



## Today's issue of BEN

*Business Events News* today has one page of news.

## ICC Syd focus on legacy

ICC Sydney will roll out a number of legacy opportunity programs this year as it seeks to make a difference through the events staged at the centre

Speaking to **BEN**, ICC Sydney ceo Geoff Donaghy said the offering would be presented to event planners.

The four legacy streams will include pairing Sydney startups with delegates, getting local uni students to attend a conference in their field, sustainability as well as working with indigenous groups and communities.

# MCB MAPS OUT 2018 STRATEGY

**THE** Melbourne Convention Bureau has outlined a number of initiatives for 2018 that it believes will enhance its credentials as the city of choice for MICE events in 2018.

Many of the measures will aim to strengthen its digital capacity to both lure and add value for attendees, with the natural appeal of Melbourne at the forefront of the plan.

One such push will be the creation of a Melbourne microsite that can integrate with any conference website and provide up-to-date itineraries on Melbourne attractions such as restaurants, shopping precincts and tours.

Building on this incentive even further, MCB will launch a 'Welcome to Melbourne' package for conference delegates that will offer a range of discounts at participating retailers, restaurants and attractions around Melbourne.

Another online resource



Picture: Tourism Australia

launching this year by the MCB is the Melbourne Planners Guide (MPG), a directory that is updated quarterly and provides event planners with a range of products and services that assist them with heightening the impact of their event.

The MPG will contain many resources & recent news items that enable planners to stay on top of evolving issues.

Outside of these initiatives, the year ahead is looking positive for the MCB, having already locked down many international

association conferences across a variety of disciplines including medicine, science and culture.

Some of the notable events slated to take place include the 16th Annual Meeting of the International Society for Stem Cell Research in Jun, the World Congress on Nuclear Medicine and Biology (WFNMB) in Apr and the International Inner Wheel Convention (IIW) also taking place in Apr.

The next 12 months should see 50,000 delegates attend Melbourne events.

## Mexico targets events sector

**A DEDICATED** Meeting and Events plan established early in 2017 has paid dividends for the Mexican Tourism Board, driving a 6.7% increase in the sector from Jan to Oct when compared to the same period in 2016.

The MICE industry currently accounts for an injection of US\$25b into the Mexican economy annually, a figure the North American nation is keen

to boost even further.

"We are continuing to invest in building Mexico's profile for business events and are working closely with industry leaders around the world," said Hector Flores, ceo of the Mexico Tourism Board.

Major incentives for planners holding an event in Mexico include affordability, infrastructure and a mature supply chain.

## W Bris taps Microhire

**W BRISBANE** has inked a deal with event staging company Microhire to fit out the hotel's 1,100m<sup>2</sup> of meeting space with a range of advanced technologies.

Installations include a multipurpose wide format LED wall and cutting-edge in-house table mapping projection capabilities.



**THE** brutal cold couldn't stop thousands of people from dressing up in strange garb for the annual Mummers Parade held in Philadelphia this week.

The temp plunged to single digits but you wouldn't know it from the euphoric dancing and colorful twirling that took place during the iconic folk festival - it would've made 'mummer' proud.