



Today's issue of BEN

Business Events News today has two pages of news plus full pages from:

- One&Only Royal Mirage
- AA Appointments

NSW funding

THE NSW Government has committed an extra \$300,000 funding to attract business events to regional and rural areas of the state after an "overwhelming response" to a pilot program launched last year.

The scheme has already provided \$350,000 to business events across NSW to assist with venue hire, event marketing and developing pre- and post-touring opportunities.

About 4,600 delegates are expected to attend 12 events funded by the program, injecting about \$2 million into local economies.

Tourism and Major Events Minister Adam Marshall said the extra funding would have significant flow-on effects for businesses in regional communities.

PCB appoints

NICOLLE Davey has been appointed executive director stakeholder relations at the Perth Convention Bureau (PCB), overseeing management of the membership, Aspire Professional Development Awards and destination marketing activities.

She joins from the Perth Convention and Exhibition Centre and previously held roles with Ansett Airlines & the Mirvac and AccorHotels.

Davey takes over the role vacated by Tracey Cinavas-Prosser who has become ceo of Experience Perth.

ADELAIDE ON STAGE FOR ATE

MORE than 2,000 delegates converged on the newly expanded Adelaide Convention Centre this week, with the \$400m venue playing host to the country's biggest annual travel conference, the Australian Tourism Exchange (ATE).

The event attracted around 700 buyers and 550 sellers to the city, along with media from 20 countries, and will directly inject \$10m into the State's visitor economy.

The week-long conference provides international exposure for Adelaide's tourism, which SA Minister for Tourism David Ridgway said was the "lifeblood of our small businesses."

"We must get our state brand out there so our economy and locals can continue to thrive," Ridgway said.



"We are committed to our 2020 target of \$8 billion in tourism expenditure," he said.

South Australian Tourism Commission chief executive Rodney Harrex said the state would be hosting 612 family places with visiting media as part of the event, which would further propel Adelaide into the

international spotlight.

"There is no better way to sell South Australia than experiencing it, so it's great to be breaking records with 49 passionate businesses representing SA at the conference and many more through media families," he said. ATE runs until 19 Apr.

MCA hosts Vivid Event Summit



THE Australian Museum of Contemporary Art in Sydney will host the inaugural Event Summit on 14 Jun.

Presented by SafetyCulture as part of Vivid Ideas Exchange 2018, the event will aim to bring together 35 industry leaders in 22 structured sessions to examine new ways "to foster creativity and 'dream big' in a climate where risk mitigation and public safety concerns are at an all-time high".

Speakers include Tennis Australia ceo Craig Tiley; Destination NSW ceo Sandra Chipchase; and former vp events NFL, producer of nine Super Bowls and ceo of Fast Traffic Events and Entertainment, Frank Supovitz.

"The risks associated with event management are changing faster than ever before, as we have seen with incidents around the world recently," said SafetyCulture ceo, Luke Anear.

Get Global's new speaker

CONTIKI veteran Mark Carter has joined the speaker lineup for Get Global, the one-day MICE trade event which is dedicated to outbound product.

Carter has over 20 years' experience motivating and engaging audiences and has worked as a Contiki tour director and industry trainer across Europe.

He will be part of the "Inspiration Corner" at Get Global, an educational element which will be running for its second year.

Get Global will be held at the ICC Sydney on Fri 20 Jul.

For more information, see www.getglobal.com.au.



Learn the latest that's happening for Melbourne in the April issue of *travelBulletin*.

CLICK to read **travelBulletin**

EVENT FOCUS FOR TIE

THE Travel Industry Exhibition (TIE) has put an events focus on its 2018 edition, with registrations now open for the 21-22 Aug show.

To be held this year at Dockside Darling Harbour in Sydney, the event has been expanded to include a new range of local and international exhibitors aimed at the meetings, incentives, conference and exhibition sectors.

"After conducting extensive market research, the findings were clear regarding what the MICE and luxury industries wanted from an exhibition," said event director David Paterson.

"MICE industry buyers expressed particular focus in the Asia-Pacific region as well domestic destinations and their respective convention bureaus.

"We have also seen a significant rise in demand for contemporary meeting spaces and buyers can look forward to engaging with an eclectic range of unique venues on site."

This year's TIE will include an "experience hub" for the first time, an interactive forum for products and destinations to stage initiatives including cooking showcases or virtual reality demonstrations.

CLICK HERE for more details.

Partner Up

The low down on tech in the events world

How to improve brand exposure at your event

REGARDLESS of the type of business you are in, holding an event can be a great way to improve brand awareness and get some attention on your message. Whether it's a holiday party, an awards night, a launch or a fundraiser, holding an event gives you personal interaction with your guests and can work wonders for brand exposure.

Here are some ideas on how you can improve brand exposure at your next event:

Use subtle brand placement

From having your logo printed on napkins, to making special drinks with your brand colours, to using lighting techniques to blanket the room in your brand colours, the options for brand exposure and a unique event experience are endless.

Give guests a gift

You might want to offer a promotional bag for guests to take home with them, as these branded gifts can be a great way to say thank you and leave your guests feeling spoilt by your brand.

Create an event website

You don't necessarily need a specific website for your event, depending on its size, but you should at least have a dedicated event page on your website that is updated regularly. Not only will this ensure that people

have the most up-to-date information regarding the event, but a decent web page can speak volumes when it comes to brand perception. You can also use the page for photos after the event.

Use social media and an event hashtag

You can use your social media channels leading up to, during, and after the event to create a buzz, build brand exposure and keep the excitement going.

