



Today's issue of BEN

Business Events News today has two pages of news.

Get Global in big demand

AFTER its debutante outing with 240 buyers and 120 exhibitors in Jul, Get Global is aiming for a bigger event next year as it prepares to launch its prospectus.

Co-founder Donna Kessler said an incredible amount of people had shown interest in wanting to know about the more about the 2018 event.

"We didn't realise quite how hungry the industry would be across the board."

"They are literally knocking down our door to be the first to know about Get Global 2018," she said.

Get Global will be held on 20 Jul 2018 at ICC Sydney.

EVENT LOSSES OUTWEIGH WINS

THE Association of Australian Convention Bureaux (AACB) has reported that 396 int'l conferences are set to come to Australia in its latest Forward Calendar of int'l business events, which is a 3% increase compared to its Jan 2017 report.

However the number of bid losses had risen 7% to 316 events in the same period.

AACB ceo Andrew Hiebl said the increase in the number of losses was a concern.

"This lost business equates to more than one billion dollars in direct delegate spend which will now take place in competing countries."

Hiebl said Australia was losing conferences due to the country's isolation from the rest of the world, executive influence and cost factors.

"If Australia is to secure even more international business events, strong consideration should be given to the establishment of a dedicated national convention bid fund."



The ceo said other countries had a bid fund in place to reduce the risk of hosting int'l events in long-haul destinations.

On the positive side, Hiebl said AACB members had secured 222,500 int'l delegates to the country who would spend \$500 million over the next decade.

"This outcome has been predominantly driven by the strength of our professional bid delivery, financial support put forward by state and local

governments, and the industry – overlaid by the fact that Australia is a safe and highly desirable destination to hold an international event," he said.

The Forward Calendar report provides an analysis of business events won and lost for Australia as well as stats.

Health care & social assistance were the most frequent conf types won, making up 28%.

CLICK HERE to view the report.

Picture: Tourism Australia.

EEAA begins award judging

JUDGING has commenced for the Exhibition and Event Association of Australasia (EEAA) 2017 Awards for Excellence.

The accolades will be judged by a panel of 39 international and national judges – three per category - and will be led by industry great John Trevillian who returns as chair for his third year.

EEAA chief exec Joyce DiMascio said the addition of international judges would allow local achievers to be showcased to an international audience during the process.

Judging will continue for the next two weeks and the list of finalists will be announced in the first week of Nov.

The awards will be held on 29 Nov at the Touring Hall, inside the Melbourne Museum.

Darwin to receive The Westin

MARRIOTT has announced plans to build and construct The Westin Darwin, which will open in 2020.

The eight-storey hotel will boast 240 guestrooms and 1,100 square metres of meeting and event space.

The hotel will also offer three dining venues, including an all-day dining restaurant, and will be a short walk to the Darwin Convention Centre.

Pictured is a render of The Westin Darwin.



AFTA TRAVEL PAGES HAS A NEW HOME IN 2018

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Travel Daily

travelBulletin





Find out how Dubai is getting ready for Expo2020 in the October issue of *travelBulletin*.

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PERTH STADIUM GALA

THE new \$1.5 billion Perth Stadium is set to host the Qantas Australian Tourism Awards in Feb in what will be one of the venue's first major corporate events.

After nearly four years of construction, Tourism WA's ceo Steve Wood said the awards would provide an opportunity to showcase the stadium and Perth's significant transformation to some of the nation's key tourism leaders.

Besides having a capacity for 60,000 for primarily cricket and AFL, the stadium can accommodate events from six

to 2,000 guests and will offer a series of function rooms suitable for conferences, exhibitions, launches, cocktail functions and gala balls.

The awards are expected to attract over 800 people from across the country including tourism ministers, ceos of state and regional tourism bodies and tourism industry leaders.

The awards have recognised and celebrated the industry's excellence for more than 30 years and were last held in Perth in 2011.

Perth Stadium will host the awards night on 23 Feb.

The Langham new package

THE Langham, Melbourne has launched three new initiatives to assist meeting planners in improving and delegates expectations.

Initiatives including a new high tea will now be available for delegates as well as new lunch options at Melba Restaurant and zero food and beverage minimum for bookings made before 31 Dec.

NZICC new mgr

NEW Zealand International Convention Centre (NZICC) has appointed Garrick Loft as its new senior sales manager.

Loft will work mostly to secure local NZ events for the venue that will open in 2019.



ONE Canadian has taken the whole pet-friendly hotel concept to a new level after checking in her "pet" horse.

According to the *Lexington Herald-Leader*, Lindsey Partridge was en route to compete in a dressage comp when she stopped at the Super 8 Motel in Georgetown, Kentucky.

She jokingly asked the motel receptionist if the pet-friendly policy would apply to her horse, and was thrilled to get the OK for an additional US\$10 charge.



Partner Up

The low down on tech in the events world



How to use a social media wall at events

CREATING excitement and engagement at events can sometimes be a little tricky, especially if people are burying their faces in their smartphones. So if everyone is using their phones anyway, why not make it part of the event?

A good idea to incorporate smartphones into your event is to have a social media wall, harnessing the power of social apps such as Twitter, Instagram and Facebook. This gives all attendees the opportunity to participate and be part of the conversation.

What is a social media wall?

A social media wall is effectively a digital screen or screens which display different social media channels and feeds. You can opt to have your social media wall across multiple screens throughout your event, ensuring many people see it, or use one main screen as a large feature wall.

How do they work?

Social media walls work by displaying social media channels and feeds, in real time. For example, you can display the Facebook feed of a speaker, the Twitter feed for the event hashtag, or the Instagram

feed of the event sponsors.

Here are a few things to keep in mind:

Make sure you #hashtag

To maximise engagement, create an event hashtag that gives your event attendees a way to participate and have their posts, photos and updates appear on the social media wall. For this to work effectively, you must have a simple and on brand event hashtag. Some examples of event hashtags are: #ANZgala2017 #NewtownFestival #JoandTomWedding

Start conversations

You can utilise a social media wall to ask questions at the event, or spark light debate. All attendees can get involved and post their opinions, ideas or replies simply by using the event hashtag.

Update your attendees

You can also use the social media wall for event updates, keeping everyone in the loop and up to date. This is extremely helpful at large trade shows or festivals where information might change throughout the event.

Nigel Taylor is the Partner at Four Seasons Hotel Sydney for AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach. www.avpartners.com

