

business events news

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Today's issue of BEN

Business Events News today has two pages of news plus a full page from One & Only Wolgan Valley.

Tas taps Mofo for biz events

TASMANIAN winter festival Dark Mofo returns to Hobart today for three weeks of feasting, parades, and performances.

The "uniquely Tasmanian" event will also see several hundred keen swimmers jumping into the River Derwent to welcome the sunrise after the longest night at the annual Nude Solstice Swim.

Business Events Tasmania ceo Marnie Craig said the event was helping to "lift Tasmania's appeal as a winter business destination", with Hobart enjoying increased interest from groups planning their trips to coincide with the festival.

This year's event will feature an artist being 'buried' in a shipping container under one of Hobart's busiest streets. panel discussions about death, religion & war, as well as performances by comedian Tim Minchin.

INDUSTRY REVENUE ON THE RISE

AUSTRALIA'S exhibitions and events sector has reported a healthy surge in revenues in an industry-wide report that highlights key areas of prosperity and current trends.

The Exhibition & Event Association of Australasia (EEAA) outlined its 2018 Market Monitor research at its annual conference last week, revealing business sentiment across the industry to be positive.

It found organisers, venues and suppliers all experienced growth in business last year, while also expressing lower levels of concern over the economic climate than in previous years.

"This is a major profile study on the performance of our industry in 2017," said EEAA chief executive Joyce DiMascio.

"It's the first time we've had both a qualitative and



quantitative component and the first time our data has been benchmarked against the rest of the world," she said.

The research found 79% of event organisers experienced revenue growth in 2017 when compared to the previous year.

Health, travel, education and business were seen as sectors with the greatest potential for event growth, while the mining sector was singled out as an

area in decline.

EEAA President Spiro Anemogiannis (pictured) said a key positive from the research was that exhibitor satisfaction scores in the Asia Pacific region were higher than other regions.

He said "festivalisation" was a key trend identified in the research, with organisers adding entertainment to events to enhance the visitor experience and boost delegate numbers.

Cairns gets \$176m expansion

A PLANNED expansion of the Cairns Convention Centre has been given the go-ahead with \$176 million in funding allocated by the Queensland Government in its State Budget.

The funding, over two years, was announced yesterday and will allow the addition of a new 3,000m2 exhibition hall and supporting plenary space (BEN 17 Jul).

"The investment in the Cairns Convention Centre is an investment in the future growth of the city, bringing jobs and economic impact well into the future," said state MP for Cairns Michael Healy.

AACB reg open

REGISTRATION for the 29th Annual AACB Conference is now open, with this year's theme "The Next Wave: Exceeding Tomorrow's Expectations" inviting quests to explore business trends and networking opportunities.

To register, **CLICK HERE**.





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13th June 2018

MORNINGTON DEBU

VICTORIA'S Mornington Peninsula has welcomed a brand new large-scale conference and event space, with the opening of the new RACV Cape Schanck Resort.

Located on the edge of the Mornington Peninsula National Park, just over an hour from Melbourne's CBD, the resort offers 11 function spaces, including two flexible format ballrooms catering for 350 and 250 people respectively, for banquet-style functions.

An additional seven smaller boardrooms offer meeting space for between 10 and 20 quests, with a purpose-built green room also available.

Executive general manager of RACV's Leisure business, Craig Peachey said the property offered more than just a largescale function venue.

"The resort also enables quests to experience the Mornington Peninsula, a region on the rise in Victoria, with its boutique food, wine and wellness offerings attracting tourists in droves," Peachey said.

The resort also features a 25m indoor pool, sauna and gym.



VISITORS to Sydney's Royal Botanic Gardens during this month's stunning Vivid Festival were presented with an even sweeter treat upon arrival, with Australia's first Cupcake ATM taking up residence amongst the garden greenery.

Treats from the cottoncandy striped pink "ATM", which dispenses red velvet & choc banana cupcakes, are best enjoyed with one of the Garden's "light bulb" cocktails - gin and port wine jelly anyone?



HK hosts 1.9m

HONG Kong is flying high on the radar of the MICE industry after the city played host to more than 1.9 million overnight industry arrivals in 2017.

