



## IMEX AMERICA A HIT FOR VEGAS

IMEX America 2017 has ended on a high, with exhibitors and organisers celebrating record attendances despite the tragedy of the Las Vegas shootings only days before the event.

The exhibition posted two of its busiest days in its seven-year history last week and welcomed over 12,000 hosted buyers, exhibitors and delegates from 150 countries.

A 23-strong Australian delegation led by Business Events Australia (BEA) and Minister for Trade, Tourism and Investment Steven Ciobo was out to bring new business to Australia, **pictured**.

The Australian representation included Qantas, Marriott Australia, ICC Sydney and the major convention bureaux.

Ciobo said, "Last year IMEX generated more than 50 business leads, highlighting the importance of the US market."



IMEX Group chairman Ray Bloom said more than 70,000 appointments were made.

"For exhibitors and buyers this simply means that we've created more opportunities than ever to do business."

Organisers said 20% of return exhibitors had booked larger booths than in 2016, and that 64 new exhibitors had made this year the biggest yet.

IMEX featured a number

of announcements this year including the rebrand of Ovation Global DMC.

Ovation features a new logo and website that aims to create a stronger association with its parent company, MCI Group.

Tech firm Sciensio won #IMEXpitch with its product line including Concierge EventBot that provides real-time information to delegates without the need for them to

**Today's issue of BEN**  
Business Events News today has two pages of news plus a full page from AA Appointments.

download an app.

The pitch allows event technology start-ups to showcase their products to the global events sector.

Dubai Business Events used IMEX America to showcase La Perle, a new permanent aqua theatre show created by Franco Dragone, as well as to promote its inaugural Dubai Association Conference on 11-12 Dec.

IMEX 2018 will be held in Las Vegas on 16-18 Oct.



**GOOGLE** has taken creative experiences for delegates to the extreme at a launch event in London for its new Pixel 2 phone.

The tech giant had a pink room full of pink animals (**below**) & a gallery of smells.

The pink room featured crocodiles, lions, snakes and dolphins, while its smell room included fishbowls to shove your face into to capture a scent.



## Brisbane hosts 1,300 incentive

**BRISBANE** recently hosted 1,300 delegates from across Asia for Herbalife Nutrition's Asia-Pacific Future President's Team Retreat.

Acting Brisbane Convention Bureau gm Juliet Alabaster

said the retreat represented over \$3m in economic impact.

"The event took place as we continue to position Brisbane as a top incentive destination and gear up to host Tourism Australia's global incentive event Dreamtime in Dec," she said.



## MEA brekkie

**MEETINGS & Events Australia (MEA)** is set to hold its third Leaders' Breakfast at the Pan Pacific Hotel in Melbourne on 14 Nov.

The event will feature a talk from Martin Enault, one of the forces behind C2, a business summit held annually in Montreal and set to be held for the first time in Melbourne in Nov.

MEA's Leaders' Breakfast will run from 0730 to 0900.

**CLICK HERE** to register.

# AFTA TRAVEL PAGES HAS A NEW HOME IN 2018

## CLOSING SOON

**CLICK HERE** to request a media kit or call 1300 799 220.





**EACH** day we are exposed to a vast array of content, from newsletters and magazines to social media. So how do you make your product or offering stand out in a cluttered market to capture the attention of your target audience?

In the case of our Business Events Australia team, who are driving awareness internationally of Australia's excellent business events offering, it begins with researching the target customer to understand their needs.

Based on our research and insights from our teams in market, we never take a one size fits all approach with our content, instead we tailor it so it is differentiated by market and by sector.

For example, editorial we create for incentive business events planners in North America is very different to what is produced for New Zealand. Everything from the purpose of the article, destinations and product featured, and even the language is taken into consideration, to ensure we capture their attention with content that is inspiring and informative – and importantly meets their needs.

Ultimately, it is about pitching our destination in the best possible way to gain cut-through so that our target customers feel more compelled to choose Australia for their next business event.



BUSINESS EVENTS AUSTRALIA

## BCEC to box

**BRISBANE** Convention & Exhibition Centre (BCEC) has secured a boxing bout in 2018 featuring Jeff Horn, who will look to defend his title.

The BCEC could attract a crowd of 8,000.

## STRONG 2018 FOR EVTS

**THE** meetings & events industry can be optimistic about growth prospects next year, according to the 2018 Global Meetings and Events Forecast from American Express Meetings & Events.

AMEX said growth would be driven by increased competition in the supply chain for market share, robust investments and a desire for consolidation of spend by buyers.

American Express Meetings & Events snr vp and gm Issa Jouaneh said next year would be more positive around the world in terms of spend, number of meetings and attendees.

"Meanwhile, meeting owners are prioritising attendee

experience and engagement over scale. As a result, we expect to see shorter, more focused meetings," she said.

AMEX expects robust growth out of Australia, with an increase in both the amount of money spent on meetings and the number of attendees.

The forecast showed that other countries in the Asia Pacific region are expressing reservations about 2018.

Technology is also expected to continue its transformation of meetings and events in 2018, particularly on the end-to-end management of delivery and attendee experience, plus further use of virtual reality.

## Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email [info@businesseseventsnews.com.au](mailto:info@businesseseventsnews.com.au)

### 25 - 27 OCT

ITB Asia; Marina Bay Sands, Singapore; for details and to register visit: [www.itb-asia.com](http://www.itb-asia.com)

### 6 - 8 NOV

World Travel Market (WTM) 2017; ExCel London1; register to attend: [london.wtm.com](http://london.wtm.com)

### 26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: [www.pco.asn.au](http://www.pco.asn.au)

### 3 - 9 DEC

Dreamtime 2017; Brisbane, Queensland; details here: [tradeevents.australia.com](http://tradeevents.australia.com)

### 20 -21 FEB

AIME 2018; Melbourne Convention and Exhibition Centre; visit: [www.aime.com.au](http://www.aime.com.au)

### 7 - 11 MAR

ITB Berlin; Messe Berlin ExpoCenter City; for details see: [www.itb-berlin.de](http://www.itb-berlin.de)

## WHO meets in Brisbane

**WORLD** Health Organization (WHO) members from the Western Pacific region descended on Brisbane last week for the 68th session of WHO's Regional Committee.

Held at the Brisbane Convention & Exhibition Centre (BCEC), it was the first time in 20 years Australia had hosted the event.

Ministers for health and senior officials were among the 300 delegates from over 30 countries and areas in the region who attended.

The conference was a chance for delegates to discuss future priorities for the health and well-being of the region's 1.9b people.

## Singapore wins big confs

**SINGAPORE** has successfully secured eight large congresses and tradeshows that are estimated to bring in an additional 20,000 visitors to the city in the coming years.

Most of the events Singapore has secured will take place for the first time in Southeast Asia.

Conferences won include the World Congress of Anaesthesiologists (WCA) in 2024, which will welcome 8,000 delegates as well as the IEEE International Conference on Acoustics, Speech and Signal Processing that will attract 2,000 attendees in 2022.

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