



DUBAI READY FOR GLOBAL CROWD

THE inaugural Dubai Association Conference is set to take place next month with the goal of accelerating regional business growth in the Middle East at the forefront.

The event is a collaboration between the Dubai Chamber of Commerce and Industry, the Dubai Department of Tourism and Commerce Marketing (DTCM) and Dubai World Trade Centre (DWTC), and will take place at the Dubai World Trade Centre from 11-12 Dec.

Major themes in the spotlight are set to include knowledge sharing, skills development, cultivating world's best practices and networking.

"Dubai has seen a tremendous rise in the number of associations over the past few years, which is testament to the city's significance to reaching their target groups based in the region," said Issam Kazim, chief executive officer of Dubai Corporation for Tourism and Commerce Marketing.

Day one of the conference will focus on showcasing the future vision of Dubai through a



series of in-depth sessions from prominent thought leaders.

Day two will be more about educating attendees on what skills will be needed moving forward to make the future vision an impending reality.

An impressive list of international speakers has been compiled to provide inspiration at the conference, including Paul Bennett, chief creative officer of global design

company IDEO, and Greg Bogue, vice president of experience design at Maritz Global Events.

"This highly anticipated conference will serve as an unprecedented platform that supports the growth of regional and global associations by tapping into industry networks," commented Mahir Julfar, senior vice president, venues management, at Dubai World Trade Centre.

Today's issue of BEN

Business Events News today has two pages of news.

EEAA acts on skills shortage

THE Exhibition and Event Association of Australasia (EEAA) has introduced a new industry trainee program aimed at addressing a skills shortage within Australia's business events sector.

Developed in consultation with TAFE NSW and Apprenticeships Support Australia, the new initiative will seek to provide a more hands-on training method and will primarily cater to people who are at the beginning of their career.

"We are providing a comprehensive framework that supports new entrants to our industry and delivers a potential new pipeline of candidates," EEAA ceo, Joyce DiMascio said.

Education on cards for AIME

THE Asia-Pacific Incentives and Meetings Expo (AIME) will introduce a series of educational sessions for exhibitors ahead of the Melbourne show in Feb.

They will include two webinars and one face-to-face, session with the aim help exhibitors maximise their investment in the event by gaining an understanding of MICE buyers to better engage with delegates.

AIME is on 20-21 Feb 2018.

MEA launches new diploma

MEETINGS & Events Australia has launched a flexible online diploma of event management course.

The program is designed to enable students to manage their study around work commitments.

Students can start the diploma any time and have the choice to select courses that support their goals.

MEA ceo Robyn Johnson said the course continued their focus on vocational training in the events sector.

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SYDNEY MEDICAL WIN

IN A big coup for the harbour city, Sydney will host the 2022 Congress of the International Academy of Pathology (IAP).

Scheduled to coincide with International Pathology Day, the major medical conference will bring 2,200 delegates to the ICC Sydney.

BESydney ceo Lyn Lewis-Smith said securing major int'l events such as the IAP World Congress required a collective approach.

"For this bid, our team worked closely with key stakeholders, locally and throughout Australia, to build a compelling proposition that had strong support from government, academia and industry," Lewis-

Smith said.

Professor Richard Scolyer, immediate past president of the Australasian Division of the IAP and congress chair, said he looked forward to welcoming his global colleagues to Sydney on the 50th anniversary of the Australasian Division of the IAP in 2022.

Lewis-Smith said securing the event extended BESydney's record of securing international business events that sit within the NSW Govt's priority sectors.

The Congress of the International Academy of Pathology is expected to inject more than \$6.7m into the local economy from the conference.

Meets & Rugby in Brisbane

BRISBANE is well placed to host major business events because of its appeal as a major sporting hub in Australia, according to the Brisbane Convention Bureau.

Acting general manager for the Brisbane Convention Bureau, Juliet Alabaster said the Global Rugby Tens tournament to be held in Brisbane in Feb 2018 represented a great opportunity for meeting planners to leverage off the "rugby heaven" created.

She added this would increase the association's ability to add value by driving meeting attendance & engagement.



If SOMEONE said to you they're heading off to WomDomNom, you would probably start to question their grip on sanity, right? Well be careful, because the WomDomNom festival is a legitimate event held in NSW where attendees participate in a four-day paddle on the majestic Macquarie River.

WomDomNom stands for Wellington on Macquarie (Wom), Dubbo on Macquarie (Dom), Narromine on Macquarie (Nom) - get it?

The event will run from 23 Nov and will be kick-started by a new Cob Loaf Festival on Nov 22.

Partner Up

The low down on tech in the events world



How to hold an outdoor event

THE warmer weather is upon us and that means one thing - outdoor events! Outdoor events provide a unique backdrop and freshness for your event. You can get really creative when leveraging the character of the outdoors and you usually have a lot more space to work with than when planning an indoor event.

However, while exciting, the outdoors does present a new set of challenges when it comes to planning and executing a successful event.

Specialising in outdoor beach and lawn dinners after working on Hamilton Island for six years and now leading the team at Novotel Twin Waters, I've had my fair share of outdoor events! Here are some of my tips so you can get the most out of the open-air event experience:

Make sure your event is suitable for the outdoors - not every event will work outside, such as a lengthy seminar, so don't just hold it outside for the sake of it.

Share visuals or content - showing videos, slides or photos can be done in a number of ways. Large outdoor projection screens look great but are very susceptible to wind or rain. We have often found several 65" LCD Monitors on stands placed strategically can often be the best option.

Ensure the comfort of guests - consider where guests will sit, how easy it will be to

access drinks, food and any amenities, and if it is likely to be a hot summer's day, what shade will you provide? Alternatively if the weather is looking cold, heaters can be organised.

Organise the lighting and sound - just because an event is outdoors, doesn't mean you have to miss out on any of the lighting and sound available to indoor events. Not only should you have lights for safety, to mark pathways or exits, but you can also get creative with festoon lighting or gobo patterns. Sound travels differently outside and you will need to consider quality and placement to distribute audio evenly. The important thing is to work with an AV provider with experience working on outdoor events.

Check for pests - it's always a good idea to make sure you know what pests could be around the area, and if needed, organise a pest exterminator prior to the event or have plenty of repellent on hand.

Watch the weather - weather can be unpredictable and it's the one aspect of your event you can't control. Having a backup plan in case the weather turns on the day is a crucial part of hosting an outdoor event. Remember even on a sunny day, wind can have a huge effect on the execution of your event.

Need help with the AV at your next outdoor event? **CONTACT US!**

Ritchie Harland is the partner at Novotel Twin Waters Resort 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

