



DIGITALISATION IS THE FUTURE OF EVENTS

DIGITALISATION will be the key to success for the business events industry according to The Global Association of the Exhibition Industry (UFI) ceo Kai Hattendorf in his State of the Industry address on Tue.

Hosted by the Exhibition & Event Association of Australasia (EEAA) at the ICC Sydney, Hattendorf said digitalisation would replace globalisation as the driving force of the sector.

"In the next 10 to 15 years, digitalisation will take over as the main growth driver – and we expect that to impact our industry's business models."

He added that digitalisation would not end the business events industry.

"Digitalisation has made our industry stronger for the better."

During his presentation, the UFI ceo predicted that five trends would impact the business events industry in the next 12 to 18 months.

"Growing political



uncertainties, the polarisation of global leading shows, continued digitalisation, a focus on operational excellence, and, increasingly, evolving business models," he said.

Hattendorf said the Australian events sector was predicted to grow above average in the Asia-Pacific in the coming years.

"With the ICC, Melbourne

expanding, this means Australia is geared to grow above average compared to rest of the region."

The total exhibition space sold in Australia Hattendorf said, was growing 5.5% year-on-year, which was higher than Asia.

He added that the business events sector was a sleeping giant that was growing faster than the global economy.

"Our industry is growing at 3.5-4.0%, which is faster than the global economy rate of 3.0-3.5%," he said.

Attendees at the address included BESydney chair Bruce Baird, Melbourne Convention Bureau's Karen Bolinger and ICC Sydney ceo Geoff Donaghy.

MEANWHILE the EEAA signed a Memorandum of Understanding (MoU) at the event with the UFI.

The Memorandum will pave the way for greater knowledge-sharing, education exchange, research and the development of young talent between the two.

Pictured is UFI ceo Kai Hattendorf and EEAA chief exec Joyce DiMascio with members of the EEAA board signing the MoU.

Today's issue of BEN

Business Events News today has two pages of news plus the latest **BEN** Christmas Venue Guide on **page three**.

Luxperience names 2018 event

LUXPERIENCE has announced its 2018 event will be held on 16-18 Sep in Sydney.

The date was revealed on the final day of Luxperience, while the venue will be named in the coming months.

The theme for Luxperience 2018 will be "The Blueprint – a world re-designed."

Organisers said the theme was anchored around creativity and inspirational planning by encouraging out-of-the box concepts and personalised experiences offered through the premium travel and events industry.

The four-day event wrapped up yesterday afternoon at Doltone House in Australian Technology Park with a closing party.

Buyer interest open for AIME

ASIA-PACIFIC Incentives and Meetings Expo (AIME) has introduced an invitation only application process for hosted buyers interested in attending the show next year.

The move is designed to increase the quality of delegates by targeting buyers matched according to specific exhibitor needs at the annual expo in Melbourne on 20-21 Feb.

AIME said this would ensure the invitation only process targeted the highest calibre of buyers to participate at the event. ibtm Events portfolio director Kerry Prince said recruiting hosted buyers was a key focus for AIME in 2018.

"This is a big year for AIME - the show itself will see a number of changes," she said.





ICC CLOCKS UP 1,000

AFTER 10 months of operation, The International Convention Centre Sydney (ICC Sydney) has secured its 1,000th event.

The NSW Government said the centre was on track to inject \$5 billion into the NSW economy over the next 25 years.

The 1,000th event booked for the ICC Sydney will be the World Congress on Medical Informatics in 2021.

ICC Sydney recently welcomed the one-millionth visitor through its doors.

BESydney Patron and NSW Premier Gladys Berejiklian said ICC Sydney had cemented the city's status as Australia's major events & tourism capital.

"The \$1.5 billion venue has

quickly become the most desirable business meeting location and exhibition space in the country."

ICC Sydney ceo Geoff Donaghy said the venue was exceeding expectations across all grounds.

"The recent Sydney Int'l Boat Show attracted 3,000 more visitors than originally anticipated and facilitated \$250m worth of business."

ICC Sydney is also outperforming both the former Sydney Entertainment Centre and the Sydney Convention and Exhibition Centre and combined.

It increased revenue by 22% over that of the venues it replaced during its first sixth months of operation.

Women & Law take on Cairns

OVER 1,000 delegates from 60 countries have converged on the Cairns Convention Centre for The 2017 International Women & Law Enforcement conference, which ends today.

The theme for the event was "Global Networks: Local Law Enforcement", and the sellout gathering celebrates the cooperation between law enforcement and communities globally.

The conference opened with a parade of nations through the streets of Cairns, with delegates marching behind their national flag.

