



EVENT PLAN IN ROCKS OVERHAUL

SYDNEY'S landmark Campbell's Stores at The Rocks, a row of 1840s heritage-listed warehouses, is set for a \$32 million upgrade following approval by the NSW Government.

Private hospitality company Tallawoladah will fund the restoration works following an agreement to lease the site for 55 years and has plans to increase its events capacity.

The buildings will undergo refurbishment to address deterioration in the roof, windows and parapets, and stone decay on the exterior.

Once the refit is complete there will be up to 10 restaurants at the site instead of the current four.

Speaking to *Business Events News* Philip Beauchamp, development director for Tallawoladah, said a key part of



the renovation was the lowering of the site's promenade to enable the whole level to be uniform, offering the potential to host even larger events than ever before.

"We are negotiating with the incoming operators on the ground level for the opportunity to offer 10 'precinct wide' events per year for up to 3,000-5,000

people for stand-up events," Beauchamp said.

If plans come to fruition, it would allow Business Events Sydney and ICC Sydney the chance to present the location as an opening or closing event space, he said.

"This would make their offer even more unique in the competitive world of

Today's issue of BEN

Business Events News today has two pages of news plus a full page from **JITO**.

international conventions," he said, by having unrestricted views of the Sydney Opera House and the Harbour Bridge.

Instead of serving one food style for an event, the redeveloped venue would be able to offer unique cuisine from each restaurant and its chef, a concept embraced by the incoming operators.

Outside of international conventions, the space would also be available for local events and functions, while at the same time ensuring ongoing restaurant trade was not interrupted, Beauchamp said.

With a limit of 10 'precinct wide' events, Beauchamp said it would retain the value of securing an event in such an "iconic location".

Campbell's Stores is expected to reopen by Sep 2018.

PCOA Sponsorship workshop

PCO Association is holding its next webinar on 'making event sponsorship work'.

The online workshop is scheduled to take place on Thu 25 May from 1.30-2pm.

Warrick Merry, a trade show expert, will go over latest trends in sponsoring, designing sponsorship for the long term, naming sponsorship packages, finding sponsorships and more.

CLICK HERE for more details.

etouches complete integration

ETOUCHES has relaunched Loopd, which it acquired in 2016 with the aim of transforming the event attendee experience and providing data-driven insights that help return of investment.

The integration of Loopd technology into etouches platform creates the ability to manage every aspect of the event and meeting lifecycle.

The company says organisers will be able to provide their attendees with a one-stop shop for all event information.

THE PLACE TO MEET,
COLLABORATE AND
CONNECT



UNLOCK COMPLIMENTARY BENEFITS
ON H9875-SB@ACCOR.COM





LUX IS ON THE MOVE

LUXPERIENCE has announced its 17-20 Sep event will be held at the Australian Technology Park (ATP) in Sydney.

The invitation-only event was scheduled to be held at nearby Carriageworks in 2017 due to ATP being slated to be turned into apartments.

Luxperience luxury brand strategist Michelle Papas said a delay enabled Luxperience to again be based at the popular Eveleigh venue.

"It has been the Luxperience home for the past two years; it's a vast area suited to our cutting edge image and allows our exhibitors to promote

their wares in a stimulating environment," she said.

The 2017 event will identify trends in the luxury and experiential travel sector, plus attract "highly desirable and difficult to reach clients".

At the trade show there will be many first-time exhibitors for 2017 including Armani Hotels Milan and Dubai; Casa De La Flora Khao Lak Thailand and Kandima Maldives.

Papas said Luxperience was predicting that more than 50% of the exhibitors at the show would be new.

Luxperience will hold its annual awards gala on 19 Sep.

MICE360 agenda out

THE inaugural MICE360 event will bring together corporate event buyers, agencies and suppliers for an interactive day of learning, thought leadership and networking.

Set to take place in Hong Kong on 14 Jun, MICE360 is designed around "an innovative event format with engaging sessions that will serve up refreshing and inspirational content".

Kitty Wong, president of the World PCO Alliance will speak at the conference.

Session highlights will include the sharing economy, managing events in emerging destinations and data protection.



