



## Today's issue of BEN

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

## Trio for Perth

**WESTERN** Australia is set to host three of Tourism Australia's major travel trade events in 2019.

The Corroboree West event held from 08 to 11 Oct will connect Australian tourism operators with international travel sellers from countries including the United States, Canada, New Zealand and the UK, as well as countries in Europe.

The event joins two other major Tourism Australia trade events, the Australian Tourism Exchange (ATE 19) in Apr & Dreamtime in Dec.

"As well as economic benefits, the cumulative impact of holding these major events in one year offers a valuable opportunity to shine a light on the transformation of Perth, dispel our reputation of being expensive and promote our State and all it has to offer to key international markets," said Western Australia Tourism Minister Paul Papalia.

## THE WESTIN BRISBANE DEBUTS

**WESTIN** Hotels & Resorts has officially opened The Westin Brisbane, marking the brand's debut in Queensland.

Walking distance from the Brisbane Convention and Exhibition Centre, the Westin Brisbane features five venues totalling 930m<sup>2</sup> of integrated conference and event space.

The hotel's 450m<sup>2</sup> ballroom (pictured) caters for up to 500 people cocktail style, and can be divided into two smaller spaces for events of up to 350 people.

The property also contains two breakout rooms for up to 80 people cocktail style and three additional boardrooms.

"With its focus on health and wellbeing, The Westin Brisbane will be the go-to hotel for meeting and event planners catering to delegates who are passionate about health and wellness," said The Westin Brisbane GM Brad Mercer.

"From the bright and dynamic venues to fresh and nutritious

menus, we'll work closely with our clients to ensure guests leave the hotel feeling better than when they arrived," he said.

Event organisers can also extend functions outside the hotel's pool area, which can accommodate up to 250 people.

The property also contains 260 guest rooms and 39 suites, along with the Heavenly Spa by Westin which offers five treatment rooms, including two couple's rooms, steam room and relaxation pods.

Additionally, the hotel's signature restaurant, Eden's Table, caters for up to 150 seated guests and features interactive cooking elements along with a 60-seat private dining space.

The hotel's jazz bar, The Charles, will also provide space



for social gatherings.

"The hotel can also cater to larger groups by offering access to the services and facilities at Four Points by Sheraton Brisbane, which is located next door to The Westin Brisbane," said Mercer.

"Together, the two hotels offer over 500 rooms and 10 meeting rooms, as well as five restaurants and bars."

## AIME knows

**NEXT** year's AIME will have a new Knowledge Program, focusing on community, challenging status quo and creating a culture of innovation.

Register for AIME **HERE**.

## Sandalford Wine

**A NEWLY** constructed venue at Sandalford's Swan Valley estate in Perth is now available for bookings.

The Estate Room is a pillarless function space with capacity for 460 guests seated and can be sub-divided for intimate events.

CEO Grant Brinklow said the new function room was the first stage of a major expansion and redevelopment at the estate.

"We see capital expenditure to increase our events capacity as essential to the long-term sustainability of our tourism business," he said.

Stage 2 expansions include F&B services & retail space.



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## CROWNE PLAZA MEL

**CROWNE** Plaza Melbourne has unveiled a \$25 million transformation of its guestrooms, following a 12-month refurbishment.

All 402 guestrooms have been refurbished and feature modern bathrooms, premium bedding, designer furnishings and artwork.

“With phase one of the refurbishment now complete, together with the hotel owners SB&G Group, we are excited by the appeal the new rooms will have for business, long-stay and leisure travellers,” said InterContinental Hotel Group Area GM for Melbourne and Canberra David Mansfield. “The property is absolute



riverfront and is in a premium position close to Melbourne’s Convention and Exhibition Centre, the CBD and on the doorstep to Melbourne’s tram network,” he said.

Phase two will commence in the second quarter of 2019 and will see all public areas redesigned, updates to the conference and event spaces, a new restaurant & bar, along with an upgraded pool and gym.

**Pictured** is the refurbished guestroom.

### PCOA18 speaker

**THE** 11th Annual PCOA Conference and Exhibition, has revealed Craig Davis as one of its Plenary Speakers.

Davis is the Co-Founder and CMO of Sendle.com, a technology parcel delivery business, as well as a marketing specialist.

During his session - Want to be Agile? Get Yourself off Autopilot, Davis will explain where the idea of agility comes from, and how companies like Google, Spotify and Netflix have built their success on it.

The PCOA will be held at the Melbourne Convention and Exhibition Centre on 09 - 11 Dec.

View full program **HERE**.



**THE** corporate expense account is affecting all segments of the MICE industry - but spare a thought for the poor suffering employees of US apparel maker Under Armour.

The athletic-wear company informed staff that it will no longer pay for visits to strip clubs, under a new policy of “providing a respectful and inclusive workplace”.

The clampdown was reported by the *Wall Street Journal*, which cited more than a dozen current and former female employees who - shock horror - found taking colleagues & clients to strip clubs demeaning.

## 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*.

### We will engage you

**LAST** week I went to see the new Freddie Mercury movie *Bohemian Rhapsody* (loved it by the way).

Much like Queen in their prime, critics have thumbed their noses at it, but audiences are hooked.

One thing the movie shows is the way in which Mercury and the band went out of their way to engage their audience in their live shows. Mercury was a master of this.

Apart from being a hugely talented singer, he had an incredible ability to engage his audiences by getting them involved in the songs and the performance. A Queen show was not just a band on stage performing “to” the people, it was creating an opportunity for the audience to be “part of” the performance to help them share the live experience.

Having seen Queen live in the early 80’s (yes, I’m that old), I recall that euphoric experience of feeling an integral part of the show.

Whether it was Queen back in the day or in more recent times, artists like Coldplay (dropping giant balloons into the crowd to be punched around the arena) or many of the best hip-hop performers (throw your hands in the air etc), the best concerts are the “experiences.” The best performers all do this – the pause in the chorus for the audience to complete the

next few lines, the call and response trick (I sing - now you sing), and most notably in the Queen classic “We Will Rock You” where the clapping and stomping audience create the beat of the song. The movie shows the band creating the song specifically to involve the audience. As a conference MC and speaker, I strongly believe that a conference room is no different to a concert auditorium.

The best presenters are the ones who engage the audience in the conference presentation. The session is a two way experience.

Questions to the audience, audience activities, chats with the people seated on your table, getting people up off their seats, walking amongst the audience or getting some people up on stage, constantly prodding (gently) the audience to be involved and engaged.

These presenters will not only keep their audience awake but they will ensure their messages and the experience of being there are really remembered, much like my memories of that Queen concert at the Sydney Entertainment Centre back in the day. If you like Queen or want to see a unique entertainer working with an audience, ignore the critics and go see the movie. Galileo, Galileo Galileo Figaro. Magnifico-o-o-o-o.

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email [andrew@lunch.com.au](mailto:andrew@lunch.com.au) or visit his website at [www.andrewklein.com.au](http://www.andrewklein.com.au).



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