



PCOA HONOURS ITS FOUNDER

THE Professional Conference Organisers Association (PCOA) has recognised its best and brightest at the PCOA 10th annual conference.

Held at the Gold Coast Convention and Exhibition Centre, the conference has been labelled a success with more than 440 delegates attending earlier this week.

The PCOA presented Peter Sugg with life membership of the association as part of the 10th anniversary celebrations, for his role alongside Rob Henshaw in establishing an association for professional conference and event managers.

For the first time, the association announced a winner of its PCOA Presidents Award.

The award is presented at the discretion of the PCOA management to an individual, member or certified event manager (CEM) who has shown excellence in the events industry.

Anne-Marie Quinn accepted the first ever award on behalf of All Occasions Group for South Australia's largest business event staged, the 68th Int'l Astronautical Congress (IAC), which saw 3,000 delegates attend the conference in Sep.

PCOA president Barry Neame said he saw a strong sense of idea sharing from delegates at the event.

"People were happy to share



their experiences, and this is appreciated by those who are new to the industry," he said.

A highlight of the conference was a speech by Gus Balbontin on how to deal with disruption in the marketplace and the importance of "speaking the same language" as clients.

PCOA Program director Peta Moore said the event had received overwhelming positive feedback from the delegates.

Moore added the feedback would contribute to developing a platform for the 2018 program.

Event organisers hope to



determine the destination for the 2018 conference in the next two months.

Pictured above is Peter Sugg (right) receiving his life membership from Barry Neame.

Inset: Barry Neame presenting Anne-Marie Quinn of the All Occasions Group the PCOA Presidents Award.

Today's issue of BEN

Business Events News today has two pages of news.

EEAA joins with Explori

THE Exhibition and Event Association of Australasia (EEAA) has unveiled an international research partnership with Explori to produce a new research study for the exhibition & event industry.

The deal will aim to improve the quality of data for EEAA's annual Market Monitor, plus allow the industry to be benchmarked against the rest of the world.

Announced at the EEAA annual conference in Melbourne this week, EEAA president Spiro Anemogiannis said the body was pleased to refresh its research program through this new partnership.

"It will breathe new life into our research and will also open up new opportunities for the Association and our Members to better understand Australasia's performance against the rest of the world," he said.

BESydney launches event book

BUSINESS Events Sydney (BESydney) and the University of Technology Sydney (UTS) have released a book titled, "*The Power of Conferences: stories of serendipity, innovation and driving social change*".

The book explores the long-term impacts of conferences through the stories of 10 prominent Australians.

BESydney and UTS undertook research as part of the book to demonstrate the role that conferences have played in global discoveries over the past 50 years.

CLICK HERE to read the book.

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ITB inks deal with ACTE

ITB Asia has signed an agreement with global corporate travel group, the Association of Corporate Travel Executives (ACTE).

The partnership will see ACTE become ITB Asia's 2018 corporate travel association partner.

Over 11,000 delegates attended ITB Asia this year, held annually in Singapore.

AMADEUS EYES EVENTS

MAJOR travel tech provider, Amadeus and HRS Global Hotel Solutions have collaborated on a new tool to help businesses organise meetings and events.

The deal will see the two integrate the HRS meetago small meeting solution with Amadeus cytric Travel & Expense.

The tool will enable meeting organisers to streamline the process of booking spaces and also track spend.

Event planners will be able to cater to the number of delegates, accom requirements, and extras such as charts and food & beverage needs.

HRS vp global partnerships Jason Long said today's travel managers and meeting planners

sought to leverage their buying power across all scenarios.

"This integration, along with meetago's simplified process for engaging hotels on small meetings, brings one more crucial element into a company's view as they optimise their program," he said.

Amadeus cco corporate solution sales and marketing of business travel Arlene Coyle said by partnering with HRS, the two could make "the process simple, stress-free and efficient for event and meeting planners".

The agreement is an extension of a longstanding partnership to distribute the HRS hotel content already available in the Amadeus distribution channel.

AIME strong int'l interest

AIME has reported "unprecedented participation" from int'l bureaux and organisations for 2018.

Organisers have confirmed representation at AIME from Fiji, Japan, Abu Dhabi, Korea, Los Angeles & New Zealand.

The Queenstown Convention Bureau will return to AIME for the first time in three years as well.

AIME project manager Angela Sciacca said a high level of international interest would bring "fresh eyes and unique propositions".

"AIME's show floor will showcase a diverse range of local and international suppliers, and destinations set to inspire buyers when planning their world-class events," she said.

Next year's AIME will be held at the Melbourne Convention and Exhibition Centre on 20-21 Feb.

CLICK to register for free.



THE next "food icon" coming to a business event near you may be a pimple-popping cake that you can actually pop like a pimple.

Found at The Cakescape in Kuala Lumpur, the cake is designed to cash in on a weird fascination with popping pimples.

About 20 of the large cakes have been ordered in the past year, mostly for the shock factor at events such as bachelorette parties.



EEAA celebrates event industry



THE EEAA held its annual Awards for Excellence last night in Melbourne to honour the industry's highest achieving shows, venues, suppliers, teams and individuals.

ICC Sydney's Malu Barrios was named the inaugural winner of the Unsung Hero of the Industry, while Jo-Anne Kelleway from Info Salons was awarded the Trevor Riddell President's Award.

Held in the Touring Hall at Melbourne Museum, Reed Exhibitions Australia took out this year's Best Show Award for Reed Gift Fairs Sydney (Feb 2017).

Federal Tourism Minister Steven Ciobo attended the ceremony.

The winners for the EEAA awards are pictured.

W Brisbane opens bookings

W BRISBANE has opened its meeting spaces up for bookings in anticipation of its opening in Mar 2018.

The property will have 1,100m² of indoor and outdoor event spaces and a 595m² pillarless Great Room with capacity for 450 guests in a banquet setting.