IT'S now a staple activity for conference groups in cities like Sydney and Brisbane, but in other parts of the world climbing an iconic bridge can still land you in a lot of hot water.

Police in San Francisco are considering charges against two daredevils who climbed to the top of the Golden Gate Bridge and filmed themselves performing acrobatic stunts.

The pair uploaded a video to YouTube, earning a rebuke from authorities who warned the bridge "is not an amusement park ride."

At 227m, the Golden Gate Bridge is almost 100m taller than its Sydney cousin.

ICC Sydney studies food impact

INTERNATIONAL Convention Centre (ICC) Sydney and University of Technology Sydney have joined forces to measure the economic and social impacts of the business events sector through its 'Feeding Your Performance' program.

Key indicators like the economic impact on the host city and farming communities and delegate experience will be tracked. At the forefront of the plan is raising "awareness of fresh and healthy food for business, event and delegate success," according to Geoff Donaghy, ceo of ICC Sydney.

Food producing regions will be showcased to international audiences as pre and post touring options, which is hoped to generate tourism benefits to these communities across NSW.

CLICK HERE to read the report.

Partner Up

The low down on tech in the events world



How to take your presentation from good to great

IT'S one thing to have the confidence and charisma to give a presentation in the first place, but what is it that can take your presentation to the next level and leave audiences truly inspired?

Here are some tips that will help you make a lasting impression with your audiences:

Consider the medium for your message

The way you choose to deliver a message influences how the message is perceived. Think outside of standard Powerpoint slides. Engage your audiences with relevant technology such as videos, as this can help you avoid delivering a monologue and enable you to present to your audience in a multi-sensorial way.

Get appy

It's much more impressive to stand before a group with an

iPad rather than speech cards or A4 sheets of paper. There are a number of presentation apps that can assist you to both create and deliver your presentation.

Interact with your audience

A great presentation engages the audience and creates a conversation. Think about how your audiences can engage with your content. Social media can be a powerful way to have audiences discuss and share relevant points throughout your presentation. Images can often be more powerful than words and are an important addition to any presentation.

The creative and effective uses of technology can help lift your presentation and leave a longer-lasting impression. Speak to your AV technician to help guide you on what technology you should integrate into your presentation.

Kris Licari is the partner at Esplanade Hotel Fremantle - By Rydges with AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly tailored approach.

www.avpartners.com



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.businessesnews.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)

Part of The Business Publishing Group.

Business Events News is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter no liability can be accepted for errors or omissions. **BEN** takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

Publisher/Editor in Chief: Bruce Piper

Managing Editor: Jon Murrie

Contributors: Bruce Piper, Guy Dundas, Matt Bell, Rebecca Le Bas, Jasmine O'Donoghue

