

# UNCONVENTIONAL DARWIN SHOWCASE

10-13 August 2017

**The Northern Territory Convention Bureau** is launching an inaugural mega-familiarisation **Unconventional NT Showcase** in Darwin from 10-13 August.

Business Event planners from the association, corporate and government sectors, plus professional conference organisers and incentive organisers are invited to express interest in participation in the Darwin event.

The Showcase will coincide with the exciting Darwin Festival, a celebration of music, theatre, art, dance and more, as the city enjoys its prime dry season weather. Renowned for its pearls and fabulous crocodile skin products, the city offers a relaxed and friendly lifestyle, multi-cultural cuisine dining, fantastic local markets, cruising, fishing and an expansive harbour.

Visits to venues and accommodation providers, as well as attractions and experiences, will enable Showcase participants see what makes Darwin tick. Planners will get the chance to meet multiple Darwin suppliers in business session one-on-one appointments.

[REGISTER YOUR INTEREST](#)



A destination familiarisation program connecting you to local business events suppliers



## NZ CLIMBS IN WORLD RANKINGS

**NEW** Zealand is punching above its weight in terms of hosting conferences & incentives, with the latest International Congress & Convention Association's data for the year showing the Kiwi nation rose four places in the world listings in 2016.

Last year, New Zealand jumped to 47th spot globally & 12th in the Asia Pacific region hosting 67 conferences - that's 22 more than two years prior in 2014.

Tourism New Zealand manager business events and premium Lisa Gardiner said the achievement was the result of a "huge amount of work" that the NZ business events industry had put into raising awareness of the country as a global conference destination.

"Int'l event organisers who have held major conferences in New Zealand are spreading the word that our industry is unique in the collaborative way we deliver memorable events. This is another way that helps differentiate us as an attractive destination," Gardiner said.

Speaking to **BEN** last week at TRENZ in Auckland, Gardiner said the recent Amway China conference "has opened up a whole raft of new opportunities in that market".

She explained that Tourism New Zealand was chasing the incentive market in not only China, but Southeast Asia (specifically Singapore, Taiwan, Indonesia and Thailand), India and the United States.

"Incentive travel seems to be



an increasingly desirable way to reward staff and New Zealand offers the whole package."

Gardiner said NZ offered a unique variety of things to see and do in such close proximity.

"For example here in Auckland, you can be out on the water taking an America's Cup sailing experience in the morning and within an hour, jump on a ferry to Waiheke Island and be doing a wine tasting. Or jump on a flight to the South Island and be on a glacier by afternoon".

Capitalising on growth in the business events sector, the cities of Auckland, Christchurch and Wellington have new conference centres under development, meaning more opportunities.

The New Zealand International Convention Centre, due to open in mid-2019, will give the nation the opportunity to house up to 3,000 delegates in one location.

"We know conference delegates and organisers are wanting that kind of 'altogether experience', and soon we'll be able to deliver that," she said.

NZICC is under development in the heart of Auckland and has already secured the Royal Australian & New Zealand College of Ophthalmologists in conjunction with the Asia-Pacific Academy of Ophthalmology and the International Agency for the Prevention of Blindness in 2020.

TNZ is also aiming to increase its conferences coming from Australia, doubling its resources not too long ago with two staff now based in Sydney.

**MEANWHILE**, Auckland Tourism, Events & Economic Development chief executive Brett O'Riley explained at TRENZ that the 2013 Rugby World Cup was the catalyst for development in the city.

"It put Auckland on the global map as a major events destination. It gave the region confidence to invest further in infrastructure, accommodation, refurbishment and transport."

"In other words, Auckland regained its 'mojo' off the back of the Rugby World Cup," O'Riley remarked on Fri.

### Today's issue of BEN

*Business Events News* today has two pages of news plus a front cover page from Northern Territory Convention Bureau.

### Darwin famil

**THE** Northern Territory Convention Bureau will hold the inaugural Unconventional NT famil in Darwin from 10-13 Aug.

Business event planners and professional conference and incentive organisers are invited to express interest to participate in the famil.

The Showcase will coincide with the Darwin Festival.

See **cover page** for more - **CLICK HERE** to register.



■ **EVER** wanted to add a bit of comedy to your next business conference?

