



Today's issue of BEN

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

- One&Only Wolgan Valley
- CAPA

Big week in Tas

HOBART is playing host to two key events this week, as it welcomes delegates across two different industries.

The Financial Counselling Australia conference is currently taking place at the Hotel Grand Chancellor, while over 900 women singers will converge on the city for the 'Hobart in Harmony' 2018 Sweet Adelines Regional Chorus & Quartet Comp, 17 to 20 May.

GC welcomes Chinese trip

MORE than 7,000 Chinese visitors arrived in the Gold Coast this week for the first leg of an incentive trip laid on by Infinitus China (**BEN** 02 May).

Qld's events sector is keen to capitalise on the momentum generated by The Commonwealth Games this year.

"This visit alone will generate tens of millions of dollars for the local economy...and create a new business events industry on the Gold Coast," said Qld Tourism Industry Development Minister Kate Jones.

AUSTRALIA ON STAGE AT IMEX

TOURISM Australia's specialist arm Business Events Australia has joined 17 other major players from around the world at IMEX Frankfurt 2018.

The event, one of the key business events exhibitions for international business events planners and decision-makers, gives Australia the opportunity to showcase its strength as an incentive and association destination, as well as generate leads for the local industry.

John O'Sullivan, managing director for Tourism Australia said the event was essential to building Australia's presence on an international scale.

"With Australia's track record in business events delivery, and our winning combination of unique natural landscapes and friendly welcoming people



we are already on the radar as the ideal business events destination," O'Sullivan said.

"To get even more value for Australia at IMEX Frankfurt, we also sponsor events such as the Association Leadership Breakfast, providing access to key decision-makers from across

Europe," he added.

IMEX is the first major exhibition to be held since Tourism Australia received \$12m in the Boosting Business Events Bid Fund Program.

Members of this year's Australian contingent at IMEX are **pictured** above.

Moreton offers new temp structure

BUSINESS events supplier Moreton Hire has expanded its range of marquees by introducing its new Kubo temporary structure (**pictured**).

The new product offers meeting planners the ability to increase their branding opportunities in a comfortable covered space.

"Branding our marquees has become increasingly popular over the past couple of years," said Moreton Hire managing director Peter Morahan.

"As a result of this customer



insight, we wanted a solution that really highlighted exterior branding, as well as a solution that was distinctive, innovative and unique," he added.

The KUBO structure is available for hire for all Australian clients.

CVENT's top 50

EVENT tech company Cvent has released a list of the best performing Asia Pacific hotels for hosting events.

The Top 50 Meeting Hotels in Asia Pacific list ranked hotels against a range of criteria including total requests for proposals, room stays, market share, and conversion rates.

The Hyatt Regency Sydney took out top spot on the list for the period Jan-Dec 2017, with Singapore and Australia performing best in the region - see full list **HERE**.



"Agency Accreditation is important for a corporate customer to evaluate and choose their partners."

Find out more >>>

Bert Li
Assoc. Director of Event Production, Amway China



Hear how Adelaide is preparing for Asian events in the May issue of *travelBulletin*.

CLICK to read
travelBulletin

MCEC SIGNS C2 PACT

THE Melbourne Convention and Exhibition Centre (MCEC) has sealed a partnership with the C2 International creative business conference in which the venue gains access to C2's design platform and "labs".

The agreement was announced at IMEX in Frankfurt yesterday, ahead of C2's debut at the MCEC from 17-19 Oct.

Founded by Cirque du Soleil and creative agency Sid Lee, C2 creates "immersive and interactive experiences" aimed at allowing participants to reframe their thinking and "solve the global business challenges of our time".

MCEC chief executive Peter King said the partnership

demonstrated the venue's commitment to creating innovative experiences that inspired customers.

"Together with C2, we'll work to transform our industry and reinvent the role venues play in helping deliver events that generate positive connections and meaningful experiences," King said.

C2 Melbourne will involve immersive workshops, "deep-dive masterclasses", signature "labs" and artistic performances, plus a custom-built village flowing out to the Yarra River.

The labs - described as "challenging yet playful ideation sessions" - will be available to MCEC customers from 01 Jul.



HUNDREDS of pizza lovers were left hungry last week when their favourite fast food abruptly disappeared from an all-you-can-eat pizza festival in London.