Partner Up

The low down on tech in the events world

How to ensure you have clear audio at your event

AUDIO makes up a huge part of any event; it supports the theme, sets the mood, creates an atmosphere, and helps to deliver your event message to your guests.

However, any issues with audio at an event can leave guests with a negative impression, and make a presenter appear unprofessional or unprepared.

For clear audio at an event, you'll want to ensure announcements are audible in an open space, and that presentations and music can be heard both at the front and back of the room.

Here are our tips to ensure your audio is clear:

A little goes a long way

You don't need to overdo the volume or audio effects to make a great impact on guests. If there are changing parts to a presentation, such as a shift between speaking, music or video, make sure the volumes are set and that you won't shock your audience by a sudden increase in decibels. A competent audio operator will have rehearsed and tested this prior to your event commencing.

Match the right tool for the job

Just as you wouldn't eat cereal with a fork, you need to use the correct microphone or speaker for the job. Microphones and speakers all have their own

qualities that make them best suited to particular sounds or presentation settings. The correct mic and speaker really does make a difference to the sound quality.

Make sure presenters know how to use their microphone

With the many variants of microphones available, it's important to give your presenter a quick intro to the one they will be using, so they're aware of its capabilities and how they should best handle it. Lapel mics, for example, should be clipped onto the presenter in a suitable position so as to avoid rustling or rubbing against clothing such as jackets, ties or scarves. The last thing a presenter wants is for the audio tech to interrupt their presentation onstage to reposition a mic.

Ensure you have qualified technicians behind the audio console

Audio at an event is not just a 'set and forget' type of support; it needs qualified technicians to organise, monitor, and control it for the duration of the event. Hiring an in-house AV team, such as AVPartners, can be a great benefit as in-house teams know their venues well, can offer you a wealth of knowledge and experience, and tailor audio, lighting and vision options to suit your event.

Ryan Taylor is the Partner at the Perth Convention and Exhibition Centre with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach.

www.avpartners.com



EDITORIAL

Editor in Chief and Publisher – Bruce Piper

Managing Editor – Jon Murrie

Contributors – Jasmine O'Donoghue, Guy Dundas, Matt Bell
info@businesseseventsnews.com.au

Business Events News is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter no liability can be accepted for errors or omissions. BEN takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian
advertising@businesseseventsnews.com.au

BUSINESS MANAGER

Jenny Piper
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)

CHRISTMAS VENUE GUIDE



business events news
presents

Looking for a Christmas venue or staff celebration?
Business Events News guide to 2017/18 Christmas venues is the place to showcase!
To feature here email advertising@businesseventsnews.com.au.

Arts Centre Melbourne

Melbourne, VIC

Situated underneath its iconic spire, Arts Centre Melbourne boasts an extraordinary collection of art filled event spaces available to host your festive function. Enjoy a traditional feast with all the trimmings, three course dining with Christmas themed centrepieces or a stand up cocktail function with Chef's selection of sweet treats. Book now for your Christmas event to be held during November or December 2017 and receive a complimentary beverage package upgrade from Bronze to Gold, a saving of \$20 per person.

For Bookings and Enquiries P: 03 9281 8350 E: events@artscentremelbourne.com.au | www.artscentremelbourne.com.au



Pullman Sydney Airport

Mascot, Sydney, NSW

Raise a glass and don't lift a finger. Toast to the most wonderful time of year at Pullman Sydney Airport. For a special Christmas celebration, whether a large group or exclusive dinner, we can offer you a wide range of options and warm personal service tailored to meet all your needs. Pullman Sydney Airport will ensure your end-of-year celebration is one to remember.

Book your event today by contacting Patrick.Siriphone@accor.com or call 02 8398 4609 | pullmansydneyairport.com.au



Novotel Melbourne on Collins

Melbourne CBD, VIC

Celebrate in style at Novotel Melbourne on Collins with a variety of merry meals and dashing drinks that everyone is sure to enjoy at your end of year function.

Book your festive function before 31 October 2017 to receive a **complimentary upgrade** from the Classic to Silver beverage package when quoting 'Christmas Joy'.

To enquire or book, please call 03 9669 8635 or email jennifer.demiri@accor.com | www.novotelmelbourne.com.au



Rydges Sydney Airport

Mascot, Sydney, NSW

Rydges Sydney Airport will have you feeling on Cloud 9 this festive season!

From Christmas celebrations, New Year events or EOFY office parties, it's time to relax, unwind and enjoy the festivities. Offering spectacular views across the airport runway, Port Botany and Sydney city skyline, Rydges Sydney Airport function packages can be tailor-made to take your event to new heights.

For further information contact us on 02 9313 2514 or email functions_sydneyairport@evt.com

