



# RECORD CROWD FOR 'THIS IS GC'

**THE** Gold Coast will this week welcome a record number of meeting planners for the 'This is Gold Coast' Business Exchange.

More than 56 meeting planners and 19 professional conference organisers will meet 50 local suppliers during the event, which will show the city's strengths in the MICE market.

Delegates from Australia, New Zealand and the United Kingdom will attend the three-day Commonwealth Games-inspired event.

In a first for the event, a program for professional conference organisers will be held on Wed, a day before the Exchange begins on Thu.

Other events planned will showcase the latest upgrades to The Star Gold Coast at an opening ceremony, as well as a 'Festival of Fun' at Sea World Resort & Conference Centre.



A Commonwealth Games themed breakfast will also be held at RACV Royal Pines Resort.

Director of Gold Coast Business Events Anna Case said the event provided an opportunity for meeting planners to experience the region and be equipped with all they needed to stage an event

on the Gold Coast.

"Seeing first-hand the venues, sampling our cuisine and seeing our specialist suppliers create world-class events leaves meeting planners with the ideas and connections to create an unforgettable event," she said.

A fam'l will be held for planners after the event.

## Today's issue of BEN

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

## PCEC AV refurb

**AVPARTNERS** has completed a series of technical enhancements at Perth Convention and Exhibition Centre (PCEC).

The tech firm installed colour coded LED Barrisol lighting in PCEC's BelleVue Ballrooms, LED lighting for individual tables, as well as new lighting in the Theatre and Central Foyer spaces.

AVPartners also introduced digital signage for seating plans, allowing for flexibility.

Meeting rooms now have wireless entry doors & new floor and wall coverings.



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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)

## EEAA TALK RETHINK

**THE** Exhibition and Event Association of Australasia (EEAA) has unveiled more details for its 2017 Leaders Forum, which aims to challenge current thinking in the industry.

To be held on 08 Jun in Sydney, the forum will bring together leaders of the exhibition and event industry to discuss and debate trends, challenges and opportunities relevant to the sector and help prepare for the future.

EEAA chief executive Joyce DiMascio said the program had been created for industry leaders to examine the current

exhibition and event model in the context of change.

“At a time when industries are being profoundly disrupted by technological and business environment changes, we need to ensure we’re on the front foot and actively responding to the factors shaping our future,” DiMascio said.

Topics up for discussion include ‘the Rise and Rise of Airbnb’, ‘the Lifecycle of Visitors to Shows’ and ‘End-to-End Curation’ of events.

The forum will run alongside EEAA’s AGM and Power of Exhibitions masterclass.

## Outrigger MICE Appointment

**OUTRIGGER** Hotels and Resorts has appointed Sydney-based Tourism Portfolio to handle its MICE representation.

Headed by founder and director Donna Kessler, Tourism Portfolio will develop outbound MICE opportunities for Outrigger’s global portfolio, drawing on the company’s extensive contacts within the Australian and New Zealand markets.

Tourism Portfolio represents DMCs, venues, luxury hotels, resorts and suppliers to the MICE sector in the Australian and New Zealand markets and has clients around the world.

The new arrangement begins on 01 Jun.

## INSPIRE. INDULGE. INTRIGUE



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## VR coming to biz events

**CONCEPT3D** and Florida’s Orange County Convention Centre (OCCC) have launched MapSpacer, allowing event planners, attendees and exhibitors to explore the venue with virtual reality.

The program means event planners, attendees and exhibitors can use atlas3D to virtually explore America’s second largest convention centre including meeting and break-out areas.

It will allow planners to shortlist meeting spaces through VR tech.



■ **BILLED** as San Francisco’s hot new attraction, a Rat Cafe with real life rats will pop up in the city.

The Rat Cafe is a new exhibit at the San Francisco Dungeon, where you can have a feed with rats roaming around, but you might need to eat quickly, unless you like to share food.

The dungeon is an attraction that takes guests through 200 years of the city’s history.

This pop-up cafe will be open for two skin-crawling days only on 01 Jul & 08 Jul.

What will the food inspectors say about this?

**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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# WHO WILL BE CROWNED PEOPLE'S CHOICE: TRAVEL AGENCY OF THE YEAR 2017?

*AFTA is on the hunt to find Australia's Favourite ATAS Travel Agency. To do this, AFTA has partnered with APT & Australian Traveller Media to help us deliver the campaign.*

## HOW DOES IT WORK?

Have your clients vote for your ATAS Travel Agency. The Travel Agency with the most consumer votes by 30 June 2017, will be crowned the NTIA People's Choice: Travel Agency of the Year and awarded at the NTIA Gala Dinner on Saturday 22 July 2017.

## WHY SHOULD MY CLIENTS VOTE?

To incentivise consumers to vote APT are offering Australians the chance to win a Mekong River Cruise for two people valued at over \$7,000.

## HOW CAN I GET MY CLIENTS TO VOTE?

AFTA has produced some promotion material that you can use to encourage your clients to vote for you. Simply visit [www.afta.com.au](http://www.afta.com.au) to download the assets.

