



## SYD GETS READY TO GET GLOBAL

**OUTBOUND MICE** travel exhibition Get Global kicks off this Fri at the International Convention Centre (ICC) Sydney, with over 140 exhibitors set to showcase their products during the one-day event.

Featuring a "Get up and Go" breakfast, a range of guest speakers and the chance to mingle throughout the day, Get Global offers guests the opportunity to build on their global network.

This year, buyers, exhibitors, sponsors and partners are invited to download the free Get Global app from the App Store and Google Play before the day, which will allow them to view the day's schedule,

as well as connect with and organise appointments with other event attendees.

Users will also be able to use the electronic business card exchange feature, as well as enter various competitions being run throughout the day, including the chance to win flights and accommodation to Fiji, New Caledonia, the USA, Hawaii, South Africa, Tahiti and New Zealand.



MC Andrew Klein (pictured), will entertain and motivate delegates at the newly introduced Inspirational Corner, alongside a host of other notable industry names. To view a rundown of the event & to register, [CLICK HERE](#).

## A shake up for AIME 2019

**THE** Asia Pacific Incentives and Meeting Event (AIME) together with its new organisers, Talk2 Media & Events, has announced a number of changes to be implemented at AIME 2019.

Taking place on 18 to 20 Feb 2019 at Melbourne Convention & Exhibition Centre, the event will see an increase in the number and diversity of hosted buyers from across the entire region.

"We will be bringing over 100 additional buyers from Asia Pacific to AIME next year, as well as having 25% of your buyers attending from Europe, the Middle East and the Americas," said the organisers.

"Currently 55% of confirmed buyers for 2019 are international, from destinations like Singapore, India, USA and New Zealand."

To register for the event visit [www.aime.com.au/exhibit/](http://www.aime.com.au/exhibit/) or to view a brochure for more info, [CLICK HERE](#).

## Today's issue of BEN

*Business Events News* today has three pages of news plus a full page from **CAPA**.

## Crisis guide

**A FREE** guide on how to handle communications in an events crisis has been released by the Professional Convention Management Association.

Download the guide [HERE](#).

## DARE event

**EVENT** organisers can find their next guest speaker at the DARE Speaker Showcase on 20 Jul; [CLICK HERE](#).

## FAIRMONT RESORT BLUE MOUNTAINS



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We are building the Get Global Globe for you,  
Buyers you just gotta GET there!

**REGISTER NOW. FRIDAY 20 JULY 2018 | ICC SYDNEY**  
[www.getglobal.com.au](http://www.getglobal.com.au)



## C2 LAUNCHES LABS



**FOLLOWING** its multi-million dollar expansion, the Melbourne Convention and Exhibition Centre (MCEC) has partnered with C2 to launch a series of new interactive experience labs.

The new installations aim to “challenge conventions and explore a new approach to business events”, with C2 ceo Martin Enault stating the partnership is unique.

“Our immersive experiences

are proven to re-energise and re-tool leaders, allowing them to find creative solutions to real-world problems,” he said.

Eight Labs are now available, including “Sky”, which suspends a chair 10m off the ground; “Cloud”, where participants learn to deal with chaos in a fog-filled dome; “Pool” (pictured) where delegates dive into childhood memories; “In the Dark”, a pitch black inflatable room; “Blueprint”, which utilises building blocks to design ideas; “Cake”, which outlines teamwork; “Barometer”, which highlights commonalities & perspectives; & “Lab to Go”, which invites participants to solve a series of puzzles.

## AACB rego

**THE** 29th annual AACB conference is fast approaching, with the event set to take place at the Mantra Mooloolaba Beach on Queensland’s Sunshine Coast 12 to 14 Aug.

This year’s theme “The Next Wave: Exceeding Tomorrow’s Expectations” will see the event explore emerging trends and opportunities for Australian business events organisers.

**CLICK HERE** to register.

## IBTM on again

**THE** IBTM World 2018 event is set to kick off in Barcelona from 17 to 29 Nov, with Duncan Wardle named as the first keynote speaker to address delegates.

Wardle is known for his work at The Walt Disney Company and will discuss innovation & technology.

## Destination update

### The Scenic Luxury Experience

**WHEN** you travel with Scenic you can be confident that we’ll go beyond to ensure that every aspect of your journey has been considered. It is about going that little bit extra to ensure that your trip is a carefree experience from start to finish.

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When it comes to guides and Tour Directors we use local experts. After all, nobody knows a destination quite like someone who lives there. So not only can you expect to explore the must-see highlights, you will also be treated to the little-known gems and delightful backstreets only we know.

This is what we call the Nth degree.



**WHETHER** you’re heading to the western Arkansas city of Fort Smith in the USA for business or for pleasure, make sure you don’t forget to pack your dancing shoes.

Authorities in the city have officially repealed a 1953 ordinance that “essentially outlawed public dancing on Sundays”, a move that followed the banning of sales and labour on Sundays.

Locals call it the “Footloose” ordinance, and while no-one was arrested for kicking off their Sunday shoes, at least now everybody can cut footloose.

## NoVacancy expo opens in Syd

**ACCOMODATION** business trade expo NoVacancy opened its doors to the hotel and accommodation industry yesterday, with 2,000 visitors expected to visit over the two-day event.

