



### Today's issue of BEN

*Business Events News* today has two pages of news.

## BEN to Wed

**BEN** will introduce new content and work closely with our print publication as we move to Wed.

To begin next week, the change will see a more detailed **BEN**, with new destination features, which also be boosted in our monthly print publication **travelBulletin**, which includes a dedicated **BEN** section.

The result will be more coverage and greater opportunities to connect with the events sector through multiple media.

**CLICK HERE** for info on our dual-publication packages.

## ETG STAGING CONNECTIONS DEBUTS REBRAND

**ETG** Staging Connections has announced a rebrand of the organisation to the Encore Event Technologies brand.

The company now under the Encore Event Technologies banner, is one of China's leading providers of in-house event technology and staging services.

Commenting on the rebrand, Ken Sanders, president of Freeman Audio Visual, believes the adoption of the Encore brand is a positive reflection of the current landscape and will drive force to future success.

"The adoption of the Encore brand in China will provide our venue partners and clients with a single global resource that represents our unwavering commitment to elevate their brand experience in unique, creative and innovative ways," said Sanders.

Encore and ETG Staging



Connections are part of Freeman, the world's largest brand experience company.

Staging Connections managing director Tony Chamberlain said the unified brand was central to its Asia Pacific plans.

"A single brand reflects the mutual values for both businesses and will enable us to truly function as the most

valued partner with access to one of the largest AV and event production networks within the industry," Chamberlain said.

The company said Encore's new chapter would enhance the services and technology available to its current clients, and appeal to a whole new market in Australia and across the globe.



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## EVENT WINS DOWN

**THE** Association of Australian Convention Bureaux (AACB) has unveiled its latest marketing intelligence which showed that in the 12 months to 30 Sep, the number of bids won by AACB's members dropped by 10%, compared to the previous year. Despite a drop in the number of conferences won, the AACB is reporting a higher return on these bid wins.

According to the Association, this will translate into a higher return for total delegate days and direct delegate expenditure hold against the year.

The latest marketing intelligence estimates approximately \$650 million in anticipated delegate spend will come from these secured business events over the coming years.



**DOGS** will be everywhere in Singapore next month as the city's Chinatown prepares to welcome the Year of the Dog with a number of activities for lovers of the furry kind.

Activities include Paws-perity, a special dog-themed carnival that will be held at Kreta Ayer Square.

Other events include a dog costume competition where owners can show off their pets' best festive outfits, although there is no rule to say the owner can't wear a matching costume too.

Chinese New Year takes place on Fri 16 Feb.

## DMS Connect roadshow

**DESTINATION** Marketing Services (DMS) will hold its DMS Connect 2018 in Sydney and Melbourne over the course of next month.

The roadshow will allow MICE planners to meet with a number of destination management companies (DMCs) and hotels, national tourists boards and airlines.

Destination Marketing Services will stage the Melbourne event on 21 Mar at Metropolis Events, while the Sydney gathering will be staged at Doltone House - Jones Bay Wharf on 22 Mar.

For more info, [CLICK HERE](#).

## 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.

## Ways to Bore Your Audience

**LOOKING** for ways to bore your meeting attendees? Here are a few top-notch suggestions....

**Use the same venue:** Even though you have plenty of alternatives, make sure you book the same venue as last year. Nothing excites event goers more than returning to the same venue year after year. Yes, I know you know the venue and it works for you but for your delegates who've attended before, it becomes a little like Groundhog Day without Bill Murray and any humour.

**Use the same agenda:** In much the same way, use last year's agenda as a template to create this year's event. Did I say "create"? I'm sorry, I meant copy. This becomes the perfect combination to instantly bore attendees – same venue, copied agenda. A classic one-two punch guaranteed to knock out most people before you even get started.

**Opening:** Use the highly important opening of your event to talk about yourself, try to get a few laughs with a corny story or anecdote, or perhaps spend 15 minutes going through the numbers of the annual report – something everyone could have read beforehand. These are terrific ways to suck the excitement out of the room right from the off.

### Present irrelevant content:

Keep the boredom going throughout the day by organising back-to-back one-way presentations. Nothing bores people more and puts them to sleep more effectively than getting them to sit passively for hours on end and force-feeding them content that a) they have no interest in b) isn't relevant to them c) if it is relevant, it's given without context and d) they're left wondering how to use the information, how to apply it and how it's at all valuable.

### The mandatory guest speaker:

Or perhaps that should be "mundane-atory"? I have to say I do wonder why organisations insist on having an invited guest speaker to present at their events. I'm sure for most it's a case of, "we've always had one". I wonder about their value. I wonder about any long-lasting impact they have on attendees past that night's dinner. Particularly motivational speakers whose stories of incredible feats of achievement have no relevance to anyone in the room. Get this 'cos it's human nature: most people aren't interested in you. They're interested in themselves. So talk about them, make it relevant for them and you won't bore them.

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 email [max@conferencefocus.com.au](mailto:max@conferencefocus.com.au).



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