



Today's issue of BEN

Business Events News today has three pages of news plus full pages from **One&Only Royal Mirage Dubai** and **AA Appointments**.



ATTENDEES can often forget just how much goes into planning an event, from the guest list to the lighting and sound, and of course, ensuring that the stage (whether that's inside or outside) is clear of any hazardous obstacles including mud.

Unfortunately for cross country runner Jimmy Gressier (**pictured**) his dream of crossing the finish line at a race in the Netherlands over the weekend didn't quite go to plan, and instead, the runner's golden moment turned into something of a face plant fail.



EEAA CELEBRATES 2018 WINNERS

THE Exhibition and Event Association of Australasia's (EEAA) annual Awards for Excellence celebrated the industry's highest achieving shows, venues, suppliers, teams and individuals at ICC Sydney's Grand Ballroom last week.

In the second year of the Unsung Hero Award category, judges named two winners, Mark Magennis, Managing Director of Decorative Events & Exhibitions and Stephen Steenson, Operations Director, Reed Exhibitions Australia.

Rising star Georgie Chapman-Burgess from Exhibitions and Trade Fairs was awarded the Richard Geddes Young Achiever Award and the inaugural Tourism Australia scholarship to attend the UFI Asia-Pacific Congress in Tokyo in Mar 2019.

EEAA President Spiro Anemogiannis (**pictured** inset) extended his congratulations to Magennis and Steenson and also to Chapman-Burgess.

Reed Exhibitions Australia (**pictured** right) won the Best Show Award for Play World Australia and entered the Hall



of Fame for Best Association Event with

PAX Australia for Interactive Games & Entertainment Association after winning the

award for three years in a row.

Pictured are the winners of the EEAA 2018 Awards for Excellence on stage at the ICC Sydney Ballroom.

CLICK HERE to see the full list of accolades.



Holiday Inn Melbourne refurb

HOLIDAY Inn Melbourne on Flinders has completed a multi-million dollar renovation of five conference and events spaces.

Each room is themed around a particular aspect of Melbourne such as The Studio which symbolises arts and culture, and holds up to 100 guests for cocktails.

The hotel's General Manager Sandra Smith said, "We put a lot of thought around what we love about Melbourne and why travellers visit the city, coming up with the four hallmarks of Melbourne; sport, shopping, arts & culture and food."

Holiday Inn Melbourne on Flinders has 209 rooms and suites and is located at the corner of Flinders Lane and Spencer Street.

The hotel is within walking distance of Southern Cross Train Station, the free tram zone and Melbourne Convention and Exhibition Centre.

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SUNNY COAST AIMS BIG

THE Sunshine Coast is expecting its biggest-ever year for events in 2019, having won a string of national conferences and embarked on a major expansion of its convention and



function facilities, according to Business Events Sunshine Coast Manager Maureen Brennan.

Some of the developments include the Events Centre Caloundra, which is currently undergoing a \$6m upgrade and is set to be completed by Apr.

The venue has already locked in a number of new conferences for the year, including the PAC Australia National Performing Arts Exchange and Conference, which will coincide with the region's multi-arts Horizon Festival, and the National Clean Technologies Conference and Exhibition in late May.

Novotel Twin Waters Resort (pictured) is also upgrading its conference and events facilities with a new \$8 million venue that will offer four different meeting and event spaces

across 1,600m² and cater for up 2,000 theatre style, or 1,000 banquet.

The venue is expected to open in Apr, and will be complemented by a \$10 million upgrade of the hotel.

Already secured for Novotel's new venue is the Queensland Tourism Awards event on 08 Nov which is expected to attract 1,000 attendees to the region to celebrate the state's tourism "best of the best".

"The whole of the Sunshine Coast will be used as a venue for The Curated Plate food festival in Aug," said Brennan.

Restaurants, bars, cooking schools, beaches and secluded Hinterland venues will all come alive as local, interstate and international chefs plate the region's produce.

BCD appoints

BCD Meetings & Events has named Sanjay Seth as its new Managing Director, Asia Pacific, effective 01 Jan.

Seth founded Truth Serum 317 in 2015 and helped clients, like Abbott Diabetes Care, with design thinking and business transformation.

voco Hunter

IHG is set to rebrand its Kirkton Park property in NSW to voco Kirkton Park Hunter Valley in early 2019.

The property features 70 rooms, along with an open-fire library, restaurants, five conference rooms and four breakout rooms.

Confessions of a compulsive conference-goer

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

The 'BIG' conference trend of 2018

FOR my final Confession column of the year, I have been looking back on my year in conferencing and thinking about the big trends of 2018. Last year I chose "Throwable Microphone boxes" as my pick for conference trend of 2017 (you know those cube-shaped spongy mikes you throw around a conference room from person-to-person during Q&A?)

I have been trying to think of an equivalent trend for 2018, something I saw at conferences that seemed to have exploded on the conference scene in the year gone by.

Was it the continuing trend of sponsors giving out branded mobile phone battery chargers?

Was it the number of presentations about AI, VR and robots disrupting the respective industry of that specific conference?

Or Google Play boxes or Amazon Alexa and all those voice-activated box things (I'm not very technical, but you know what I mean) as the Exhibitor Prize-giveaway of 2018?

Then as I walked on stage last month and stood in front of those giant white foam letters forming the association acronym, it hit me.

Those giant letters have been around for many years (TEDx perhaps started the trend?) but for some reason in 2018, they were everywhere.

Show me an association with four letters (usually starting with an A for 'Australia')



and ending with an A for 'Association' and I'll show you four giant letters mid-stage.

Corporate conferences have embraced them too, especially ones that theme their conference - "CONNECT" or "INSPIRE" or "TECH'18" or "#LEAD" - spelt out in big letters (usually white, often illuminated in vivid reds or blues).

The manufacturers of giant letters must be making a killing. There are really only 26 options to produce and an optional hash-tag add-on.

Choose four or five and arrange them at will!

Get your AV team to light them as you please and your stage looks super cool.

Not only that but your delegates will get photos of themselves with the letters and post them on Insta or Facebook (#attheAGLAConvention) and your PR is done.

"AGLA" if you're wondering is the AUSTRALIAN GIANT LETTER ASSOC. and I have no idea if that exists, but it will soon, judging by how much business those guys are doing.

Hope you've all had a BIG #18 and have a great (in giant letters) XMAS.

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.





One&Only

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Dubai

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On behalf of Adriana D'Angelis and the AA Team,
we would like to thank all our clients and candidates
for your great support in 2018.

We wish you all a wonderful Christmas and a prosperous New Year
and look forward to assisting you in 2019.



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