



Today's issue of BEN

Business Events News today has two pages of news.

ATEC to Perth

PERTH will host more than 400 industry leaders next month for Australian Tourism Export Council's (ATEC) annual Meeting Place.

This year's edition will be held at Crown Perth & Hyatt Regency from 20-22 Nov and introduce the 'Product Pitch', where new tourism products 'pitch' their offering to over 90 int'l travel buyers.

The Meeting Place will host over 3,500 business-to-business appointments between buyers and sellers, & will also feature tours of Perth and pre & post famils.

BESYDNEY DEFIES SHUTDOWN

BUSINESS Events Sydney (BESydney) has posted its best result since the closure of the old Sydney Convention & Exhibition Centre, securing events worth more than \$228 million during 2016/17.

The figure represents a return to form for the harbour city, whose events industry pushed ahead through three years without a flagship venue before the opening of the International Convention Centre Sydney (ICCSydney) at the end of 2016.

At its annual general meeting last week, BESydney revealed it had secured 93 events last financial year, which will bring 68,300 delegates to the city.

The tally marks a third consecutive year of growth and advances on the 88 events secured during the previous year, which were worth a combined \$232 million.

NSW Minister for Tourism and



Major Events Adam Marshall said Sydney's future now looked "stronger than ever before", with the state riding a high since ICCSydney's opening.

"The result reported by BESydney has proven the success of this investment across government and industry, amplified by the strong support and whole-of-city approach to securing and hosting events

during a period without a convention centre," he said.

BESydney ceo Lyn Lewis-Smith said the organisation's strategy and "dogged focus over the past few challenging years without a convention centre" had brought success for the city.

In 2016/17, Sydney hosted 85 events secured by BESydney, involving 41,400 delegates and worth more than \$170 million.

A record Sunshine Soiree



BUSINESS Events Sunshine Coast (BESC) teamed up with 22 Sunshine Coast business event operators to showcase their conference and incentive products and services to a record 55 Brisbane conference and event organisers last week.

The annual "Sunshine Soiree" event was held at Otto Ristorante and provided local operators the opportunity to meet with event planners who work for Brisbane-based corporations.

Pictured are: Kelly Savage, Event Associates; Kelly Cattanach, ConXion; Simon Latchford, Visit Sunshine Coast and Tiffany Bower, BESC.

cievents reveals cimeetings

CIEVENTS has announced it will launch a new product for the corporate events planning industry called cimeetings next month.

Flight Centre Travel Group's other corporate brands (FCM and Corporate Traveller) will offer cimeetings to customers as an solution for better management and visibility across total travel, conference, and event (T, C & E) spend.

The live corporate meetings management platform is under a partnership with iVvy and it will allow event planners to review hotel and meeting venue options in real-time.

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CINZ award

THE 2017 Conventions and Incentives New Zealand (CINZ) Outstanding Contributor Award has been given to Air New Zealand's tourism partnership manager Jenny Simpson.

Simpson has held several roles at Air New Zealand including sponsorship manager and international marketing manager.

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

6 - 8 NOV

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

26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: www.pco.asn.au

3 - 9 DEC

Dreamtime 2017; Brisbane, Queensland; details here: tradeevents.australia.com

20 - 21 FEB

AIME 2018; Melbourne Convention and Exhibition Centre; visit: www.aime.com.au

7 - 11 MAR

ITB Berlin; Messe Berlin ExpoCenter City; for details see: www.itb-berlin.de

MEA'S NEW HONOUR

MEETING & Events Australia has changed the way the winner of its annual 'Outstanding Industry Contribution Award' will be selected moving forward.

Forming part of an ongoing restructure of the awards schedule, the new award process is designed to further empower the industry in the quest to find a standout performer in the events industry.

"Nominations will be confidential and must be made by a member of MEA, however, the nominee does not need to be a member," said Robyn Johnson, ceo of MEA.

The new selection model has been influenced by the way the Australian of the Year is chosen.

"All nominations will be reviewed by an independent panel of judges, consisting of a panel of previous Outstanding

Contribution Award recipients plus non-industry adjudicators," Chair of Judges, Ian Stuart said.

Nominations are now open and there is no cost associated with nominating a candidate.

The recipient of the Outstanding Industry Contribution Award will be announced at the MEA National Awards Dinner as part of the MEA National Conference, to be held in Adelaide in May 2018.

A full list of selection criteria and directions about how to nominate can be found by **CLICKING HERE**.

The prestigious MEA award has been secured by 12 recipients since its inception, with a full list of winners available on the MEA website. Previous winners include Elizabeth Rich, Geoff Donaghy and Roslyn McLeod OAM.

Singapore campaign

SINGAPORE is the subject of a campaign to promote the destination as "a world-class meetings destination".

The joint campaign organised by the Singapore Tourism Board and Northstar Meetings Group takes viewers on a behind-the-scenes look at the many successful events the city has hosted to date.

The campaign will target US-based meeting planners in particular.

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THE Canadian pastime of axe throwing has arrived in Paris and is being promoted as a team building exercise.

Called "Les Cognees", the first axe-throwing centre in France can accommodate up to 30 people at one time.

On its website, Les Cognees claims it is "the most trendy activity for Team Building events", which offers employees "the opportunity to learn new skills, evacuate stress and build self-control while building strong relationships."

"Promote the image of the best company in your sector on social networks."

Les Cognees also promises "unforgettable memories".