



MORETON HIRE JOINS QANTAS

QANTAS has expanded its Business Rewards program into the events sector, establishing a partnership with Morton Hire which will allow customers to earn points when they use the company's services.

From this week, Moreton Hire will join more than 40 partners of the Qantas Business Rewards Program, providing one point for every \$1 spent on event products and services.

Moreton Hire will be the sole event industry partner to Qantas Business Rewards and joins the likes of banking, fuel and insurance companies in the airline's scheme.

Previously known as Aquire, it was rebooted early this year as the Qantas Business Rewards program and is aimed at small to medium-sized firms.



It gives them the opportunity to save on flights and earn Qantas Points for their business on flights as well as everyday expenses on the ground.

Moreton Hire managing director Peter Morahan said the deal would give customers added value on their spend.

"We are constantly looking for

ways to improve the customer experience," he said.

"This partnership means we can reward customers by making their dollar go further."

Moreton Hire customers will receive free Qantas Business Rewards membership until 30 Aug, after which a one-off joining fee of \$89.50 applies.

Today's issue of BEN

Business Events News today has three pages of news.

BEN Xmas Guide

BUSINESS Events News will run its popular Christmas Venue Guide soon, with opportunities available to highlight your property to the events industry available.

CLICK HERE to book a spot.

David Grant project applications open

APPLICATIONS have opened for the David Grant Creativity Project, a fellowship for young people in the industry, in memory of the late David Grant - **CLICK HERE** to apply.

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

CLICK HERE to read

travelBulletin

VIETNAM: AMIANA ON THE BAY

venue spotlight

LOCATED in the coastal city of Nha Trang, Amiana on the Bay resort is a great option for groups wanting to experience the delights of Vietnam in a relaxed beachside venue.

The resort is located on the beach, only 15 minutes from the city centre, and offers a private and peaceful setting for events.

Amiana's Conference Centre is situated in the heart of the resort with magnificent ocean views, making it a great venue for dinners and grand occasions.

With expansive grounds at the resort, it allows groups to have a different experience every day - from drinks by the ocean, to wine tasting at the lagoon bar, lunch on the veranda, beach BBQs or a wedding on the white sands of the natural lagoon.

Amiana on the Bay's meeting spaces can be arranged to suit a group's needs, with five rooms from 72m² to 360m² with maximum theatre capacity for 400 guests.

The team can also organise activities such as cooking classes, city tours or treatments at the Spa such as the famous mud baths of Nha Trang.



With facilities such as a fitness centre, three pools, various dining options and water activities, guests will have so much to do and not enough time.

CLICK HERE for more details.



business events news on location in Gold Coast

Today's issue of **BEN** is coming to you courtesy of Gold Coast Business Events.

BEN is coming to you today from the Gold Coast where event planners and PCOs are attending the This is Gold Coast Business Exchange.

Tonight an opening ceremony will be held at The Star, before a full day of meetings and events planned tomorrow.

Ready for CINZ Meetings

BUSINESS event organisers are heading to Auckland next week for CINZ MEETINGS.

CINZ chief executive Sue Sullivan said this year's event was the largest held.

There will be over 195 exhibitors from 19 regions across New Zealand and more than 500 New Zealand, Australian and international buyers in attendance.

The event runs from 31-May to 01 Jun.

CeBIT to attract strong crowd

AROUND 15,000 visitors are expected to converge on ICC Sydney by the end of the three-day CeBIT event today.

Billed as Asia Pacific's largest business technology event, 350 exhibitors from around the world are taking part.

NSW Minister for Innovation Matt Kean said CeBIT Aus would put the global spotlight on investment opportunities with exhibitors from 34 different countries taking part including the United States, United Kingdom, China and Japan.

WCES in HK

HONG Kong has been confirmed as the location for this year's World Chinese Economic Summit (WCES).

Aiming to enhance business links within Asia and to Europe, its theme will be Managing Global Uncertainty: Exploring New Opportunities.

The event will be held at the Island Shangri-La Hotel, Hong Kong, from 13-14 Nov.

Its second day will feature two roundtables on women and young entrepreneurs.

