



## MCEC OFFERS HOTELS ONLINE

**MELBOURNE** Convention and Exhibition Centre (MCEC) has partnered with HotelsCombined.com.au to provide event attendees with an range of accommodation options online.

Dubbed a first in the Australian convention and exhibition landscape, the new collaboration will allow MCEC customers to search and book what the centre says will be "the best available accommodation deals".

MCEC's meetings and events senior manager Frank Scifo said the partnership was about looking for ways to assist and simplify the variety of event components event planners had to manage.

"This platform has been integrated with our own website and means we can essentially act as a one-stop-shop, offering an instantly bookable accommodation solution."

A MCEC spokesperson told **BEN** that the offering would be targeted at individual delegates



and smaller local and national group bookings.

Large delegations would continue to take advantage of existing hotel partners around the South Wharf area.

Head of marketing at HotelsCombined.com.au, Chris Rivett said, "This partnership will elevate MCEC in the convention and exhibition space

by allowing it to offer more value to its customers."

The hotel booking website has over 6,000 rooms within walking distance from the venue, and more than 2,200 hotels across the wider Melbourne landscape.

The new accommodation portal can be viewed **HERE**.

**Picture Credit:** Tourism Australia.

Today's issue of **BEN**

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

## PCO webinar

**PCO** Association will be holding an Audio Visual - Questions to Ask a Venue webinar on 26 Oct.

The session will run from 1330-1400 AEDT and will be presented by Frank Meany.

Meany will discuss everything about AV and what an event planner needs to know.

PCOA members can register **HERE** for free.



**THINGS** got into a bit of a pickle over the weekend in Adelaide with Australia's first fermentation festival.

The exhibition showcased the best fermented food and beverages made in South Australia, including cheese, wine, chocolate, gin, bread and of course kombucha for the hipster at heart.

More than 25,000 people turned up for the event held in Rundle Park.

Ferment the Festival is a progression of the much loved CheeseFest.



## Red Centre turns it on for events

**THE** Northern Territory Convention Bureau recently hosted 17 corporate and association representatives, along with specialist event planners on its inaugural Unconventional Uluru Showcase initiative.



The group enjoyed a camel ride over the red sand dunes, visited Voyages Ayers Rock Resort and the property's business events capabilities and experienced SEIT Outback's open-air double-decker Fork and View coach for 44 delegates.

Attendees also took in Uluru's Field of Light installation.

## NZ celebrates \$31m in confs

**TOURISM** New Zealand has recognised 23 people who secured conferences worth NZ\$31m to the country.

The events won will bring 13,500 international delegates to New Zealand.

Wins include the Pacific Early Childhood Education Research conference that will bring 500 scholars.

**AFTA TRAVEL PAGES  
HAS A NEW HOME  
IN 2018**

**CLOSING SOON**

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



Travel Daily  
travelBulletin





## Ham Is appoint

**HAMILTON** Island has appointed Erin McKnight to the role of business events coordinator as part of its business events team.

McKnight has been with Hamilton Is for four years.

## 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)

## HK GRAND CONF PLAN

**HONG** Kong's Chief Executive Carrie Lam plans to expand the city's convention and exhibition centre in a bid to bring more events to the Asian metropolis.

Speaking at her maiden policy address, Lam said the plan was to redevelop three government buildings next to the Hong Kong Convention and Exhibition Centre into a new wing with 23,000m<sup>2</sup> of extra event space.

The extension would also have space for a rooftop hotel and office space for businesses.

Lam said it was important to maintain and consolidate the international status of Hong Kong's business events sector through an additional venue.

"Otherwise, Hong Kong will miss opportunities to host some

of the large-scale conventions and exhibition," she said.

The Hong Kong Exhibition & Convention Industry Association (HKECIA) welcomed the decision to grow the AU\$8.5b business events sector further.

In a statement HKECIA said, "We call on the government to proceed swiftly as our neighboring cities in China and in Asia are all in the process of building more convention & exhibition space."

Lam also stated that as a longer-term plan, the site of the Wan Chai Sports Ground may be earmarked for the further development of conference and exhibition facilities.

The aim is to make Wan Chai North Asia's conference hub.

## Iririki chases MICE business

**VANUATU'S** Iririki Island Resort is hoping to secure more corporate business events after expanding its hilltop pavilion in Port Vila.

Previously the venue could only host conferences and events for 50 delegates, however the marquee structure has been expanded to lift its capacity for groups to 250 people.

The additional capacity has seen the resort host a number of new events such as a travel trade event Tok Tok, a large telco conference & an agriculture delegation.

## Canberra scores bid win

**CANBERRA** has been selected to host the 13th International Convention on Rehabilitation Engineering and Assistive Technology (i-CREATE) in Aug 2019.

More than 500 delegates are expected to attend the conference, which will be held at the National Convention Centre Canberra.

It will be the first time the prestigious i-CREATE event will be held in Australia.

The conference will discuss how technology can improve the quality of life of the elderly and disabled people.



with Debbie Bradley,  
Group Account Director, Zadro

## The Key to Successful Conference Marketing

### – Part 2

**SUCCESSFUL** marketing strategies are all lead by a strong, strategic direction – however without a structured implementation schedule, your strategy is just a document. The second key to marketing success is integration – consistently communicating your message across your marketing channels to maximise reach and message absorption among your target market.

Here are the primary communications tools to raise awareness of your conference and tips to drive ticket sales.

**Website:** keep your branding, event details and key messages clear and upfront. Use the website to effectively communicate speakers and the program, and ask your sponsors to contribute to a blog!

**Email Marketing:** tease your audience with key speaker announcements as you secure them. Segment your audiences and drive traffic to your website from each story.

**Social media:** choose your event #hashtag early and promote it across your marketing material. Boost posts on Facebook and ask Directors to share LinkedIn content with their networks to leverage their connections.

**Public Relations:** so much more than the humble media release! Contact your trade media to negotiate advertorial and sponsored digital content. And, remember to ask yourself is it newsworthy?

Finally, maintain consistent message and design on every channel – repetition, recognition, action.

Good luck #eventpros



#### EDITORIAL

Editor in Chief and Publisher –  
Bruce Piper

Managing Editor – Jon Murrie

Contributors – Jasmine O'Donoghue,  
Guy Dundas, Matt Bell, Adam Bishop  
[info@businesseseventsnews.com.au](mailto:info@businesseseventsnews.com.au)

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#### ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian  
[advertising@businesseseventsnews.com.au](mailto:advertising@businesseseventsnews.com.au)

#### BUSINESS MANAGER

Jenny Piper  
[accounts@businesseseventsnews.com.au](mailto:accounts@businesseseventsnews.com.au)

Suite 1, Level 2, 64 Talavera Rd  
Macquarie Park NSW 2113 Australia  
PO Box 1010 Epping NSW 1710 Australia  
Tel: 1300 799 220 (+61 2 8007 6760)