



## BRISBANE TAKES INCENTIVE FOCUS

**THE** Brisbane Convention Bureau will put a renewed focus on attracting more incentive business to the city under newly appointed general manager Juliet Alabaster.

“This is a big market and a big opportunity that Brisbane has the ability to tap into on a larger scale,” said Alabaster who had been the bureau’s acting general manager since Feb 2017.

To tie in with the drive, the bureau will push the newly launched Signature Brisbane Experiences incentives itinerary.

The product will complement popular Brisbane experiences such as Lone Pine, GoMA and Tangalooma Island.

The city will also use its Lord Mayor’s Trailblazer Grant as an added incentive for those who bring a MICE event to Brisbane.

Brisbane has a number of key events lined up for 2018 including Routes Asia in Mar.

The aviation convention will bring 1,000 delegates from the world’s major airlines, airports



and tourism authorities.

Alabaster said Routes Asia came at a time when the city was vying for more international air links and was constructing a \$1.35 billion runway at Brisbane Airport.

The Brisbane Convention Bureau is expecting greater interest from incentive groups after hosting Tourism Australia’s Dreamtime 2017 gathering.

“Dreamtime gave Brisbane the opportunity to showcase

our experiences, hotels, venues and team-building offerings to key global incentive decision-makers,” said Alabaster.

Moving forward to 2018, the bureau is hoping to expand on the 145,000 delegates who attended an event in the city in the 2016/17 financial year.

“Business events not only stimulate the visitor economy, but they also generate knowledge sharing, trade, investment and employment.”

Today’s issue of BEN

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

## EEAA calls for next leaders

**THE** Exhibition and Event Association of Australasia (EEAA) has called on next generation leaders to nominate for the Global Association of the Exhibition Industry’s (UFI) special grant.

The scheme recognises emerging leaders with less than 10 years’ experience in the exhibition industry.

EEAA chief executive Joyce DiMascio said the program would start in May and run for 12 months.

Successful applicants will present a session at the UFI Global Congress in St Petersburg, Russia in Oct.

Applications close 27 Feb. **CLICK HERE** for more info.

## Qld offers event funding

**HUNDREDS** of thousands of dollars will be provided to regional events as part of a plan by the Qld Government.

The scheme will provide funding to 32 events under round eight of Tourism and Events Queensland’s Destination Events Program.

Recipients of the grants can use the money towards marketing, hiring staff and event infrastructure.

Acting Tourism Industry Development Minister Shannon Fentiman said Qld’s 2018 event calendar was expected to be worth \$780m to the economy.

## Norwest named games supplier

**EVENT** audio company Norwest Productions has been named Official Ceremonies Audio System provider for the Gold Coast 2018 Commonwealth Games (GC2018) in Apr.

Norwest Productions, which regularly supplies equipment for conferences, will deliver audio design and production at the Opening and Closing Ceremonies.

The large scale events company has previously supplied equipment for the Sydney 2000, Athens 2004, London 2012 and Rio 2016 Olympic Games.

## Minor to debut AVANI Muscat



**MINOR** Hotels has announced plans to build and construct the AVANI Muscat Hotel in Oman.

Scheduled to open in 2020, the 250-key hotel will be located in Seeb to the west of the city and 15 minutes from Muscat International Airport.

The US\$50 million property will have a 1,000m<sup>2</sup> ballroom and eight sizable meeting rooms for conferences and events.

AVANI Muscat will also offer a rooftop lounge and swimming pool as well as a number of restaurants.



Discover why the NT is ready for your next convention in the December issue of travelBulletin.

CLICK to read  
travelBulletin

## NSW TOPS EVENTS LIST

**NEW** research has shown that New South Wales was the most popular Australian destination for conferences in 2017.

Data by Conference Monitor found the state held 389 events or 38% more than 2016.

On the other hand, Victoria held 325 conventions over 2017, followed by Queensland with 302 events according to the MICE activity Conference Monitor tracked last year.

The NSW result equated to 175,000 delegates attending events in the state out of the 531,000 delegates who went to a conference in Australia in 2017.

Conference Monitor director Matt Baxter said the opening of ICC Sydney had resulted in an upswing for New South Wales as event managers were attracted to the new facilities that its capital offered.

Queensland was the most popular destination for healthcare and medical conferences in 2017, with the state holding a third of all of medical events in Australia.

Conference Monitor is forecasting Victoria to welcome the most delegates in 2018 and 2019, followed closely by New South Wales.

## Singapore MICE to hit US\$3b

**THE** Singapore MICE tourism market is expected to exceed US\$3 billion by 2024, according to a report by ResearchandMarkets.com

The Singapore MICE Tourism Market Analysis 2010-2017 and Forecasts 2018-2024 study found that the MICE industry was one of the most lucrative areas in Singapore's tourism sector.

Chinese delegates were forecast to remain Singapore's top source of conference-goers by 2024.

Research reported that Indonesia and Japanese delegates had the potential to become the most popular MICE travel nations to the Lion City.



**LOOKING** for inspiration for your beverage offerings at an upcoming event?

Well KFC has launched several cocktail recipes infused with its "Finger Lickin' Good" gravy.

Using its iconic gravy, the fast food giant has put a twist on a number of classic cocktails and created The Gravy Mary, The Finger Lickin' Sour and The Southern Twist.

The cocktails follow the "stocktails" trend containing booze and broth.



## Partner Up

The low down on tech in the events world



## Planning a conference? Here are 3 things you need to consider.

**CONFERENCES** are great for bringing a large group of people together to discuss and learn about certain topics. They are sometimes held over a few days, or even just within a few hours. Either way, there's always plenty to think about when planning one.

Here are our top three things to consider when planning a conference:

### Venue

Conferences tend to be larger scale events, so it's a good idea to research venues that will cater to your needs in terms of size, amenities and style. You might need separate rooms or sections for break out sessions, or just one big hall to present in. Make sure the venue is appropriate for your conference, that it speaks to the style and theme you want to present, and that it is convenient enough for guests to get to by car or public transport.

### Sponsors

Having sponsors who pay to feature at your conference

can really help with costs. You might have a few different sponsorship options and levels available, or just one or two main ones, and sponsors may be granted exclusivity or a chance to present at the conference. It's entirely up to you and the needs of your conference when determining how deep the sponsorship relationship goes, but don't be too shy when seeking sponsorship income as sponsors can be a huge support during this time.

### Audiovisual support

A great conference relies on great AV support. Work out what you need in terms of AV - such as microphones, lighting, staging, monitors, teleconferencing capabilities, or video access for virtual attendees. Many venues have an in-house AV team, such as AVPartners, and are able to make your conference AV needs for sound, lighting and audio smooth and professional!

**Brendon Biffin** is the partner at Sofitel Brisbane Central with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly-tailored approach. [www.avpartners.com](http://www.avpartners.com)