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Meeting and event organisers are turning to experiences to enhance delegate participation and engagement. Including content into a program which resonates both on a professional and more intimate level often results in greater engagement with participants and ultimately provides bigger return on investment for corporate incentives and conferences. Recent research into the meetings and events industry has also shown that designing more immersive networking experiences and learning environments helps educate and entertain participants more effectively

At Events by Luxperience we listen to the market and help them tap into this trend allowing participants to immerse themselves into a creative environment combining leisure and business travel experiences.

The new VIP Corporate Showcase in 2017 will present the best spaces, providers and destinations for premium business events and corporate meetings that combine luxury, creativity & immersion.

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ASIA DMC TARGETS AUSTRALIA & NZ

ASIA DMC has identified Pacific Rim countries Australia and New Zealand as markets ripe for aggressive development.

To coincide with expansion plans, the firm has recruited Lindy Andrews to head its new office in Sydney and Mark Snoxell to lead New Zealand ops.

Andrews will be responsible for growing ASIA DMC's business locally, while promoting the company as an "accomplished supplier of high-end leisure, tailor-made journeys focused on experiential travel, corporate

travel experiences into Southeast Asia," and more.

Known as HG Travel until last year, the company's group managing director Linh Le said Lindy's experience in the MICE market would be important to the company's plans in Australia and New Zealand.

The new teams will roll out ASIA DMC's new "Spirit of Travel" concept in the market: a collection of touring suited to families, couples, private journeys and groups, focussed on personalised and experience-rich content.



THE city of Peoria in Illinois took the term "get stuffed" to heart last weekend when it hosted the 2017 World Taxidermy & Fish Carving Championships, proving once again there's a business event for everything.

The show was a taxidermist's dream with 61 different vendors in 165 booths supplying everything from fake eyeballs and skins to fishing gear.

Taxidermists could compete for \$33,000 in cash, while carvers stood to win over \$3,000.

The star of the History Channel show *Mounted in Alaska*, Russell Knight, served as MC for the event.

NZ linguistics event win

WELLINGTON will host the 2019 iMean (Interaction and Meaning) conference, marking the first time the linguistics event will be held outside of the UK.

The event will bring around 250 delegates to the capital and is expected to deliver over NZ\$700,000 to the local economy plus individual delegate spend.

iMean is scheduled to be held just before Easter 2019.

EEAA correction

THE EEAA Leaders Forum will be held in Sydney and not Melbourne as stated in *BEN* on Mon - [CLICK HERE](#) for info.



Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.

It was the best of times

THE opening words of one of the world's most famous novels is as relevant today - in relation to business events - as it was when it was written!

Incentive business today is buoyant and yet there are still both end-users and agencies who, even now, do not fully understand how effective a well-designed incentive program can be. Indeed, there are many so-called 'incentive companies' who cannot design a good business-to-business program; their speciality is incentive travel rewards and not the means by which they are earned.

The more I read about 'incentives' in the media, the more I despair that the word has become a throw-away for any scheme by which people are induced to undertake actions or achieve results they would not do so under normal circumstances, good or bad.

Suppliers are not helping our cause. Hotels, for example, are increasingly selling their rooms through web-based accommodation agencies which, in many countries, restrict the hotels to how much they can charge directly. And yet these agencies, anecdotally, demand commissions of between 15% and 20%. While these agencies do not - yet - sell group accommodation clients can go on-line and check rates and compare them with rates quoted by PCOs or incentive practitioners. What end-users do not understand is that hotels will frequently offer one-off rates but only for specific periods and for a very limited

number of rooms. This can strain relationships between agency and client.

Clients should understand that accommodation offered in this way will frequently not include many of the services normally offered by the hotel. This may include turn-down, butler service, complimentary garment pressing and more besides.

Instead of working with PCOs and Incentive Practitioners to expand the market for their products hotels are being held to ransom by web-based accommodation agencies.

Many airlines, too, are now charging for just about everything that used to be considered part of their standard service. More legroom, specific seat selection, additional hand luggage, checked luggage, meals...the list seems endless. It seems that as soon as one airline imposes a new charge others follow suit.

And now we hear that a laptop ban is being proposed. Many businesspeople use the opportunity of an international flight to work using their laptop and if they cannot do so perhaps the number of flights they take may be affected. A flight once a month may become once a quarter and the effect on airline revenues may be disastrous. Consider, too, the contents of a businessperson's laptop; confidential information which many will not wish to entrust to the hold.

So, is it the best of times or the worst of times?

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at peter.gray@motivatingpeople.net



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