



## Today's issue of BEN

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

## AIME unveils robots vs tech

**MORE** details of a speaking partnership between AIME and Saxton have been revealed (**BEN** 11 Jan).

A discussion on robots challenging humans will feature Dr Jordan Nguyen, Bill Bennett and Casey Hyun.

The trio will discuss the intersection between tech and humanity, and the role of robotics in our future.

**MEANWHILE**, AIME is offering the chance to win two hotel packages in collaboration with the Pullman & Mercure brands.

To enter, AIME attendees need to pre-register online for the two-day event taking place 20-21 Feb with prize packages including accommodation, breakfast and dinner.

**CLICK HERE** for more info.

## EL Questro's corporate offer

**KIMBERLEY-BASED** retreat El Questro is offering packages to businesses seeking a premium venue for corporate retreats.

Half or full day options are available with stays including an open air meeting space for up to 30 delegates, conference equipment, safari-style tented cabins and catering services throughout the day.

El Questro features rugged ranges and gorges that lend themselves to team building adventures.

Interested parties should send their enquiries to Darren Brady at [dbrady@delawarenorth.com](mailto:dbrady@delawarenorth.com).



## NEW LEADER AT HELM OF ACC

**THE** Adelaide Convention Centre has started 2018 with a new leader taking the reins following the promotion of Simon Burgess to general manager at the start of Jan.

He brings with him more than 20 years of experience, most recently spending five years as the director of convention and exhibition sales at the Adelaide Convention Centre.

The new appointment follows the announcement by former chief executive Alec Gilbert late last year that he would be stepping down after serving 12 years in the role.

Appointed by Adelaide Venue Management, Burgess was instrumental in increasing levels of business to match the new capacity of the Adelaide Convention Centre throughout its two-stage \$397m redevelopment (**BEN** 31 Aug).

Speaking on his appointment, Burgess said it was an exciting time to assume the role and he could foresee bright times ahead for the ACC.

"We have a great legacy in terms of our new facilities from our recent expansion...this



combined with the continued rejuvenation of the Adelaide Riverbank means the city is well-poised to be an even more attractive business events destination moving forward," Burgess said.

As general manager, Burgess will oversee the Adelaide Convention Centre's business development activities as well as the venue's operations.

The new role will need to manage a busy schedule ahead, with the ACC set to host the MEA National Conference, the

Australian Tourism Exchange and the Australasian Society of Association Executives (AuSAE) conference this year.

**MEANWHILE**, The Adelaide Convention Centre has promoted Erryn Dryga to the role of senior sales manager - conventions and exhibitions.

Before taking on her new job, Dryga was senior business development manager at the convention centre.

Simon Burgess is **pictured** with Erryn Dryga in front of the Adelaide Convention Centre.

## PCOA to debut webinar series

**THE** PCO Association will hold 17 webinar sessions across 2018.

Online sessions have been crafted from the feedback the association received from members and partners.

The first webinar on increasing productivity will be hosted by Sally Foley-Lewis on 15 Feb at 1.30pm.

All workshops will be free for PCOA members and \$25 for non-members.

**CLICK HERE** for more info.

## Maritime Museum tours

**POPULAR** Sydney events venue, the Australian National Maritime Museum, has launched a new product to welcome its Chinese visitors during Feb.

Across the entire month, the museum will offer Chinese language guided tours of the venue's main galleries, exhibitions and popular attractions.

The tours are available for a maximum of 35 people. Enquire **HERE** for more.



## GET GLOBAL TIE-UP

**ORGANISERS** of Get Global have announced a partnership with ICMI Speakers & Entertainers ahead of their event in Jul.

The tie-up will see the introduction of an educational Inspiration Corner on the exhibition floor that will allow delegates to gain more knowledge and skills.

ICMI will bring a number of speakers to the event including former Facebook Australia & New Zealand managing director Stephen Scheeler who will present current, industry relevant speeches on the day.

Scheeler said he would discuss ways to educate and inspire

business development.

Get Global founder Gary Bender said "we wanted to offer an area where buyers and exhibitors alike could sit, relax, learn, be inspired and invigorated by the speakers from ICMI".

ICMI Speakers and Entertainers gm Viki Markoff said the aim was to motivate and educate attendees by stimulating thought and debate when they returned to their offices at the end of the event.

Get Global will be held on Fri 20 Jul at ICC Sydney, with a welcome cocktail reception to take place the day before.

## Event Tech Tribe expands

**THE** Event Tech Tribe has announced that venue booking software Meetingselect has become the latest and seventh member of the group.

The Netherlands-based company will be integrated with all existing Tribe products as part of the expanding suite of integrated solutions offered.

Meetingselect offers more than 500,000 meeting spaces worldwide from hotels, conference centres and on board ships.

The booking tool allows event planners to save costs and time on finding and locating a venue.



**EVERYONE** loves a good feed, but what do you do when your favourite restaurant gets burnt down?

Around 100 people turned out this week in the Alabama capital Montgomery for a candlelight vigil to say their goodbyes to a Taco Bell.

The effort started as an apparent joke in a Facebook event last week, but as momentum and interest grew, organisers decided to make the event a reality.

Besides paying their respects, Taco Bell prizes were also handed out to soften the blow.

Plans are underway to rebuild the destroyed outlet.

Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.

## Why?

**DURING** the Christmas/Summer break I took a look at some magazines written by or for various professions. Now 'Why?' you may ask, didn't I have anything better to do? The answer is simple; I was curious about how many other professional publications actively encourage non-professionals to do what their members are qualified to do. I was spurred on to do this by yet another so-called incentive industry magazine publishing a "cheat sheet" for budding incentives practitioners provided by a senior incentive industry operator who, in my opinion, should have known better.

Such articles only trivialise the industry and the professionals who work in it. They serve to convince totally untrained people that little or no experience is necessary to be able to design, properly implement and reward incentive programmes which, in many cases, do not have simple outcomes.

Particular targets for such articles are PAs or EAs who the publishers involved obviously want to convince are vastly under-employed and that taking on a complex incentive programme and/or reward will nicely fill the gaps when they're not doing anything useful.

Interestingly the same magazine also included an account of an incentive reward trip to Italy for a group of some 80+ people. This reward itinerary - in some seventeen incarnations - took almost 18 months to create and have approved by the client. There were various elements which

were added literally at the last minute and two major suppliers in Italy whose products the client sold were also involved, again at the last minute. But what was ultimately achieved was stunning in the extreme and the client was very happy. I doubt whether any 'cheat sheet' would have covered the amount and complexity of work this reward involved.

Now, if that's the sort of event these under-employed PAs and EAs want to be involved in I suggest they chose the wrong career in the first place!

I would remind those who wish to be part of this 'glamorous' industry of the Hoover UK fiasco in the 1990s. This supposedly simple scheme was created by two senior executives of the company without any relevant consultation. The scheme involved providing airline tickets to anyone purchasing a Hoover vacuum cleaner above a certain price... and was a total disaster, costing the company an additional £20 million over and above the original budget and the two executives involved their jobs. There was also a knock-on effect which depressed the vacuum cleaner and washing machine market in the UK for several years.

Professional members of the incentive industry exist to offer their clients the best advice based upon many years of relevant industry experience; to incorporate that advice into programmes and rewards that achieve results. Is it worth taking the risk of being another Hoover?

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