Customers were promised "the opportunity to sample unlimited amounts of pizza" when a broken oven forced them to wait up to an hour to score a slice.

Organisers offered the disgruntled festival-goers complimentary VIP passes to their upcoming BBQ festival as compensation - we just hope they check the levels of their gas bottles beforehand.

ICC Syd 'best'

THE International Convention Centre Sydney (ICC Sydney) has been named Australia's Best Public Building at the Rider Levett Bucknall Innovation and Excellence Awards, receiving recognition for its design and placement at the epicentre of the \$3.4 billion redevelopment of the Darling Harbour precinct.

MEANWHILE, Asia-Pacific's largest business and technology exhibition CeBIT kicked off today, with 300 exhibitors from around the world gathering at the venue for three days of sales, marketing and networking.

The event concludes on Fri.

Partner Up

The low down on tech in the events world



How to make sure guests turn up to your event

WHEN planning an event, even when you know your event is going to be engaging and exciting, you still may find yourself with a sense of foreboding. What if no one shows up?

This fear is fairly common in the event planning industry, so we've come up with a few ideas to help you make your event irresistible to potential attendees:

Remain top of mind

The first step to get people to your event is to let them know about it! Send them an invitation, create a Facebook event page, or talk about it in your newsletter - you need to start spreading the word. Once you have done this, you need to remain top of mind so that people remember that the event is coming up, and can bookmark it in their calendars. Do this by ensuring that there is an RSVP and other contact information on any invitations or marketing content, along with having regular updates on social media or through email marketing.

Create a 'Big Idea'

A 'Big Idea' is the ultimate

pull for anyone to attend the event, and it usually revolves around an amazing experience. This could be in the form of a famous attendee or host of the event, such as an inspiring guest speaker, or a celebrity chef. It could even be the excitement of walking away with a brilliant gift bag.

Offer a sensory experience

Create anticipation for your attendees by promising and delivering a full sensory experience. You can do this by making the most of audiovisual technology; lighting and sound effects can create atmosphere, and maximise guest interaction and engagement.

Remember the good times

Good event planners know how to leverage their previous event experiences, especially in the buildup for their next event. They remind past attendees of all the brilliant things that went right with the last event, by sharing images and videos of their success on social media and through other marketing channels.

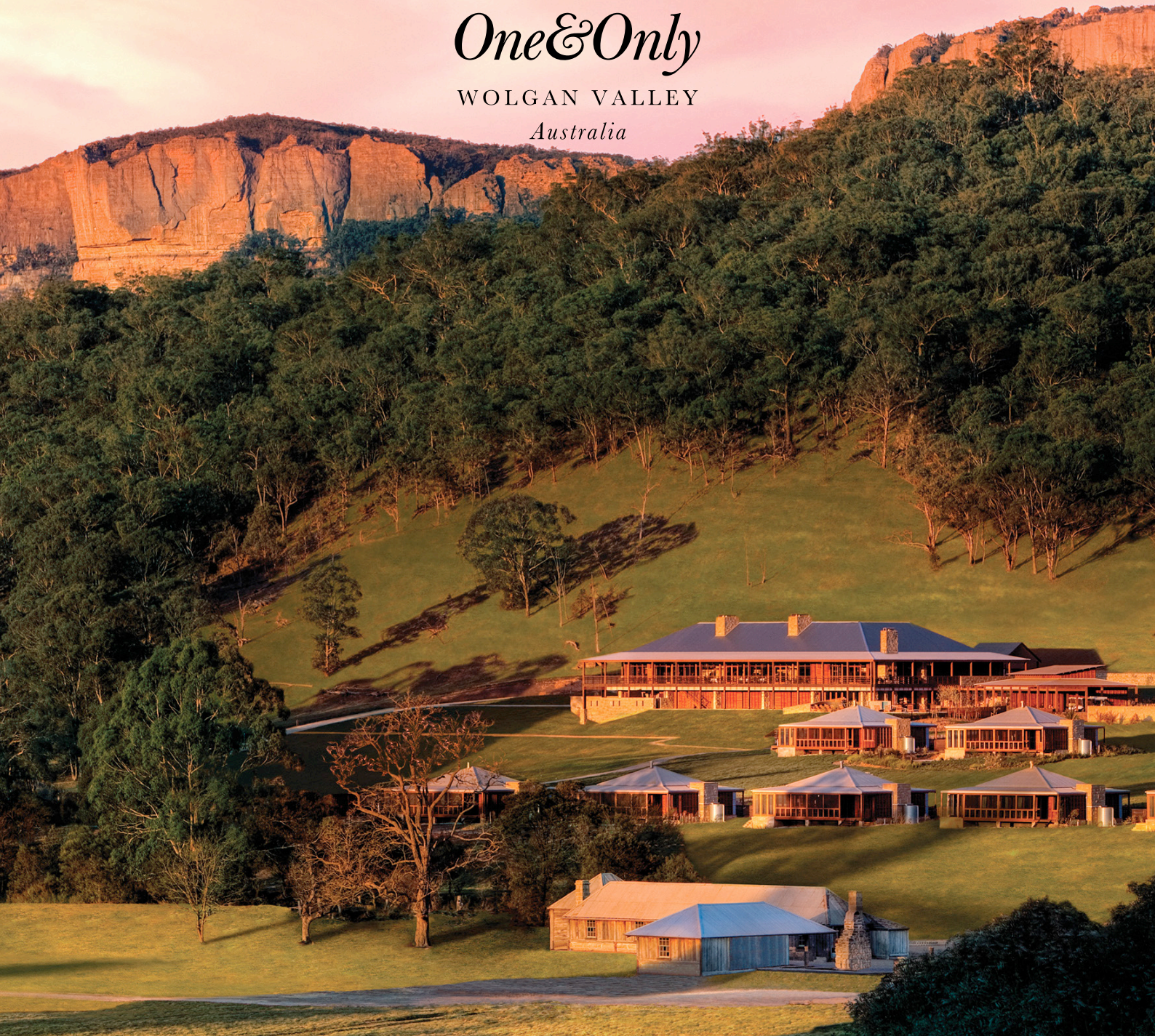
Matt Taylor is the partner at Crown Perth with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach. www.avpartners.com



