



Today's issue of BEN

Business Events News today has two pages of news plus full pages from:

- CAPA
- AA Appointments jobs

MCEC reveals tech update

MELBOURNE Convention and Exhibition Centre (MCEC) has invested in new technologies as it prepares for the opening of its \$200 million expansion.

Its new spaces, which open next month, will feature 4k laser projectors, LED based theatrical lighting equipment and fully integrated rigging infrastructure, creating highly customisable event spaces for customers.

Other initiatives include a specialised production team, improving wi-fi with a \$2m investment, and a \$1m outlay for expanding vision and projection capabilities at the centre.

The recently announced 2018 Reimagination conference and Digital Disruptors Awards join the list of tech and disruption events at MCEC.

JEWEL REVEALS EVENT PLANS

THE Gold Coast's biggest infrastructure project in decades, The Jewel, is set to transform the city's event and accommodation offerings.

With a prime beachfront location, the \$1 billion complex will feature three towers inspired by the quartz crystals discovered in the region, as well as exclusive residences and a five-star luxury hotel.

Project owners, Yuhu Group Australia, are behind the venture and will retain ownership of the Jewel's hotel, ballroom and conference facilities.

"Our aim is to provide premium spaces where our residents, hotel guests and visitors will thoroughly enjoy spending their time," said Yuhu Group director, Jimmy Huang.

"We want the Jewel to be a major community asset and the ballroom and other public spaces, including bars, dining options and retail offerings will all help underpin this."

Located at the edge of the beachfront, the 700m² Jewel ballroom will cater for up to 800 people, featuring a three-storey ceiling height and a separate smaller function room.

Huang also said the Jewel ballroom would be an "amazing space" that would set a new standard on the Gold Coast.

"It will be a centrepiece of the



Jewel with the grand scale to cater for significant events in a wonderful location overlooking the ocean," he said.

The complex will also incorporate a 633m² business centre with five meeting rooms of varying sizes and equipment to cater for business needs.

Post business, guests can enjoy the beach-facing outdoor resort pool and swim-up bar; all-day dining hall with a range of cuisine within clear view of the water; outdoor dining, seating and lounge areas with lush pool-side gardens; a lobby bar and feature bar with an area of 450m²; plus an indoor pool



& gym, health and wellness centre; and retail spaces.

A community celebration is planned for Aug 2018 to mark the Jewel towers reaching their max height.

Project completion is planned by mid 2019.

Pictured: artist renderings of the Jewel and its outdoor pool.

Launch Festival kicks off in Syd

THE Launch Festival for the global start-up community got underway in Sydney this week, the first time the event has been held outside of San Francisco in its 10-year history.

Held at the SMC Conference & Function Centre, the event welcomed more than 1,400 delegates from 26 countries including Morocco, India, Brazil, Canada and Germany.

Meanwhile, NSW Minister for Trade and Industry Niall Blair said Sydney had won the right to host the 2019 World Forum for Foreign Direct Investment (FDI) from 17-19 Jun 2019.

The event is set to attract 400 business leaders and senior government officials from around the world.



DO YOU ORGANISE INTERNATIONAL EVENTS?

From the highlands of Scotland, zig zagging through Europe, across the deserts of the gulf, the silk roads of Asia and its vast array of lazy Susan banquets of countries, across the Pacific onto Hawaii and USA the lights of Vegas, route 66 all on offer.

Let's not forget the islands in the Pacific, Bula and Bonjour, NZ & South Africa complete the journey so far and much more to come.

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



EEAA TAKES ECO LEAD

THE Exhibition & Event Association of Australia (EEAA) has launched a new industry collaboration to tackle environmental issues, aiming to create a new charter on sustainability for the sector.

At the EEAA Leaders Forum last week, the association created a committee of key industry figures to spearhead the charter's development.

EEAA chief executive Joyce DiMascio said sustainability was a key part of the association's five-year strategy.

"I look forward to working

with the committee to build a charter for our industry on this important issue and to sharing the expertise and best-practice of members who are taking positive steps already," DiMascio said.

The committee comprises of Leighton Wood, MCEC; Helen Mantellato, ICC Sydney; David Longman, Diversified Communications; Paul Elliott, Harry the Hirer; Ross Ferrar, Gaming Technologies Association; Cory McCarrick, Reed Exhibitions Australia; and Adrian Slingsby, ICC Sydney.

Focus on NZ

BUSINESS Events Australia hosted 50 of New Zealand's top business event planners in Auckland recently, providing insight into some of the best experiences Australia has to offer the corporate incentive market.

"The event provided guests with a multi-sensory experience of Australia's unique places, people, produce and business events offering," said Tourism Australia executive general manager, events, Penny Lion.

In the spotlight for Kiwi event planners was a taste of Opera Australia's Handa Opera on Sydney Harbour, Melbourne's Australian Open and the Field of Light installation at Uluru.

