



# SUNSHINE COAST MOUNTS EVENTS PUSH

**QUEENSLAND'S** Sunshine Coast will attempt to attract a greater share of the national events market with the launch of its own dedicated Business Events Assistance Program.

Instigated by Business Events Sunshine Coast and the Sunshine Coast Council, the program offers financial support for local businesses to attract conferences, meetings and exhibitions to the region.

"The purpose of this program is to support local business, industry groups and our tourism supply-chain to attract high yielding national and international business events to the region," said Tourism, Sport and Major Events portfolio councillor Jason OPray.

"The value of business events



in Queensland alone is worth \$4.2 billion, with business travel injecting \$266 million into the local economy last year," he said.

"With the launch of this program we are looking to grow our share of the valuable business events market."

Expressions of interest are now open, with applications sought from businesses

targeting events of 200 delegates or more for a minimum of two nights.

Events must also attract 75% of delegates from outside the Sunshine Coast and must occur entirely within the Sunshine Coast Council area.

Visit Sunshine Coast ceo Simon Latchford said the Business Events Assistance

Program will not only benefit the local industry but the full tourism supply-chain including venues, accommodation, attractions, transport and a range of other service providers.

"Sunshine Coast presents a diverse and attractive offering for event organisers who are tired of the same experiences in capital cities and that is why the region has been able to recently secure the Australian Event Awards and the Australian Cruise Association Conference," Mr Latchford said.

For more details [CLICK HERE](#).

## Today's issue of BEN

*Business Events News* today has two pages of news.

## Get Global prospectus

**ONE-DAY** outbound MICE event Get Global has released its prospectus for next year's show.

After going over feedback from the debut run, Get Global will implement an Inspiration Corner where a series of acclaimed and inspirational speakers will present snippets of their current industry relevant keynote speeches throughout the day.

The Ultimate Exhibitor Package has been developed for exhibitors who wish to stand out by having a larger themed zone.

Get Global founders Donna Kessler and Gary Bender expect the 2018 show will draw double the delegate numbers from this year.

The 2017 event had an attendance of 240 buyers.

## Novotel South Wharf first

**THE** \$150 million Novotel Melbourne South Wharf is in the final stages of construction ahead of its opening in Mar.

The 347 room property will be adjacent to the MCEC.

[CLICK HERE](#) for a look.

## Christchurch starts building

**CONSTRUCTION** has begun on the Christchurch Convention Centre with the first concrete being poured for the foundation on Sat.

Expected to be completed in 2020, the venue will have capacity for 2,000, with the ability to host two 700-person events at the same time.

ChristchurchNZ said without the venue, the local economy was losing NZ\$90m each year.

## Adelaide turns to education

**OVER** 800 delegates turned out this week for the Re-Imagining Childhood Conference at the Adelaide Convention Centre.

The event was attended by a number of international and domestic speakers, who discussed the culture of childhood and challenged delegates to make pedagogical decisions to uphold a child's right.

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## BRISBANE CONF FUND

**BRISBANE** has launched a new initiative to unearth its up-and-coming industry and research leaders while presenting the Queensland capital as an attractive destination for business events.

Launched by Brisbane Lord Mayor Graham Quirk, the Lord Mayor's Convention Trailblazer Grant program will award a share of \$25,000 per year to the city's most passionate and capable professionals or researchers and enlist their help to attract valuable industry conferences to Brisbane.

Quirk said the scheme would

empower talented people in Brisbane to help attract international conferences and grow the local economy.

"Bringing major conferences to Brisbane puts a spotlight on our industries and areas of expertise while attracting the world's brightest minds," he said.

Brisbane Convention Bureau acting general manager Juliet Alabaster said the program would deliver up to five grants a year, up to a maximum value of \$5,000 each.

Applications for the grants must be submitted by 28 Jan.

**CLICK HERE** for more info.

## MEA launches social program

**MEETINGS & Events Australia (MEA)** will partner with Centium Software, developers of EventsAIR, for the body's Social Legacy research project.

The study will capture the details of the donations that events contribute to local communities and charities as part of corporate social responsibility programs.

MEA expects the report to be available late 2018.

**MEANWHILE**, MEA has confirmed its extension as a national trainer provider until 2024.

MEA ceo Robyn Johnson said the body would look to partner with other groups to provide quality training to the events industry.



**THE** task of moving large numbers of conference delegates is always a logistical challenge, but help in the form of new technology might still be some way off.

The *BBC* reports that a new self-driving shuttle bus deployed in Las Vegas yesterday was involved in a crash on its first day of operation, despite its modest speed of around 25km/h.

The automated vehicle was involved in a bender with a truck, the human driver of which was quickly blamed for the incident.

None of the handful of passengers on board was hurt, but police issued the truck driver with a ticket.

## 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*.

### Leave that lonely lectern alone

**ASA** Presentation Skills speaker and trainer, I read pretty much every article and book on the topic that I can get my hands on. TED TALK books, public speaking books, Harvard Business Review articles on how to pitch, presentation skills blogs, books on Pitching, Presenting, PowerPoint – I have probably read them all.

Almost all of them suggest that speakers do not use the lectern. Leave the lectern alone they say, the lectern shields you from the audience, the lectern creates a barrier to good, open communication, use the stage they urge, walk to the audience so you can engage better with them...and so on.

Well I am not embarrassed to admit but I love the lectern and believe that it is one of many useful tools available to a speaker or MC. I don't use it all the time and when doing a full keynote style presentation, I will spend the bulk of my time walking around, using the stage. However, when MCing a conference, for which I always have mountains of notes, the lectern is invaluable for me and my style of speaking / facilitation and it serves as a central location to focus the attention of the audience between speakers.

On the conference circuit, I regularly see many brilliant speakers base themselves at a lectern and emote beautifully, telling stories, using only the upper part of their body to gesture, keeping an eye on their notes, leaning on the lectern, or simply basing themselves there, because, well, it makes them



more comfortable.

While I also see many great speakers not using the lectern and you have all probably seen countless wonderful TED TALKS featuring brilliant speakers standing fully exposed on the round, red piece of TED carpet, that in no way diminishes the power of the lectern for others.

One of the greatest communicators this century Barack Obama uses the lectern and always owns the room and one of Australia's best and best-loved presenters Ita Buttrose speaks eloquently from behind a lectern. Last month at a NAB event I saw Jeff Kennett hold 1000 people spellbound, without ever leaving the lectern.

I strongly believe that a presenter should do whatever makes them more comfortable, provided that engaging the audience remains their prime focus. If you are in your comfort zone, your audience will benefit.

That does not mean that using the stage is a no-no. On the contrary, if you've never ventured out from the lectern, it is definitely worth a try. But ultimately, the lectern is also a great presentation tool, if used properly.

So to the anti-lectern nay-sayers out there in presentation land, the anti-lecternists, I say leave the lovely and often lonely little lectern alone.

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](mailto:andrew@lunch.com.au) or visit his website at [www.andrewklein.com.au](http://www.andrewklein.com.au).

