



**Today's issue of BEN**  
*Business Events News* today has two pages of news plus a full page from **One&Only Resorts**.

## BRISBANE AFTER SILICON VALLEY

**THE** Queensland Government will charter a Qantas Boeing 747 as part of the 2018 Myriad start-up festival in Brisbane. Flying from San Francisco, the Qantas flight will have 360 executives and venture capitalists on board for networking ahead of the event.

The move is designed to boost the profile of the startup conference, which was held for the first time in 2017 with more than 2,000 delegates.

Myriad was marred by Cyclone Debbie, which washed out the event's first day due to an influx of torrential rain.

Some of Queensland's own entrepreneurial talent will be on board the flight to network, collaborate and showcase Queensland's start-up sector.

Qld Minister for Innovation, Science and the Digital Economy Leanne Enoch said the Qantas flight would bring Silicon Valley to Queensland's door step and create new opportunities to the state.

"Myriad is the Asia Pacific's



most influential startup event, with (the 2017) festival in Brisbane attracting global investors representing a staggering \$17 billion in funds under management," she said.

The European sister version of the event, Slush became the northern hemisphere's largest start-up event with over 17,500

delegates attending and a million more live streaming.

Myriad co-founder Martin Talvari said the European event had so far generated more than \$500 million in investments.

The 2018 event will be held at the Brisbane Showgrounds and will take place on 16-18 May.

**Photo:** Tourism Australia.

### New Gold Coast event space

**THE** new Gold Coast Cultural Precinct, beside The Arts Centre, will house a function space that will cater for over 250 people banquet style. Scheduled for completion in Dec 2017, the Versatile Outdoor Space amphitheatre will feature a concert lawn for 5,000 people. The stage will transform into an enclosed events space with views of the Gold Coast skyline and glimpses of the Hinterland behind. Part of the development includes a new art gallery, while a footbridge, opening in late 2019, will connect pedestrian traffic to Chevron Island and Surfer Paradise.

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## MEA names Crabb as champ

**MEETING** & Events Australia (MEA) has named political commentator Annabel Crabb as the inaugural MEA Conference Local Champion. MEA ceo Robyn Johnson said the proud South Australian would attend the opening ceremony. The national conference will be held at the Adelaide Convention Centre in the newly opened East Building from 06 to 08 May.

## INTERCONT REVAMP

**PLANS** for InterContinental Hotel Sydney's new ballroom and hotel upgrade have gone out for public consultation (**BEN** 23 Feb).

The \$200 million upgrade includes a new 900m<sup>2</sup> pillarless ballroom offering views of Circular Quay and the Sydney Harbour Bridge.

InterContinental plans to build the ballroom over the rooftop of Transport House, which is located next door to the hotel.

If given the go ahead, the ballroom would have its own dedicated lifts from the level five lobby and a pre-function

area as well as new meeting and event spaces.

The proposal also involves a comprehensive upgrade of the rooms, corridors, lobbies, tower facade, services, reception, entries, bars, restaurants, gym, pool, and roof lounge of the InterContinental Hotel.

As part of the proposal, a new floor of hotel rooms will be added to the property.

There will also be new Spa suites created on Level 11 & 12.

The swimming pool will also be relocated as part of the plan.

Submissions from the public are open until 27 Oct.

## Luxperience gets underway

**LUXPERIENCE** began in Sydney last night with the sixth annual Thought Leaders Forum and Welcome Cocktail Party, which was attended by 350 delegates at the Hilton Hotel Sydney.

Today marked the first day of appointments in the jam packed schedule, which includes a business seminar on The Perception of Sincerity, which was hosted by business mentor Giovanna Lever.

The theme for this year's event is "transformation".

Luxperience is being held at Doltone House at Australian Technology Park until 20 Sep.



**THE** Javitz Convention Center in New York City has found a creative use for its roof, by fitting it with a green space, complete with 300,000 bees.

The 2.7 hectare green roof - the second largest of its kind in the United States - is also home to 17 bird species and five bat species.

Fresh honey is taken to the Javits Center's main kitchen, where it is placed into an extraction device and used for salad dressing at the facilities' bistro.

Free tours of the green roof are available and perhaps could act as a creative pre-conference activity?

To watch a live feed of the green roof, **CLICK HERE**.

## AFTA TRAVEL PAGES HAS A NEW HOME

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



with Debbie Bradley,  
Group Account Director, Zadro

## The Key to Successful Conference Marketing – Part 1

**LOOKING** for marketing success? Strategy and integration are the two – not so secret – keys to communications success when promoting your conference and securing the all-important 'bums on seats'.

The first and most important step is creating your communications strategy! Gathering everyone from in-house and external event managers to the marketing team in one room provides invaluable knowledge to build your strategy on.

What to discuss in your strategy session:

1. Goals, objectives and KPIs: make them measureable and achievable
2. Audience profiling: who is your target audience? Why should they attend?
3. Brand and message: what does your conference brand stand for? What does your brand look like? A brand is more than a logo; remember to create a brand style guideline
4. Tools: what are the right tools and marketing channels to reach your audience?
5. Plan: the timeline - what will you communicate, to whom, when and how?
6. Measurement: track your marketing and registration results to know what is/isn't working

With the strategy now agreed on the campaign will be much more powerful! In Part 2 I will explore how to integrate your strategy across all platforms. Good luck #eventprofs



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## STAY WITH OUR COMPLIMENTS

Emirates One&Only Wolgan Valley, nestled in the heart of the Greater Blue Mountains, offers a truly unique destination for your meeting, incentive or event with luxurious villas, dedicated meeting spaces, private group dining and activity experiences showcasing a quintessentially Australian bush experience.

Book a meeting, event or incentive program of a minimum 20 room nights and receive an overnight stay with our compliments. Simply book your group to stay prior to 31 December 2017 and enjoy your very own Emirates One&Only Wolgan Valley getaway. Group rates commence from \$675 per person per evening twin-share in a Heritage Villa with private shimmering pool. Daily gourmet dining, selected alcoholic beverages with meals, non-alcoholic beverages, conference room hire and portage are all included.

To qualify for an overnight gift certificate, the group booked must be a minimum of 20 room nights per event and be held prior to 31 December 2017. Overnight gift certificate to be issued upon completion of event, is valid for travel for six months and redeemable for mid-week stays only. Black-out periods and other conditions apply.

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