



## SYDNEY ON THE UP FOR 2018

**THIS** year is shaping up to be another big year for Business Events Sydney (BESydney) and the MICE sector in Australia's largest city, with a number large conferences on the calendar.

At the forefront will be 6,500 delegates who will attend SIBOS, the world's largest financial services event in Oct at ICC Sydney.

The financial conference is expected to generate an estimated \$37 million for the NSW visitor economy.

BESydney chief executive officer Lyn Lewis-Smith said hosting SIBOS would allow Australia to demonstrate the strength of the local finance and banking sector as well as startups entering the space.

"We also expect the event to boost the city's fintech capability as local industry benchmarks itself against the latest developments around the world," she said.

Finance will continue to be on the cards in the later part of



2018 for Sydney, with another 5,000 delegates set to arrive on Australia's shores for the World Congress of Accountants from 05 Nov to 08 Nov.

"The last time Australia hosted this highly sought-after congress was 1972 in Sydney. To have it return to our shores some 40 years later is testament to the strength of our

professional services industry and global reputation," said Lewis-Smith.

The city will also host the first of two LAUNCH Festival start up events in Jun.

It will be the first time the event has been staged outside of the United States.

LAUNCH will be held at SMC Conference & Function Centre.

Today's issue of BEN

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

## AIME to host Saxton voices

**THE** Asia-Pacific Incentives and Meetings Expo (AIME) has announced a line-up of speakers from Saxton Speakers Bureau for four Up Close and Personal sessions.

The speakers will cover how the future of Australian businesses will be disrupted by evolving ecosystems.

Speakers lined up for the presentations include thought leader Dr Jordan Nguyen, writer Bill Bennett and social trends researcher Claire Madden.

AIME will be held on 20 Feb to 21 Feb at the Melbourne Convention and Exhibition Centre.

**CLICK HERE** to attend.

## Macao beyond imagination

**TWO** hotels in Macao are combining to add greater value to their events offering.

Meetings Beyond Imagination is a new incentive program launched by the Sheraton Grand Macao Hotel, Cotai Central, and The St Regis Macao,



Cotai Central, that sees four new special packages put forward targeting events planners and conference organisers.

The deals include a range of discounts, complimentary rooms, transport upgrades and a number of entertainment activities.

In addition to the material perks, a combined meetings space spanning 15,500m<sup>2</sup> offers planners the flexibility of holding large or small events with the option to "slice and dice" the real estate to whatever space suits the client's needs.

The new promotion runs from 15 Jan 2018 to 20 Dec 2019.



### EVENTS BEYOND IS HIRING NOW EVENTS DIRECTOR - \$80,000 to \$90,000 plus super Located at Pyrmont NSW

Events Beyond is a Division of Travel Beyond Group. The team at Events Beyond provides detailed end-to-end event management solutions and professional tools to ensure successful corporate events for our clients.

The Event Director role is responsible for managing, mentoring and leading the event project team to successfully deliver high value corporate events for key clients. The role is responsible for stakeholder engagement and for managing Events Beyond client accounts.

If you are passionate about events management, are creative and are about providing exceptional client service, and want to forge a rewarding career with a leading events management team, then we want to hear from you!

The successful candidate will have:

- seven+ years' experience delivering successful corporate events
- experience with EventsAir and Galileo (or similar)
- experience in sales and account management activities and in leading customer event projects Australia and internationally

**For more information please email Monica Byatt on**

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**Closing Date: 3 February 2018**



## BYRON BAY EVENTS

**THE** North Byron Parklands in Northern NSW has presented plans to the NSW Planning & Environment department to construct a permanent events facility on the site.

Classified as a state significant development application, the proposal includes a conference centre and associated accommodation.

The venue would have capacity for up to 180 delegates, while 120 would be able to bunk at the hotel.

Other proposals include the ability to host a maximum of 20 event days per year, including the capability to host



three major outdoor cultural gatherings with 35,000 patrons.

The North Byron Parklands plays host to a number of major music festivals including Splendour in the Grass and the Falls Festival Byron.

The plans are up for public exhibition until 16 Feb.

## Adelaide hotel targets events

**THE** former Channel Nine studios in Adelaide are set to be redeveloped into a \$40m five-star hotel, with ambitions of attracting a range of convention delegates when completed.

Majestic Group purchased the site in 2015, with the company's owner John Culshaw telling *The Advertiser* that the redevelopment of the Adelaide Convention Centre was attracting more delegates to the city.

"I think there is a major opportunity because there is a lack of good, new hotels in Adelaide," he said.

The site is 1.7km from the Adelaide Convention Centre.



**THE** Walker Art Centre in Minneapolis, Minnesota, knows how to plan a strange event, in fact they've been doing it successfully for 30 years through the annual 'Out There' festival.

The spectacle is sold as the place to see something puzzling, shocking or just plain odd!

Examples on stage include a play featuring several suicides, magicians wearing chicken suits and a six hour q&a session on trivial issues.



## 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*.

### Some laser pointer pointers

**HAPPY** 2018. There are many big issues to cover this year but as we are all only just getting back into the swing of work, let's start the year with a small issue about a small object.

They are one of the smallest parts of any conference or event and yet they play such a vital role. Every conference has one. Most presenters use one. They are often misplaced, left behind in pockets, on conference tables and chairs, tricky to find, usually black.

"They" are laser pointers or slide clickers. The small rectangular box used by presenters to forward their PowerPoint slides and occasionally to point (via a red laser beam) to sections of a PowerPoint slide.

And yet despite being a relatively simple, easy to operate device, they are so often misused or misplaced. I am guessing it wasn't too long ago that you, dear reader, heard a presenter say "Now I am not sure how to use this thing!" or "I think this will make the next slide come up.....oops, sorry, I have gone backwards" and so on.

Most of these clickers have 2 buttons - a green button for "Forward" and a red button for "Backwards" - they should not be too hard to operate. Not much margin for error. Most AV technical operators actually take time out before the presentation, to "train" presenters in "Clicker Management" and yet you can be guaranteed a few issues at every conference or event.

By the way, you don't need to point the clicker at the screen or your laptop to forward slides, they



are wireless and operate at fairly long distances.

As for the red laser beam options which some clickers possess, my advice to presenters is to ditch that function altogether. If your slides are so busy with text or contain such a complex maze of graphs and charts that you need a laser beam to draw the audience's attention to one specific part of the slide, then I would suggest you redo your PowerPoint slides - so that the font is giant and that there is only one point per slide. And many conferences these days have two screens on either side of stage, so pointing to one screen only helps half the audience, at best.

My advice to presenters is to try to remember to leave the clicker on the lectern or better still hand it over, relay race baton-style, to the MC or the next presenter. I shudder to think how much time is wasted over the course of a three day conference with the next presenter grappling around on stage looking for where the clicker is (actually I don't shudder, as it's not that frightening a prospect, but you get my point - no pun intended).

OK, small issue but I had to get it off my chest. Bigger conference issues will be covered as of next month. Click.

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](mailto:andrew@lunch.com.au) or visit his website at [www.andrewklein.com.au](http://www.andrewklein.com.au).

