



## CANBERRA TO WELCOME 4,000

**CANBERRA** is set to welcome 4,000 delegates for a series of business events to take place over the next month.

Nine conferences will be held, bringing delegates from across Australia and around the world, after being secured by the Canberra Convention Bureau.

The bureau's chief executive officer Michael Matthews said he was proud of the bureau team for its work in growing the number of business events that will be held in the city.

"Just this month to mid-Dec, the conferences we've secured bring over \$8.8 million in estimated delegate expenditure to Canberra," he said.

The largest event on the calendar has been the Sixth International Australasian College for Infection Prevention and Control Conference which was held this week and attracted more than 700



delegates to the city.

The convention had a number of speakers from the ANU Medical School and the Department of Health.

Other big events include The Australian Institute of Occupational Hygienists Conference in early Dec, which will bring 700 delegates, and

the Australian Association for Research in Education Conference for 600 delegates later this week.

National Convention Centre Canberra gm Stephen Wood said the city's knowledge economy positioned Canberra as a "vital anchor in delivering powerful content" for business events.

## Adelaide grants

**ADELAIDE** Convention Bureau has recognised five individuals for their part in securing events, as part of the Conventions Adelaide Grant Awards.

Eva Bezak, Rebecca Perry, Paul Jackson, Dominic Thewlis and Chris Radbone were responsible for securing 5,400 delegates and \$31.2m in economic impact.

## NZ secures music congress

**NEW** Zealand has secured the rights to host the International Society for Contemporary Music (ISCM) World New Music Days.

Auckland will stage a two-day conference as part of the festival as well as the ISCM General Assembly meetings, while Christchurch will host a more informal half-day symposium.

The ISCM is an int'l network of members from 50 countries, devoted to the promotion and presentation of contemporary music.

## Hobart packed with events

**HOBART** is bursting at the seams this week, with thousands of business event delegates flooding the city's accommodation and meeting venues.

Five national and international conferences are being held in Tasmania's capital city which will bring 2,430 delegates.

The Hotel Grand Chancellor Hobart will host three conferences this week including a large financial convention, which will have 1,100 attendees.

Wrest Point will host another 500 delegates for the 2017 Helloworld Travel Frontliners Forum on from today until Sun.

## Tourist leaders hit Perth

**PERTH** welcomed more than 400 tourism delegates from across the country as part of the 2017 Australian Tourism Export Council (ATEC) Meeting Place.

Wrapping up yesterday, the event was held at Crown Perth and the Hyatt Regency.

The conference had more than 3,500 business-to-business workshops with buyers from Australia's key international markets.

WA Tourism Minister Paul Papalia said the conference would shine a spotlight on the destination ahead of direct London flights in 2018.

It was only the second time the event had been staged outside Sydney in 45 years.

## Today's issue of BEN

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

## Media Sales Executive Macquarie Park, NSW

- Drive sales across leading titles
- Permanent part-time role
- Generous commission structure



The Business Publishing Group, a leading independent publisher in business-to-business news titles is looking for a proactive candidate to join our close knit team in Macquarie Park, NSW.

You will be responsible for contributing to the sales of our leading digital news titles as well as custom print publications helping to achieve revenue targets.

If you have at least three years' advertising sales experience, know how to close a deal and can work autonomously as well as within a team, this could be your next rewarding role.

To apply email your confidential CV with Cover Letter to [jobs@traveldaily.com.au](mailto:jobs@traveldaily.com.au) before 24/11/17.



## MELB ECO HOT SPOT

**MELBOURNE** has been ranked as the number one sustainable city in the Asia-Pacific region for business events in the Global Destination Sustainability Index (GDS-Index).

Ranked number 13 in the world overall, Melbourne and the Melbourne Convention Bureau's (MCB) sustainability performance was evaluated on the city's environmental strategy, social sustainability, infrastructure, industry supplier support and strategy.

Melbourne's best results were in the category of city social

sustainability scoring 75%, & convention bureau performance achieving a 74% ranking.

MCB chief executive officer Karen Bolinger said the bureau actively contributed to, and promoted the city's sustainability credentials to the business events industry.

"MCB will continue to work collaboratively with all our partners and the business events industry on supporting initiatives that strengthen the city's eco-credentials," she said.

The city aims to have zero net carbon emissions by 2020.

## SA's largest space forum

**KEY** international space players will descend on Adelaide today for the fourth South Australia Space Forum.

The conference will bring around 250 local and int'l guests, including entrepreneurs, researchers and industry & educational leaders to the city.

Delegates at the event will take part in a full day of talks and presentations from local and international space organisations including the CSIRO.

The South Australian Space Forum will be staged at the Adelaide Convention Centre.

The event builds on momentum from the Int'l Astronautical Congress which was held at the centre in Sep.



**EVENT** planners were transported back in time recently when Somerset House in the UK hosted a dining experience with a difference in the venue's atmospheric Deadhouse.

The group gathered in the venue's underground meeting space for a four course banquet, with food themed from a time when the foundations of the building were being laid.

Except unlike the mid-1500s, the event planners had the ability to post the obligatory Instagram photos of their meal.



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

## Instant gratification

**WHAT** do you expect when you engage the services of a 'professional'?

According to Wikipedia "...the term...describes the standards of education and training that prepare members of the profession with the particular knowledge and skills necessary to perform their specific role within that profession".

So, how would you feel if, having appointed a 'professional' conference organiser (PCO), you saw in social media a message from the PCO you'd just engaged: "Hello, I'm a new Corp. Event Coordinator. I wanted to know if anyone has a template check list I can work from to get me started?"

Not impressed, I would have thought. And yet such appeals appear regularly on LinkedIn (and this one actually did).

Some people seem to think that organising an event is simply a matter of following a check-list. Admittedly there are a few events where following a check-list will result in success, but there are many more where an experienced operator will make a considerable difference. Quite apart from the risk posed by engaging a rank amateur, a successful event - whether it's a meeting, a conference, an incentive program or reward, or a stand-alone event - reflects on the client and taking an inexperienced operator to task afterwards isn't going to redeem a client's reputation.

In Australia there are accredited courses available to people who are serious about becoming part of the business events industry and there are many more companies that are willing to let enthusiastic

employees learn on the job - with their careful guidance. However, being part of a team planning and delivering a successful event is not an exercise in democracy and new entrants have to learn just what their contribution needs to be and when actions or suggestions may be welcome... or not.

It is little wonder that people outside our industry find it difficult to equate what we do with the more established professions when there are no visible signs of accreditation or stated requirements to abide by professional and ethical standards and we don't charge for the work we put into our proposals. Industry bodies such as MEA and PCOA have long promised to promote accreditation as a professional requirement to be demanded by prospective clients, but nothing has happened yet.

The amount of work that goes into producing a bid document or proposal is considerable and there is a move to charge clients for the Intellectual Property contained within them. The reality is that while the big companies are willing to give away their ideas (or re-quote on somebody else's) for nothing this is not going to happen.

We live in an era of instant gratification; when it is expected that everything can be obtained at the touch of a button. But event management is not an instant industry. If they are to be successful events have to be meticulously planned in advance, not just ticked-off on a list obtained via social media.

**Peter Gray** is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net)