Organisers of FunnyBizz in San Francisco are holding their annual conference on 08-09 Jun, aiming it at the Silicon Valley tech crowd in northern California.

The event features speakers giving presentations through humour, with fluffy microphones and disco ball ceilings in a setting that looks more like a comedy club than an important business event.

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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](mailto:info@businesseventsnews.com.au)

### 24-25 MAY

This is Gold Coast PCO Famil; Gold Coast; for more info visit: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)

### 25 - 27 MAY

This is Gold Coast Business Exchange; Gold Coast; apply here: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)

### 31 MAY - 1 JUN

CINZ Meetings 2017; ASB Showgrounds, Auckland NZ; for more info visit: [www.meetings.co.nz](http://www.meetings.co.nz)

### 20 - 21 JUL

The Travel Industry Exhibition & Conference; Luna Park Sydney; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 25 - 26 JUL

The Travel Industry Exhibition & Conference; MCEC Melbourne; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 28 JUL

Get Global - Where the World Meets; International Convention Centre Sydney (ICC); read more: [www.getglobal.com.au](http://www.getglobal.com.au)

### 17 - 20 SEP

Luxperience; Carriageworks, Sydney; registration now open: [www.luxperience.com.au](http://www.luxperience.com.au)

### 26 - 28 NOV

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

## SYDNEY SET TO HOST 2018 WOMEN'S CONF

**SYDNEY** will host the 2018 Global Summit of Women.

Business Events Sydney ceo Lyn Lewis-Smith announced the news over the weekend in Tokyo at the 2017 summit.

She described the Summit as the 'Davos for Women', which showcased progressive government and private sector strategies that levelled the playing field for women, addressing bias.

"Hosting events like the Global Summit of Women will be a catalyst for greater economic empowerment of Australian

women by shining a spotlight on under-performing areas," Lewis-Smith said.

The summit is expected to attract over 1,000 delegates from 80 countries, injecting \$2 million into the NSW economy.

Carnival Australia executive chairman Ann Sherry advocated for the bid and will be co-chair of the event, which Lewis-Smith said was a great opportunity to showcase Australian initiatives.

"World leaders can learn from Australia, and we, in turn, still have much to learn from the rest of the world," she said.

## GC Real Estate Conference

**THE** Australasian Real Estate Conference (AREC) will welcome 4,000 delegates to its conference at the Gold Coast Convention & Exhibition Centre this month.

Event founder John McGrath has lined up 23 speakers for the 28-29 May event including former FBI negotiator Chris Voss, real estate superstar Bob Wolff, best-selling author Robert Cialdini and New York agency boss Leonard Steinberg.

The now US President Donald Trump was once a keynote speaker at the event.

Program topics will include negotiating and the psychology of persuasion.

## IMEX kicks off in Frankfurt

**FIFTEEN** Australian business events products and destinations have joined Tourism Australia (TA) at IMEX Frankfurt to update buyers globally.

John O'Sullivan, md of TA, said business events were a significant contributor to the visitor economy.

"We want to make sure Australia is front and centre at IMEX Frankfurt, to inspire media, and influence decision makers to choose Australia for their next business event."

TA will be conducting meetings, training, and hosting networking opportunities at the event.



with Barry Neame

**THE** PCO Association and Gold Coast Business Events jointly have announced that this year's PCO Association conference networking event will be held at Sea World's new event venue, the Plaza, on Monday, 27 November. Caroline Duveau-Clayton, sales manager for conferences and events at Village Roadshow Theme Parks, says the new Plaza venue is an amazing addition to the Village Roadshow Theme Parks portfolio.

"It already is much loved by the events industry. We are so excited to be hosting the PCO Association event there with the support of Gold Coast Business Events."

Anna Case, director, Gold Coast Business Events, says having the PCOA conference return to the Gold Coast on the association's 10th anniversary is very exciting.

"Those attending this conference have the potential to return to the Gold Coast with substantial conference and event business over the coming years."

More than 400 meeting professionals are expected to attend the PCO conference at the Gold Coast Convention and Exhibition Centre from 26 to 28 November, along with 60 trade exhibitors.

This year's theme of MEETING Beyond Tomorrow will focus on future opportunities and examine industry growth and development. It will address the challenges faced by the dynamic conferencing, events and meetings industry.

Sea World Resort and Water Park is a PCO Association business partner.



**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](http://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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