Held at the International Convention Centre (ICC) in Sydney, the event covers all aspects of running an accommodation business, from finance and design, to refurbishment and marketing.

The event, which is now operated by National Media, has been redesigned to place more emphasis on the products and services of its 170 vendors, rather than its past focus as a conference.

Event director Brad Langton, **pictured**, said the expo aimed to produce a “winning formula” of combined quality and quantity.



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## 2018 MEA Mentor Program opens

**MEETINGS & Events Australia (MEA)** has announced that the 2018 MEA Mentor Program will get underway this month.

Now in its second year, the six-month program pairs mentees and mentors from each state and territory across Australia to help grow leadership skills in the Australian events industry. "One of the major challenges

in our industry is the difficulty in attracting, recruiting and retaining skilled professionals to work in the sector," said MEA ceo Robyn Johnson.

"MEA has developed this program as a key initiative to support young professionals and to address chronic skills shortages in the industry."

2019 registrations open Oct.



## WIN WITH HKTG

Recognised as one of the world's most exciting and vibrant cities, Hong Kong is a destination where you can take your corporate event to new heights. Whether it's a conference for hundreds or a meeting and incentive group, Hong Kong has it all.

Be in the draw to win a weekly prize, leading up to Get Global by answering the special Hong Kong weekly question:

To win be the first person to send the correct answer to the question to [hktg@businessesnews.com.au](mailto:hktg@businessesnews.com.au)

Central and Sheung Wan are two of the oldest neighbourhoods in Hong Kong. Explore east and west, past and present, traditional and innovations all in one day. Name the 5 self-guided walks where your client can really explore the heart of the neighbourhood.

Visit Lisa and Jessica at Get Global to discuss why Hong Kong should be your venue of choice. See you 20 July at the International Convention Centre, Sydney.



## Partner Up

The low down on tech in the events world



## How sponsoring an event can help a business gain exposure

**SPONSORING** an event can be beneficial for a business trying to build brand awareness and reach a targeted pool of customers. Event sponsorship is a mutually beneficial agreement between an event organiser and event sponsor. Although there are many different types of event sponsorships, generally they involve an investment by the sponsor into the event which leads to brand affiliation and publicity opportunities for the sponsor.

Event sponsors benefit from marketing and promotional efforts leading up to and during the event, they can build brand loyalty through association with highly credible events, and can often tap into a targeted market that is suited to their business goals.

Event organisers can benefit from lower event costs and better credibility through association with large brands.

### Why get a business to sponsor your event?

For event organisers, event sponsorship can help alleviate some of the prohibitive costs that come with event planning. This may involve a cash sponsorship or an in-lieu sponsorship. For example, finding a food or alcohol company to sponsor your event may involve the provision of food and drink, or a print sponsor can cover the costs of

printing programs and flyers.

### Why would a business want to sponsor an event?

Event sponsorship is a great marketing strategy for businesses large and small. For up and coming companies, sponsorship agreements which showcase a business' products or services are a great opportunity to build brand awareness and acquire new customers. For larger brands, sponsorship can be a great opportunity to build brand loyalty and credibility. A common type of sponsorship agreement for large brands is the sponsorship of an event which targets their customers. This type of agreement helps bind larger brands with their customers, in turn building brand identity.

### How businesses choose the right event to sponsor

A few questions a business might ask prior to signing a sponsorship agreement include: Who will be attending the event? What can we expect to get out of the agreement? Are there other sponsors involved in the event? And if so, how might they impact our sponsorship goals?

It is paramount to consider how the agreement will benefit both parties, and it's equally important to try to measure expectations.

**David Raymond** is the Partner at Mercure Brisbane 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)





**REGISTER NOW**

**Only 2 weeks to go! | 1-2 August, Sydney**

**Don't miss the pre-eminent summit for the Australia Pacific region!**

CAPA's home event, the Australia Pacific Summit, kicking off in two weeks' time (1-2 August, Sydney), will explore high level aviation and corporate travel management themes. The agenda will address commercial and operational pillars underpinning strategic decision making for both local and international airlines. For the corporate travel manager, a dedicated stream will focus on the corporate travel industry needs. Quickfire workshops will be led by recognised travel experts and explore a wide range of topics.

Spanning two days, the summit attracts 600+ industry peers, experts and leaders. As the region's largest strategic aviation and corporate travel summit, this is one event not to miss.

**AVIATION HIGHLIGHTS**

- APAC aviation industry outlook
- Infrastructure outlook & future of Western Sydney Airport
- Digital innovation in the airline & travel industry
- Growth of low cost long haul airlines
- Frictionless travel through AI & biometrics

**CORPORATE TRAVEL HIGHLIGHTS**

- Airline negotiations in a supply driven market
- Sourcing hotel rates in a highly competitive market
- Managing TMC costs
- Evolution of payments, the arrival of NDC & why it matters for the corporate travel industry

**SPEAKER HIGHLIGHTS**

Hear from 30+ inspiring aviation & corporate travel leaders



John Borghetti  
MD & CEO  
**Virgin Australia**



Merren McArthur  
CEO  
**Tigerair Australia**



John O'Sullivan  
MD  
**Tourism Australia**



Margy Osmond  
CEO  
**Tourism & Transport Forum**



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CEO  
**Jetstar Group**



Geoff Culbert  
CEO  
**Sydney Airport**



Jayson Westbury  
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