

# DEEP DIVE FOR INSPIRATION DARWIN SHOWCASE

23-26 August 2018



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## Today's issue of BEN

*Business Events News* today has two pages of news plus a front cover wrap from the NT Convention Bureau.

## World airline chiefs fly in

**MORE** than 1,200 global leaders and stakeholders from the aviation industry landed in Sydney earlier this week, when the International Air Transport Association (IATA) Annual General Meeting and World Air Transport Summit took place from 03 to 05 Jun.

The invitation-only industry summit was hosted by Qantas at the International Convention Centre Sydney, with NSW Minister for Tourism & Major Events, Adam Marshall claiming the event would generate almost \$300 million for NSW.

# VICTORIA TACKLES A TECH TRIO

**MELBOURNE** is in for a busy second half of the year, with a host of technology events set to take place across the city, generating millions for the Victorian economy.

Those passionate about online video will convene on the Melbourne Convention and Exhibition Centre (MCEC) between 31 Aug & 02 Sep for the second VidCon Australia event.

The event, which is set to welcome more than 7,500 online video lovers, will bring together YouTube stars, online video creators, and social media celebrities with brands and fans and aims to celebrate the world of online video.

During the first weekend of Sep, the inaugural Melbourne Esports Open event will kick off, bringing the world's best gamers as well as thousands of visitors from interstate and overseas to the city's Rod Laver Arena, Margaret Court Arena and the Melbourne Park Function Centre.



The event was secured thanks to funding from the Major Events Fund, boosted by \$4.5 million in the Victorian Budget 2018/19, and is expected to attract 10,000 people per day.

Melbourne will also play host to the country's biggest tech talent from 01 Nov, when the Australian Computer Society's (ACS) Reimagination Thought Leaders' Summit & Digital Disruption Awards takes place at the MCEC.

Over 900 of the nation's tech leaders from industry, government and education will share ideas and connect at the event, where solutions to some of the key technical and ethical questions of the digital age will be discussed.

Minister for Innovation & the Digital Economy Philip Dalidakis said Reimagination would "bring ideas to life, help our tech companies expand and create more jobs".

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## SYD MEGA INCENTIVE

**MORE** than 6,500 of Asia's top performers from beauty company Jeunesse Global arrived in Sydney last week to enjoy a six-day 2018 Lifestyle Rewards incentive trip.

The event, secured by Business Events Sydney, is the largest corporate incentive group ever to visit during the city's Vivid festival, and contributed around \$40 million to the State's economy.

As well as enjoying the sights of Vivid, guests at the multi-day event were invited to climb the Harbour Bridge in another record-breaking effort, before paying a visit to the Port Stephens area.

The event also included two gala dinners hosted at Sydney Olympic Park's The Dome, which showcased the ability of the event space to cater for "events on a grand scale" with more than 400 staff serving up 19,800 canapes, 20,000 prawns and 1,320kg of fish.

BESydney ceo Lyn Lewis-Smith said the record-breaking event was vital to the local visitor economy, and "created a valuable opportunity to further strengthen ties with our friends in Asia".

**MEANWHILE**, BESydney has welcomed Carolin Lenehan as deputy general mgr, corporate affairs & communication.



**LOVERS** of those tiny, sharp plastic building blocks will be in for a treat when the world's largest Lego caravan takes centre stage at the 50th Queensland Caravan and Touring Supershow, opening today.

The show, which is also celebrating 40 consecutive years at the Brisbane Showgrounds, hopes to break a Guinness World Record with the showcase of life-sized model, which has been made with more than 280,000 individual bricks and took around 700 hours to build.

## NT showcase

**THE** Northern Territory Convention Bureau is gearing up to host its Darwin Showcase in Aug, highlighting the Top End's events attributes.

The bureau's latest familiarisation initiative will put the spotlight on Darwin's diverse range of meeting places and venues, its pre/post-touring options and its unique range of activities for delegates.

The program will provide a chance to meet with Darwin business event suppliers and experience some of the city's highlights first-hand.

It will be held from 23-26 Aug - to register, see today's **cover page**.

## GENerating Change

conference  
**FOCUS**  
bringing events into focus

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**. Topics include new generation events and making events effective and valuable.

## Audience engagement – part 4

**LET'S** remind ourselves of the dictionary definition of engagement: The act of being involved with something; to be interested.

There are tactics and tools available to encourage people to become engaged or to heighten their interest. While researching for this article, I jumped online to find out what others in the industry are saying about engagement. Here are a just a few of what I consider to be the more nutty, verging on plain silly, ideas about engagement at events. And remember, these come from so-called event pros:

"A business event may revolve around its speakers but speakers only thrive when the audience is engaged". What nonsense! One of the primary roles of any speaker is to engage the audience. If the audience is already engaged, the speaker's job is to maintain it. If they're not engaged, the speaker's job is to create or enhance engagement. Either way, the audience – their mood, their thoughts, their level of engagement – is controlled by the speaker.

"Engaging the five senses provides the perfect foundation for a successful event. The best way to engage is by making sure you capture all their senses". I kinda get this but then I don't...sight (lighting), sound (they're playing that song I hate...again), taste (what's for lunch?), smell (smells good), touch (this note

paper's rough and why's my table sticky?). Mostly extrinsic, non-core notions to me.

My personal favourite: "Use a huge screen or multiple screens". Clearly, this person believes there's correlation between the size and amount of screens in the room and levels of engagement. Some might say this would be distracting. I might make this point: If the speaker is uninspiring, their content of little or no interest and their slideshow straight out of the 90s, providing we use big screens and plenty of them, you think people will be engaged? Hey, I've got an idea, let's use fireworks.

**Event Tech:** All the event tech suppliers have an opinion on engagement and have posted blogs on the subject. Here's a snapshot of what they say you should do to encourage engagement: conduct a live poll, provide hashtags and tweetable moments, use social media, use gamification, encourage matchmaking, display social conversations, conduct a survey, use push notifications. These suggestions are all well and good but tech only plays a role in enhancing audience engagement – a sub-peripheral role. They are not the foundation, heart or essence of engagement. That role is claimed by good, strategic event design.

Read previous instalments in this series [here](#).

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact **Max Turpin** at Conference Focus on 02 9700 7740 or email [max@conferencefocus.com.au](mailto:max@conferencefocus.com.au).