Advertising: Sean Harrigan and Melanie Tchakmadjian

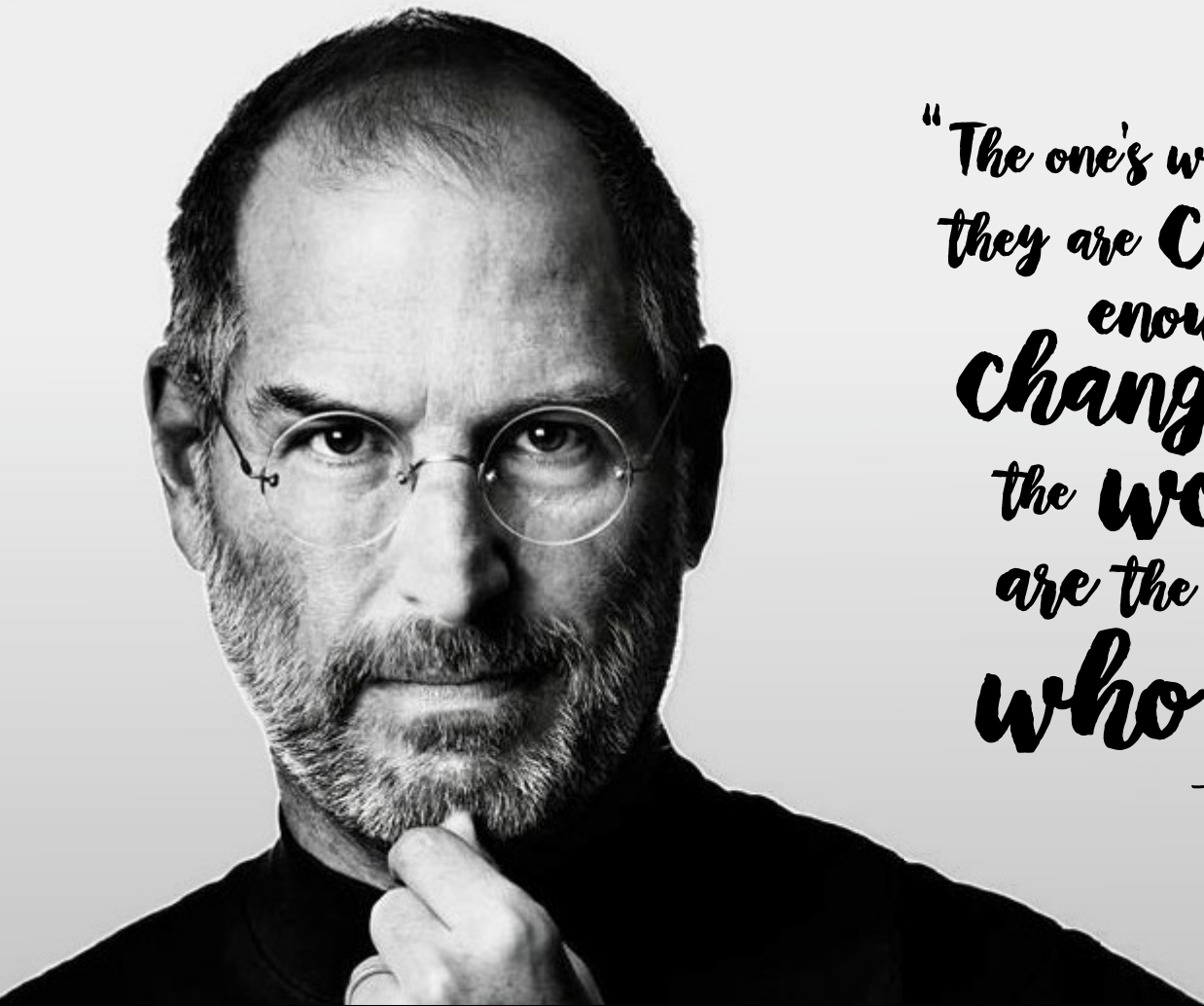
Business Manager: Jenny Piper

info@businessesnews.com.au

advertising@businessesnews.com.au

accounts@businessesnews.com.au





"The one's who think they are **Crazy** enough to **change** the world are the one's who **do!**"
-Steve Jobs

We honour those in our industry who are **brave** enough to **THINK differently**

Richard Branson – Virgin Airlines... **Skroo Turner** – Flight Centre... **Stevan Premutico** – Dimmi...
Phil Hoffmann – Phil Hoffmann Travel... **The Tollman Family** – The Travel Corporation & The Treadright Foundation

And many more... They **PUSH** our industry **FORWARD!**

Jito isn't just about game changing technology or connecting people.
We want to make a difference and effect change in our industry for the better.
So, we have **REBUILT** Jito Jobs.

Jito Connected is now the worlds first industry specific social media platform and sharing community for news, events, networking and now **JOBS**. A purpose before profit initiative boasting "**Kick Arse Algorithms**" designed to help employees be "**MATCHED**" with potential future employers.

Let's face it, nearly everyone wants the chance to be contacted with a dream job opportunity so we have built a **Revolutionary Matching Technology**.

Join this fast- growing social evolution taking hold in our industry – Jito Connected
Get connected and make sure your future employer can find you!

[view & upload your profile now](#)

People with **passion** are the ones who **change** our industry for the **better!**

stay connected anywhere

CONNECT, SHARE CONTENT, JOBS & EVENTS

JITO CONNECTED