For more information on the push, **CLICK HERE**.



IT'S vitally important that keynote speakers at your event grab the attention of the audience from the start, however it seems that advice can also burn bridges.

Czech President Milos Zeman recently announced a press conference where he produced a large pair of red underpants and set fire to them in front of a shocked media gallery.

The stunt was the latest move in a string of quirky media appearances, with Zeman brandishing a fake gun at a presser last year.



Partner Up

The low down on tech in the events world



How to hold a hybrid event

AS TECHNOLOGY advances, hybrid events are becoming increasingly more popular and accessible. Hybrid events are those that combine a live (in person) and a virtual (online) audience experience, blending and engaging the two elements. The technology and capability for web and live streaming is growing rapidly, and event organisers are actively trying to include this option in as many events as possible.

Hybrid events can be great for an array of event types, including meetings, product launches, conferences, trade shows, company announcements, training, and sales and marketing updates. Those that attend virtually can view live footage and content from the event, such as keynote and guest speakers, workshops, launches and education sessions via a webcast direct to their computer, tablet or mobile phone. Generally, they are also able to interact with the speakers and other virtual attendees via messaging tools, a chat line or social media channels.

When holding a hybrid event, the most important thing to consider is that your event is fulfilling for all attendees, whether in person or virtual, and effectively engages both audiences.

Here are some things to consider:

Nathan Hinschen is the Partner at Novotel Brisbane for AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach. www.avpartners.com



Be prepared

To have a successful virtual experience, you must have flawless technical output. Content such as video, slides and other event data needs to be prepared, input into the streaming system and tested in advance.

Keep on time

It can be hard to keep events strictly on time, but this is even more important when providing a hybrid event. Like waiting for a TV program to start, your virtual attendees will log on specifically at that time, for that speaker or presentation, and if there are delays or confusion with timing, they may log off.

Participation and engagement

Allow time and access for both online and in person attendees to participate in discussions or workshops, and remember to allow time for online attendees to contribute, as they may not be able to answer as instantly as those within the room.

Hybrid events using live webcasting are a powerful communication tool and can assist you to save money, extend the life of in-person events and broaden your audience and event exposure, offering different perspectives and an exciting experience for all involved.

Perth Aviation & Corporate Travel Summit

4 July, Perth Western Australia

REGISTER NOW

Only 2 weeks to go! | Join us 4 July, Perth

- Big picture aviation outlook with a drill down on Perth
- Insights into India, a key source market for WA
- Transformation of Perth Airport into a world class hub
- Outlook for the FIFO & charter market
- Stimulating Perth's inbound & short stay transit markets
- Travel procurement challenges unique to the Perth market
- Ways to optimise your travel programme

Hear & connect with industry leaders

A must attend for the local aviation & travel industry – be part of the conversation!

CAPA's roadshow of events in Australasia's capital cities continues with our Perth Aviation & Corporate Travel Summit this July. Offering a unique blend of high level aviation content and corporate travel management insights and best practices, it's the **ONLY** platform that delivers a true end to end knowledge and networking experience for the travel industry.

Our Perth event will feature detailed insights on key inbound markets and the secrets for success in attracting inbound and short stay traffic, as well as the outlook for the FIFO and charter market. It will also explore the pain points experienced by the local Perth travel management community, including the procurement challenges unique to Perth and how to save costs and optimise your travel programme, while keeping travellers engaged.

Hurry, there's only a two weeks to register. See you there!

Speaker highlights:



Thanh Son Nguyen
Vice President - Commercial
VietJet Aviation



Claire Werkmeister
Director Aviation
Development & Policy
Tourism Western Australia



Mochamad Firman
General Manager Western Australia
Garuda Indonesia



Peter Brampton
General Manager
The Westin Perth

per18.capaevents.com

INFORM. CONNECT. INSPIRE.





**LOOKING FOR A NEW CAREER DIRECTION?
JOIN THE A-TEAM**

**TRAVEL RECRUITMENT CONSULTANT
SYDNEY: GENEROUS SALARY + BONUSES**

Love being a part of the travel or hospitality industry but thirsty for a new challenge? Use all your exceptional industry knowledge, excellent customer service & client relationship skills in a brand new exciting role. Due to National growth, AA is searching for talented individuals to join our Permanent Recruitment Division. As part of our successful team, you will be responsible for servicing our clients' recruitment needs, whilst also assisting candidates with their career progression.

FANTASTIC PERKS INCLUDE:

A generous base salary + uncapped commission + amazing staff rewards including, Team Incentives and an Annual Luxury Conference. This is the ideal opportunity to say goodbye to travel consulting and move into a brand-new direction.

Full training and career advancement is on offer.

Want to know more?

Email your CV to apply@aaappointments.com.au

For more great roles visit us at www.aaappointments.com.au