



Today's issue of BEN

Business Events News today has two pages of news.

Auckland studies up

NEW ZEALAND has put itself high on the conference radar after Auckland secured the Asia-Pacific Association for International Education Annual Conference and Exhibition in 2021.

The three-day event will be held at the NZ Int'l Convention Centre (NZICC) and is tipped to host more than 1,700 delegates and 200 exhibitors, while contributing to an estimated tourist spend of \$3.3 million.

The event will bring together educators, unis and related organisations, highlighting the importance of the sector in New Zealand.

MCEC helps raise funds

THE Melbourne Convention and Exhibition Centre (MCEC) has demonstrated its ongoing commitment to supporting the local community by hosting Victoria's 87th Good Friday Appeal (GFA).

The charity event, which raised a record-breaking total of \$18,043,251, gives much-needed support to the Royal Children's Hospital in Melbourne and saw a whopping 100,000 guests come through the venue's doors.

The MCEC's fibre-optic infrastructure provided the signals needed for the Channel 7 broadcast and telethon, as well as live stream, telephones and computers.

SYDNEY LANDS SIBOS HAT-TRICK

BUSINESS Events Sydney (BESydney) has secured the rights to host the world's largest financial services conference for a third time.

Approximately 7,000 attendees will converge on the International Convention Centre Sydney (ICC Sydney) from 22-25 Oct to attend Sibos 2018, with the agenda of the event to discuss the most important trends affecting the financial industry such as artificial intelligence, robotics & the best ways to tackle financial crime.

"This is a huge event and one we have only secured because the New South Wales Government built a world-class convention and exhibition centre," said NSW Premier Gladys Berejiklian.

BESydney believes the scale and reputation of Sibos will



help lift the profile of Sydney's finance industry.

"Hosting it here in Sydney... gives us the perfect opportunity to profile the strength of our finance and banking sector," said ceo BESydney Lyn Lewis-Smith.

The major financial event will also canvass other challenges facing the Australian FinTech

sector, with planned discussions around how the local industry can best revamp its infrastructure to meet the needs of a 24/7 digital economy.

The Sibos conference will this year be themed "Enabling the digital economy".

More information on Sibos 2018 event available [HERE](#).

Howard Smith appoints tech

UPCOMING Brisbane events space Howard Smith Wharves has announced tech company Scene Change will be in charge of the venue's onsite technology.

The venue, which boasts views over the Story Bridge and city skyline, will be installing state-of-the-art technology, which includes a 14m LED screen in Howard Hall, spanning 1,100m².

"Clients will be coming here expecting more than a conventional event, so our tech design reflects that," said Scene Change Brisbane director Gareth Percey.

"There won't be any of the usual compromise between the view and the AV show."

Howard Smith Wharves will officially open in Nov 2018.

Indigenous tourism conference

VICTORIA is set to host the first ever Australian Indigenous Tourism Conference (AITC) in Lorne, which will aim to address the key issues facing Aboriginal tourism as well as exploring opportunities for strengthening and developing the program.

The event, which runs from 30 Oct to 02 Nov, will be facilitated by the Western Australian Indigenous Tourism Operators Council (WAITOC), and will focus on the employment and training of Aboriginal people in regional and rural communities.

Attendees will have the opportunity to network and foster new industry partnerships - [CLICK HERE](#) for more information.



CAPA
2018 **Wellington Aviation & Corporate Travel Summit**

[Learn more](#)

Hear from high profile speakers | 12 April, Wellington



CANBERRA FLIES AHEAD

THE National Convention Centre in Canberra hosted The Royal Australian Air Force's (RAAF) 2018 Air Power Conference late last month, attracting 1,300 delegates from national and int'l air forces, military services and academia.

The biannual event sets out to discuss how to shape military air strategy to cater for new and emerging technologies.

Audio visual and events specialists Staging Connections were chosen by conference organisers to create a "unique statement piece" that would serve to highlight the digital emphasis of the gathering.

"As this event is biennial, we get a real opportunity to change



things up and create a point of difference for each iteration," said Staging Connections gm ACT Stuart Buchanan.

"We built on the 2016 event with some new and interesting technology aspects which were greatly appreciated by the tech-savvy delegation," he added.

Event Summit dives deep

THE annual Event Summit is on again, with the conference set to take place 14 Jun at the Museum of Contemporary Art in Sydney.

An impressive line up of speakers will explore issues such as managing terrorism, the power of social media and securing sponsorship.

The list includes ceo of Destination NSW, Sandra Chipchase, & former vp events NFL and chief executive of Fast Traffic Events and Entertainment, Frank Supovitz.

Registration is limited, visit **OZTIX** for more info.



IN THE mood for a business event-themed riddle? What eats more than 2,500kg of meat, 700 cucumbers, 100 litres of pesto and glugs down more than 10,000 bottles of wine? No, it's not Clive Palmer, it's the collective consumption of the 5,000 attendees of the 2018 Christchurch Casino Golden Oldies Sports Celebration held this month.

The biennial sports tournament is currently hosting sports teams from 16 countries across the sporting codes of rugby, netball, cricket, bowls & golf.

GENerating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in *BEN*. Topics include new generation events and making events effective and valuable.

Audience engagement – part 2

I THINK one of the keys to engagement at events is to incorporate unexpected things. However, the big challenge and obstacle with this is that most event owners – those in senior positions with the authority to host an event and with control over it – are from older generations and for the past 40 years have experienced the same meeting formats. They carry and cling to them like comfort blankets, safe in the knowledge they're reliable, risk-free and everyone else is doing the same thing. Especially when no-one complains (loud enough) or not enough do, using ancient event formats will continue and still be considered effective on the road to success. I believe this will only happen with a changing of the guard – when leaders from younger generations find themselves in positions of power and become event owners. Until then, virtually every event you attend will exhibit signs of a bygone era – a standard and predictable format, offering nothing unexpected.

Anything that's considered predictable is, by definition, anticipated and expected. Indeed, the definition of predictable = 'Always occurring the way expected'. If you Google, 'predictable', the term, 'Par for the course' appears. This phrase could be easily interchangeable with 'run of the mill'. To me, they mean virtually the same. Google that and these words appear: ordinary, average,

forgettable, dull, boring, bland, routine, mediocre and lacklustre.

If you want someone to be engaged in anything or you want to encourage engagement, logic would suggest the last thing you'd do is make things predictable. For most attending an event, predictable = dull and boring. If you're bored, you lose interest. And if you lose interest, you're certainly not engaged. And yet still, today, in 2018, most events use formats from 50 years ago in combination with copied agendas. How's that in the slightest way engaging? And let's not forget, the format of an event is its foundation – it's the bedrock on which everything else is built.

By encouraging you to do unexpected things, I'm not talking about whacky, way-out-there stuff. I'm not talking about expensive or flashy "wow-factor" components. I mean unexpected things in terms of the program design, the agenda, the timings, the meeting environment, the room set-ups, content delivery and learning methods. Don't be afraid to experiment with new formats and ideas. Don't make things predictable. Rather, keep your delegates guessing and you'll keep them engaged.

More on this and engagement next time, including a few outright nutty concepts some event professionals consider to constitute engagement.

Read part 1 in this series [here](#).

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact **Max Turpin** at Conference Focus on 02 9700 7740 or visit the website at conferencefocus.com.au

