



## THE STAR INVESTS FURTHER \$2B

**THE** Queensland Government has given the green light to The Star Gold Coast's plan to inject over \$2 billion into additional tourism development on Broadbeach Island, Gold Coast.

A newly approved masterplan proposed by The Star and its Hong Kong-based partners, Chow Tai Fook and Far East Consortium, includes four additional towers, more hotels, new dining precincts, bars and cafes, increased entertainment and conferencing options and new resort facilities.

"The 3,000 hotel rooms and apartments would also exceed what the world-renowned Marina Bay Sands in Singapore offers, and be on a scale to compare with the largest integrated resorts in Las Vegas,"

said The Star Entertainment Group Managing Director and CEO Matt Bekier.

"The masterplan in its entirety would see The Star Gold Coast boast more tourism accommodation than any other resort in Australia," said Bekier.

"Once the Queen's Wharf Brisbane transformation is complete, and if The Star Gold Coast masterplan is rolled out in full, we will have tourism assets across SEQ worth around \$9 billion," he said.

"In addition to The Star



Concept image for illustration purposes only

Grand, The Darling and The Dorsett hotel tower, our expanded masterplan provides the opportunity for another four towers and world-class facilities," he said (**BEN** 29 Aug).

**Pictured** is the final render of the integrated resort on Broadbeach Island, Gold Coast.

### The Star menu

**THE** Star Event Centre has a new summer menu for events, featuring local Aussie farmers & producers.



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### First year of Te Pae completed

**ONE** year in and Te Pae, Christchurch's new convention and exhibition centre, is starting to take shape.

The 1,400-seat auditorium is located in Christchurch's CBD precinct close to retail, accommodation, dining, business, leisure and transport hubs and 20 min from its international airport.

The centre will be available for conferences and events in late 2020 and the operator is set to be appointed by the end of 2018.

### ICC Sydney RAP

**INT'L** Convention Centre Sydney has launched a Reconciliation Action Plan (RAP) to recognise & celebrate the cultures and practices of Aust's First Nations within the venue and the events it hosts.

### Today's issue of BEN

*Business Events News* today has two pages of news.

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## CVENT DUBAI OFFICE

**MEETINGS** and events technology specialist Cvent has announced the opening of its first office in the Middle East.

Located in Dubai, the new location will serve as a regional hub enabling the company to service current clients more quickly and address the growing demand for its event and hospitality cloud platforms in the Middle East and Africa.

“We signed our first Dubai customer nearly eight years ago and our decision to tap into the MICE and business travel markets in the Middle East with a local office was prompted by our valued business relationships in the region and the growing demand for our

solutions,” said Cvent CEO and Founder Reggie Aggarwal.

“The addition of a physical office in the region, along with a local team, will allow us to spend more time with our customers and build closer relationships with them,” said Aggarwal.

In response to increased MICE interest going into the Middle East and Africa (MEA) region, Cvent launched a separate category for MEA in its annual list of the Top Meetings Destinations, which can be viewed **HERE**.

With the upcoming World Expo 2020, the region is set for growth in the tourism and hospitality sectors.



**IT'S** always important to inject a little bit of colour into your events so we thought we would provide some helpful inspiration for meeting planners.

The annual Youmacon Japanese anime convention held in Michigan this year had plenty of vivid and striking outfits on display.

As admirable as these costumes are, maybe start small - like a bright tie?

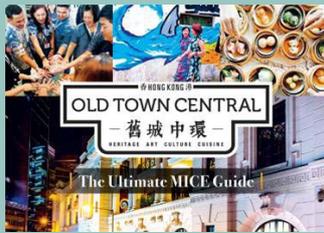


## HKTB MICE

**THE** Hong Kong Tourism Board (HKTB) has launched a new print and digital “Neighbourhood Guide - OTC” for the MICE market.

The guide provides event planners with the best spots in Old Town Central (OTC), along with a variety of meeting ideas, hotels, meeting venues, team-building activities and dining options.

For more information, **CLICK HERE**.



# GENerating Change

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.

## Why your post event survey is a sham – Part 2

**LAST** month I highlighted three biases inherent in all of us that influence responses to surveys – these being participant bias, response bias and social desirability bias. Let’s now see how these biases affect event surveys....

The Corporate Event: The Acme Corp holds an annual sales conference which is managed internally by Sarah. Sarah is the Marketing Coordinator but she could just as easily work in sales, HR or be a high ranking EA. The conference is entirely predictable as it follows the same format as previous years and includes the obligatory motivational speaker, team-building activity and gala dinner. Despite a few hiccups, everything runs relatively smoothly and the post-event survey scores a 100% satisfaction rating indicating it was a great success. But was it really that good? Let’s examine how biases affected the survey responses.

Sarah organised the event and also distributes the survey. All who attended are asked to complete it. The survey questions (most likely copied from last year and ostensibly used to gauge the event’s success) are essentially a scorecard on organisational efficiency. It’s a happy sheet, meaning the questions focus on the communication process, the venue, the food, the guest speaker, the entertainment and ask attendees if they were happy.

Perhaps not intentionally but nonetheless fundamentally, attendees are being asked to rate Sarah, her efficiency and organisational abilities. Respondents know this.

The key points to remember

here are who the respondents are, who Sarah is, their relationship with one another and the biases at play. The respondents know Sarah.

She’s a work colleague and may be amicable and popular. They also know she holds a position of influence. Even if they considered the event she organised barely average, they’re not going to respond that way.

They want to keep on her good side. Not only that but the company they work for just took them away from their normal day-to-day grind, housed them, fed them, motivated them and provided them with free alcohol, fun and entertainment.

Are they going to report they didn’t enjoy the experience? Of course not. And so the responses to the survey are fraudulent and misleading making the survey a sham. Guaranteeing anonymity will help with the honesty of responses, however, they are likely to remain tainted and adorned.

For several reasons, I’d be recommending surveys focus on non-organisational and hospitality elements of the event. If people didn’t like the food, the venue, the entertainer, etc. it’s too late to do anything about it.

It’s in the past. What surveys should focus on is its impact and outcomes – i.e. increased knowledge and understanding, skills enhancement, changes in thoughts and attitudes, new future actions. These are the things that matter. Not whether or not attendees were happy and satisfied. More next time.

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).