Enhanced connectivity, easy accessibility, the addition of new venue spaces and attractions, as well as Hong Kong Tourism's recently upgraded 2018/19 Hong Kong Rewards Program are providing delegates with even more reason to visit, while the Hong Kong-Zhuhai-Macau Bridge, due to open later this year, will cut journey times between the city and Macau to just half an hour.

New hotel openings, plus an expansion plan for Hong Kong Disneyland, are also key drivers for the city.

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**.

Bieber & Springsteen presenters

AS SOMEONE who spends a great deal of time sitting inside conference rooms, I am often asked by my clients "Who are the hot, new speakers on the conference scene?" It is a fair question. Most conference organisers are looking for the next big thing, someone fresh, young, current and different that their conference delegates will not yet have experienced.

And there are always awesome new speakers killing it on the circuit that everyone is keen to book. I call them the Bieber Speakers. They are youngish, some a little edgy, but they are excellent and talented and worth seeing.

But my view has always been "Don't forget the old quard" the speakers who have been on the circuit for 20 to 30 years plus and have become masters (and I use that term to mean masters and mistresses) of their trade. The speakers who have done Malcolm Gladwell's 10,000+ hours. The speakers who have been around so long that your Gen Y and Z audience may never have seen or heard of them - many of these speakers remain at the top of their game.

They are the real masters - the always changing "Springsteens" who are so good that they adapt and update - every time you hear them you will witness something different. They change, tailor and contemporise their presentation, new stories, based on a new world. Always talking about the here and





now and using the past as a comparison. They may have been on the circuit for years but their material is fresh and your conference audience have not experienced this presentation.

Here's the key - they are just as fresh and as new and relevant as the Bieber speakers.

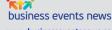
There are so many of these timeless and utterly contemporary speakers - have you heard the wonderful Amanda Gore recently or Robyn Moore, Keith Abraham, Ita Buttrose, Cathryn De Vrye or Colin James? These are the masters of the speaking universe and you must expose them and their wisdom to your conference audiences.

Your audience may never have heard their presentation before and even if they have many years back, these speakers' presentations are always fresh and different, with perhaps a few greatest hits thrown in.

So next time you phone up a speaker's bureau or google "conference speakers" why not ask 'who is old?" as well as 'who is new?'

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching at www.andrewklein.com.au.





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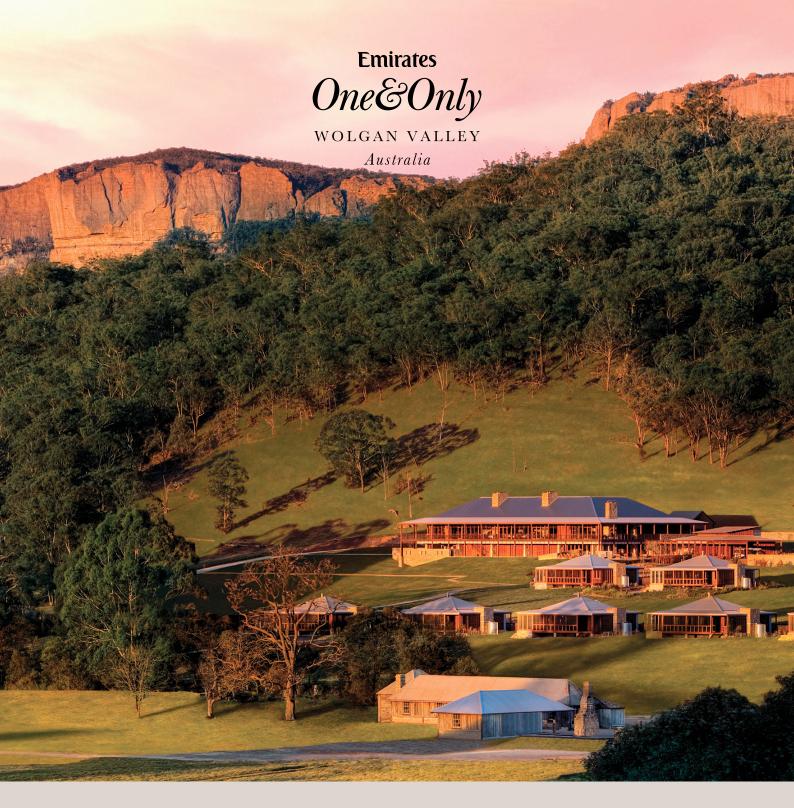
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