



## Today's issue of BEN

*Business Events News* today has two pages of news, the latest **BEN** Christmas Venue Guide on **page three** plus a full page from **Meliá Pro**.

## PCOA webcast

**THE** Professional Conference Organisers Association (PCOA) is hosting a webcast from 1:30pm-2:30pm (AEST) on 30 Aug that will investigate "The Event Brief".

Topics include the top five reasons why most event briefs are set up to fail, how to listen to what's unsaid during the briefing process, and what great briefers do differently - **CLICK** to register.

## \$20b target

**THE** NSW Government intends to work with industry to reach the target of \$20 billion in visitor expenditure in rural and regional NSW by 2025, rising to \$25 billion by 2030, said Minister for Tourism and Major Events Adam Marshall.

"It's time to look beyond Sydney and do the work needed to turbocharge tourism in rural & regional areas and double the current record levels...so that every corner of NSW gets its fair share of the record tourist dollars & investment," Marshall added.

## BRISBANE DELIVERS TRIFECTA

**BRISBANE** Convention Bureau together with The University of Queensland have secured a trifecta of conferences worth over \$2.1 million for the local economy.

Brisbane will host the 9th International Conference on Intercultural Pragmatics and Communication in Jun 2020, the 6th Biennial Colloquium of the Languages and Cultures Network for Australian Universities in Nov 2021, and the 6th International Conference on Conversation Analysis in Jul 2022.

The conferences are expected to attract over 800 national and international delegates.

"The significance of the three bid wins with The University of Queensland is that one of the



university's schools has worked with the Bureau to successfully bid for three conferences," Brisbane Convention Bureau general manager Juliet Alabaster (**pictured**) told **BEN**.

"This reflects their belief in the power of business events as a driver for achieving their goal

of showcasing local talent and industry expertise to a global audience," Alabaster said.

She also said that the 2017/18 financial year has been the biggest for the Convention Bureau, with the team seeing a "record of over \$96 million in business won".

**Pictured** is The University of Queensland.

## New trustee appointed for MCET

**MELBOURNE** Convention and Exhibition Trust (MCET) has appointed Diane Taylor (**pictured**) as its newest trustee.

Taylor has extensive experience working at some of Melbourne's top law firms, and is currently also a member of the State Government Advisory Board - Geelong.



## EEAA sustainability initiative

**THE** Exhibition & Event Association of Australasia (EEAA) has launched a new member-driven focus on the environment with the formation of its Environmental Sustainability Working Group.

The group, comprised of representatives from across the industry, met for the first time on 07 Aug to discuss how the industry can reduce waste & develop a clear framework for "changing practices for the better," said AEE ceo Joyce DiMascio.

## CINZ open

**FOR** the first time, the Conventions and Incentives New Zealand (CINZ) annual conference will be held in Auckland from 30 Oct to 01 Nov at Cordis Auckland, NZ.

CINZ chief executive Sue Sullivan said the conference would highlight the growth of the business events sector in NZ as "new infrastructure and major events come online from 2020".

"Traditional presentations will be supplemented by panel discussions, case studies, workshops, and TED-style talks," said Sullivan.

**CLICK HERE** to register.

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# business events news

businesseseventsnews.com.au

22nd August 2018

## BUDGETS, UNIQUE EVENTS UP

A **NEW** study released by meetings and hospitality technology company Cvent has found that larger budgets and an increased desire to provide unique experiences remain among the top priorities considered by events planners across the Asia-Pacific region.

The 2018 Global Planner Sourcing Report APAC explores how meeting planners source venues and what influences their decision-making process.

"Organisers are seeing an increase in their event budgets and now more than ever, planners are looking to utilise these additional funds for more memorable and personalised experiences," said Sandeep Nagpal, Cvent vp marketing.



"Hotels and venues that are able to re-evaluate their strategies to focus on flexible meeting space, unique activities and atmospheres, and delivering enhanced amenities and best-in-class service levels are the ones that will find most success in attracting MICE business to their properties," Nagpal added.

To download a detailed copy of the report, **CLICK HERE**.



**EVENT** planners can teach the staff at Gatwick Airport a thing or two when it comes to problem solving.

Recently, when technology failed to do its job, the staff at one of the world's busiest airports brought out a good old whiteboard to the rescue. "There was one poor man writing gate numbers dictated by his phone", one traveller said on Twitter.

Let's hope everyone had packed their binoculars.



## MEA Careers

**MORE** than 170 students attended the Meetings and Events Australia (MEA) Victorian Careers Program at the Melbourne Convention & Exhibition Centre yesterday to discover the benefits of working within the events industry.

Participants were invited to challenge their thinking of how the future of the industry may look, as well as experience a "day in the life" of an event manager to help prepare for their career.

The program is part of MEA's Career Pathway that also includes mentoring, scholarships & professional development - **CLICK HERE**.

## Gray's Say



Peter Gray, an independent Motivation Consultant, presents a regular **Business Events News** feature on current issues in the Conference and Incentive industries.

## How many more....

**IT SEEMS** that rarely a day passes that I do not receive at least one email advising me of yet another meeting, incentive or travel trade show that I really should not miss! It is said that "what goes around comes around" and it seems that this is true about trade shows too.

There was a time when marketing trade shows were all the rage, particularly in the UK. Every major city had its own marketing show but the organisers soon realised that exhibitors did not have deep enough pockets to support every one of them and they soon disappeared. Since the slow demise of AIME, in my opinion, under Reed's tenure as organisers (and the industry has heard very little about what is proposed, if anything, from Talk2Media & Events the new organisers of that event in 2019) it appears that everybody and his dog is leaping on the bandwagon.

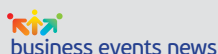
There are of course exceptions such as Get Global which was established two years ago and is enjoying considerable success. However, the rash of other trade shows seems to assume that supplies again have developed deep pockets in order to support them. Many seem to be the product of magazine publishers and, again, history suggests that this trend is

likely to be short lived.

What the Australasian Incentive and meetings industries require is a truly international show of the calibre of IMEX, something that AIME only ever achieved once since its inception and certainly not in the last 10 years. At the moment industry practitioners and end-users must travel to the northern hemisphere (Germany or Spain) to be able to experience the full range of products and services available to them from around the world. Get Global is just starting out and may yet achieve great things. Luxperience has had a number of false starts and I'm not sure where that event is heading. IT&CMA is still going but the formula is tired and I can't see that event becoming the international draw-card we need.

Ray Bloom, the chairman of IMEX, was asked by a number of people including the MCB (and myself) whether he would consider taking on AIME when Reed withdrew from it but he declined quoting his desire to concentrate on IMEX and IMEX America. An IMEX Australasia is what we need in the future, but who will take up the challenge?

**Peter Gray** is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net)



[www.businesseseventsnews.com.au](http://www.businesseseventsnews.com.au)

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### EDITORIAL

**Editor in Chief and Publisher** – Bruce Piper

**Managing Editor** – Jon Murrie

**Contributors** – Jasmine O'Donoghue,

Adam Bishop, Sarah Fairburn,

Anastasia Prihodko

[info@businesseseventsnews.com.au](mailto:info@businesseseventsnews.com.au)

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### ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian  
[advertising@businesseseventsnews.com.au](mailto:advertising@businesseseventsnews.com.au)

### BUSINESS MANAGER

Jenny Piper


[accounts@businesseseventsnews.com.au](mailto: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

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