Creating an event hashtag is important so that you can engage people, and if they are searching for your event, they can find all posts under that hashtag, for example #AVPfundraiser2018

Incorporate audiovisual technology

There are so many different ways you can use audiovisual technology to increase your event's wow-factor. At AVPartners, we can use lighting techniques to project patterns or your logo on the walls and floor, along with using your brand colours in a variety of ways. Specifically at Novotel Twin Waters, we'll soon be able to offer our clients the opportunity to display their logo on a transparent LED wall at check in, which really gets attention!

Ritchie Harland is the partner at Novotel Twin Waters Resort 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



CATERERS looking to stray away from the traditional arancini balls and sliders might want to follow in the footsteps of a North Carolina burger joint.

The Bull City Burger and Brewery served up a hamburger topped with a crunchy, full-grown, oven-roasted tarantula.

The venue owner offered the "street food staple" as part of the restaurant's Apr exotic meat month.



EEAA research

THE Event Association of Australasia (EEAA) has invited industry to participate in a research and analysis project that will benchmark its overall performance globally.

EEAA chief executive Joyce DiMascio said the new study would include feedback sourced from interviews with a cross-section of the industry, as well as data from online responses.

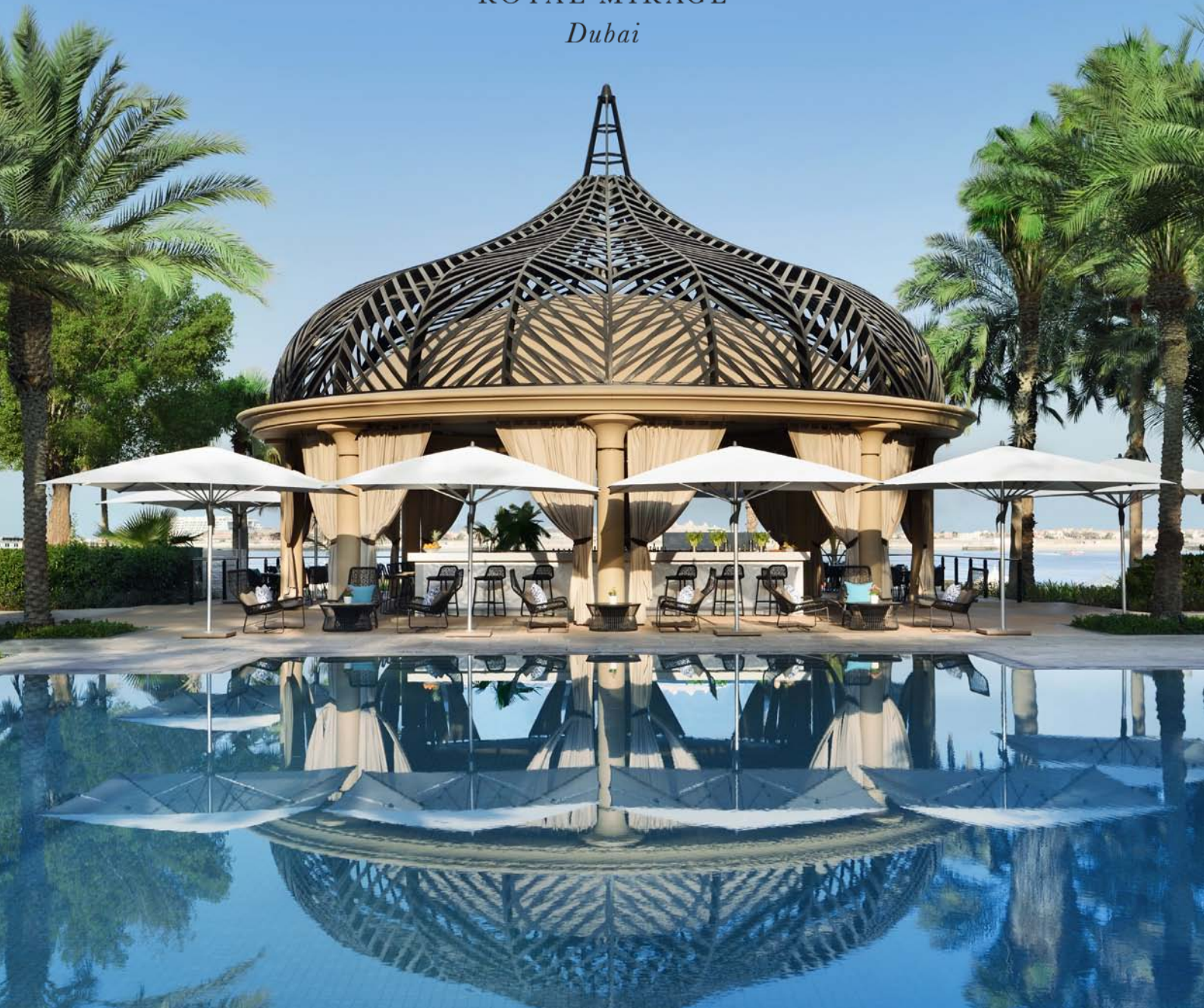
"It's the first time we'll have both a qualitative and quantitative component and the first time our data will be benchmarked with the rest of the world," she said.

The findings will be presented at the 2018 AAEE Leaders Forum on 6-7 Jun.

One&Only

ROYAL MIRAGE

Dubai



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One&Only Royal Mirage recalls the romance of old Arabia, a majestic place of intricate arches and domes interspersed with courtyards, lush green lawns and towering palms. Located just minutes from the Dubai Marina, One&Only Royal Mirage offers a tranquil getaway like no other.

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