Emirates
One&Only

WOLGAN VALLEY

Australia



MANAGEMENT RETREATS

Emirates One&Only Wolgan Valley, nestled in the heart of the Greater Blue Mountains, offers a truly unique destination for your meeting, incentive or event with luxurious villas, dedicated meeting spaces, private group dining and activity experiences showcasing a quintessentially Australian bush experience.

Book your next event at Emirates One&Only Wolgan Valley and enjoy exclusive group rates commencing from \$995 per evening single-share in a Heritage Villa with private pool. Daily gourmet dining, selected alcoholic beverages with meals, non-alcoholic beverages, conference room hire and portage are all included.

Offer is subject to availability and applicable for new group bookings only. Valid for travel until 27 September 2018 for midweek stays (Sunday - Thursday inclusive) for group bookings of 5 villas or more. Rates are quoted in Australian dollars inclusive of GST and subject to change without notice.

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BOOK NOW

FINAL CHANCE to register – only a week to go! | 24 May, Melbourne

- The aviation outlook and implications for the corporate travel market
- The impact of virtual payments on your accommodation spend
- The outlook for accommodation in Melbourne
- Delta's transformation story
- Disruption in the air - how Airly is pioneering a new form of bespoke business travel
- Unlocking value for both corporations and travellers

Hear from 24 inspirational leaders

A must attend for those seeking to network & collaborate with industry leaders!

Join us this May for a unique blend of high level aviation content and corporate travel management insights and best practice. Deep dive into the issues of juggling business needs with availability – How to calibrate the costs of managing travel against the supply of air seats and rooms? What's the impact of mega events on the economy and what does this mean?

Agenda highlights include Helloworld CEO and MD Andrew Burnes sharing his vision for the future of the travel industry and Australian Grand Prix Corporation CEO Andrew Westacott providing a unique case study on the net positive benefits for the state of Victoria of running a major event.

With only one week to register, what are you waiting for!

Speaker highlights:



Vic Naughton
General Manager Australia
& New Zealand,
Air Canada



Clare Wheatley
General Manager Australia
& New Zealand, Virgin
Australia Joint Venture
Delta Air Lines



Andrew Westacott
Chief Executive Officer
**Australian Grand
Prix Corporation**



Andrew Burnes
Chief Executive Officer &
Managing Director
Helloworld Travel

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