by some of Melbourne's best chefs.

Enough money was raised to fund Starlight Children's Foundation in-hospital programs for nearly five months.

MCEC executive chef Peter Haycroft said the dinner was not a standard event, as every dish went towards putting a smile back on a sick child's face.

Pictured above are chefs Benjamin Cooper, Andrew McConnell, Alla Wolf-Tasker, Peter Haycroft, Guy Grossi and Justin James.

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EXHIBITIONS IN FOCUS

THE Association of Australian Convention Bureaux (AACB) has used Global Exhibitions Day 2017 to highlight the role that bureaux play in attracting events to the country.

AACB ceo Andrew Hiebl said without strategic bidding activities undertaken by convention bureaux for international events, these exhibitions would simply not occur in Australia.

"International exhibitions play a significant role in enabling global trade and stimulating Australia's economy," he said.

Fellow industry body, the Exhibition and Event

Association of Australia (EAAA), is marking Global Exhibitions Day 2017 with a host of events that kicked off at the Mumbrella 360 conference.

EAAA chief executive Joyce DiMascio said Global Exhibitions Day was being used to target the marketing industry and also the government sector.

"We have written to 75 local, state and federal politicians, business leaders and industry stakeholders around the country with the message about the importance of our sector."

According to Ernst & Young's report in 2013-14 there were 2,157 exhibitions staged in Aus.

Gearing up for AFNC 2017

CONVENTION bureaux are gearing up for the 12th Annual Associations Forum National Conference, to be held on 17-18 Jul at International Convention Centre Sydney.

Bureaux from Adelaide, Brisbane, Tasmania, Victoria, Canberra, New Zealand, Gold Coast, Perth and more will take part in the conference.

Around 500 delegates are expected at the event that is seen as a key gathering for the association sector in Australia and New Zealand.

Speakers for the conference include Brian Seidler, executive director of Master Builders NSW, Anne Trimmer sec general of AMA and more.



WORKING in the events industry, you're bound to come across many weird events, but where does a National Hobo Convention stack up on your list?

The event is billed as the largest gathering of hobos in the US, and has been held annually since 1900.

Staged in Britt, Iowa, attendees to the event participate in a big street parade, where a king and queen is named.

They might not be your traditional delegates, but other events at the annual gatherings of hobos include a hobo 5km run, a hobo memorial service, and a hobo classic car show.

Confessions of a compulsive conference-goer

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

Is Chicken Schnitzel on your Conference Agenda?

A FRIEND of mine called Marque (yes, that is how he spells his name, long story) has a wonderful theory about restaurants. He believes that every restaurant anywhere in the world has Chicken Schnitzel on the menu. It might be called something different, but it's always there if you look hard enough. Scaloppine, escalope, katsu...call it what you like, but look hard enough, you can always get a Schnitzel.

Interesting theory and Marque is full of them. But following a recent dinner with Marque (he ordered the Schnitzel, called 'Schnitzel' at the restaurant we attended) it occurred to me that the Schnitzel concept applies to conferences too. There are certain things found on pretty much every conference agenda - regardless of industry, country, budget or size of the event and regardless of what they are named on the Agenda.

And that fact (perhaps unlike Schnitzel) is not always a good thing.

The "Opening Welcome by Industry President or Company CEO". You'll see that at the start of pretty much every conference, regardless of whether the delegates are interested in what they have to say or perhaps more importantly, whether that person is an interesting speaker with something important to say.

A "Q & A Panel Discussion". 99% of conferences have them, featuring either the leadership



team or industry experts. These can be valuable and provide an informal, informative session. But they can just as often be yawn-inducing and illicit little or no genuine questions from the delegates.

"Pre-dinner networking drinks", "Gala Dinner", "Closing Words from the CEO", a "Sponsors Passport" whereby delegates are encouraged to visit each exhibitor and get their cardboard passport stamped, to win a Fitbit or i-Watch. I'm not saying all these things should be abolished. I'm simply suggesting that conference organisers / committees should always consider novel ways to structure their events, to do things differently, shake the model up, ask "do we really need this session?" etc.

Perhaps look at your draft Agendas and (WARNING - Metaphor Stretching Ahead) try to throw out some of the Conference Schnitzel, unless you are sure all the delegates love Schnitzel and 2016's evaluation results called for 'more Schnitzel please'. If not, maybe consider replacing the Conference Schnitzel from your Conference Menu with some Conference Sushi, Semolina or Samosa.

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



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Christmas Venue guide 2017

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