



CIEVENTS EXPANDS ASIA TEAM

CIEVENTS will strengthen its leadership team to support its strategic expansion in Asia.

The Flight Centre-owned events management company has appointed two staff members to meet growing demand coming out of the Asian market.

cievents global gm Natalie Simmons said the Asia market was a huge growth opportunity with 30% of international business events delegates residing in the region.

“As demand for our services in the area grew, we identified this as a key opportunity to offer senior leadership support, providing clients in the region with our best practice, world class event management.”

Carly Lewis stepped into the role of director of sales, responsible for developing long-term relationships with customers, as well as overseeing international sales.

Lewis’ career began in New York, and she has since worked



or travelled to over 30 countries.

Livia Carrier has also been appointed by cievents as general manager of Hong Kong.

Before taking on her new position, Carrier had 15 years’ experience across events management, including seven years with cievents.

cievents hopes the new appointments will keep them ahead in developing a strong position in the Asian market.

The company’s only office in Asia is in Hong Kong.

cievents also has an int’l presence in Canada, the UK, New Zealand and Mexico.

Today’s issue of **BEN**

Business Events News today has two pages of news.

PCB opens up Aspire program

APPLICATIONS have opened for the Perth Convention Bureau’s (PCB) 2018 Aspire scholarship program.

The scheme is open for academics at four West Australian universities, and individuals involved with not-for-profit associations.

There are two scholarships up for grabs as well as two additional awards.

PCB said the program was designed to grow the winner’s professional development by attending an int’l conference.

The deadline to apply is 29 Mar 2018.

CLICK HERE for more.

Alice Springs takes centre stage

SIXTEEN event planners from around Australia descended on Alice Springs, over the weekend for the Alice Stampede.

The family aims to attract more events to the Northern Territory by building on the \$35 million economic contribution business events make to the region.

NT Member for Braitling Dale Wakefield said Alice Springs will be promoted as a unique business events destination and would showcase its innovation in overcoming the economic and social challenges of remote living.

The meeting planners programs included visiting facilities in the town, accommodation and a private tour of Paritjima – a Festival in Light.

Astronauts land in Adelaide

AUSTRALIA’S role in international space exploration has hit the headlines this week as more than 3,000 delegates converge on Adelaide for the 68th International Astronautical Congress (IAC).

Starting today, the event will be the largest conference held in the South Australian capital this year and the first to make use of the newly opened East Building at the Adelaide Convention Centre, part of a \$397 million redevelopment.

Among delegates attending the five-day congress are Australian astronaut Dr Andrew Thomas and billionaire space entrepreneur Elon Musk.

The event has already raised debate around a future Australian space agency, the topic of a current Federal Government review.

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Get up to date with Tassie's MICE scene in the September issue of *travelBulletin*.

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PCOA deadline

DELEGATES wishing to take advantage of earlybird rates of \$850 for the PCOA annual conference have until 10 Oct to sign up.

CLICK HERE to register for the 26-28 Nov event.

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

25 - 27 OCT

ITB Asia; Marina Bay Sands, Singapore; for details and to register visit: www.itb-asia.com

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

OPTIMISM FOR EVENTS

INDUSTRY leaders believe the business events sector has a strong future despite the growing use of technology.

Discussed at an industry panel at Exhibition & Event Association of Australasia's (EEAA) State of the Industry address last week, Talk2 Media & Events director Matt Pearce said there were opportunities everywhere for bringing people together, despite the rise of technology.

"It is human nature to want to come together, you've got to be optimistic," he said.

Tourism Australia gm events Penny Lion said the industry today knew more about customers than ever before,

so planners should use the technology and info to get the best ROI for buyers and sellers.

Australia also has many opportunities to grow according to The Global Association of the Exhibition Industry (UFI) regional mgr Asia/Pacific Mark Cochrane who said Australia should capitalise on its strong domestic market as Asia had been busy internationalising itself.

UFI ceo Kai Hattendorf said the leaders of tomorrow were already in the industry, but there could be more.

"We could have more and we should have more if we can get them by doing a better job at advocacy," he said.

New Auckland advisory group

AUCKLAND Convention Bureau (ACB) has created the Auckland International Business Events Advisory Group (AIBEAG) to grow the New Zealand city's business events market.

The advisory group will have 10 members from the int'l business events sector who will provide strategic guidance and leadership, market intelligence, and assist with developing ACB's market approach.

Members of the AIBEAG group will have knowledge of regions including Australia, Asia-Pacific, Europe and North America.

Cairns opens Aquarium

CAIRNS Aquarium is after a slice of the North Queensland business events pie as it opens its doors as Australia's first new aquarium in 18 years.

The North Queensland venue has five event spaces for groups of up to 300 people in a cocktail style.

Aqualuna is a contemporary Italian restaurant that has windows overlooking a 70,000 litre shark exhibit.

The venue can seat 220 people or 300 standing.

Events can also be combined with activities such as a turtle rehab tour.

UNICEO IBTM sign deal

UNICEO has signed a partnership with IBTM World for its exhibition to be held in Barcelona on 28-30 Nov.

The deal with the global MICE event will allow UNICEO to offer its members the possibility to meet and share with other delegates during a leaders meeting it will conduct.

The global body will also lead a conference about return on investment.



IT WAS a spooky site in Enid, Oklahoma, on Sat as hundreds turned out for the annual Ghostlahoma Paranormal Conference.

The one-day event was even held at a haunted theatre in Enid.

Speakers at the event included paranormal activity investigators, who shared stories of haunted activity in the United States.

The godfather of paranormal conferences Troy Taylor was one of the headline speakers.

Taylor has written over 100 books on spooky history.

There was also a private tour of local haunted sites for a lucky few.