



Today's issue of BEN

Business Events News today has two pages of news.

Eventbrite Aus

EVENTBRITE is hosting The Future of Event Promotion on 06 Dec in Melbourne which will cover how event planners can harness the power of SEO, performance marketing and PR to boost event attendance.

The 2019 Pulse Report will also be released during the sessions, which will include insights from Eventbrite's survey of close to 500 event planners and features trends the industry is likely to see in 2019.

To register for the free event, [CLICK HERE](#).

Howard Smith Wharves' Felons

SET under the Story Bridge on the banks of the Brisbane River, Howard Smith Wharves: Felons Brewing Co. opened its doors last week.

"We are proud of being able to bring a brewery to the people of Brisbane right on their riverfront," said Howard Smith Wharves Founder Adam Flaskas.

Head Brewer Tom Champion said, "We're focusing on brewing natural and balanced beers of no fuss, and we won't compromise when it comes to quality and consistency."

Howard Smith Wharves offers a number of spaces designed for events, including Howard's Hall, the Rivershed and the East Lawn.

[CLICK HERE](#) for info.

TA KICKS OFF GREATER CHINA

TOURISM Australia's Business Events Australia Greater China Showcase (BEAGCS) started yesterday in Melbourne, marking the first time the event has been held outside China.

"Hosting the event in Australia for the first time provides an outstanding opportunity to bring to life Australia's event delivery capabilities," said Tourism Australia Managing Director John O'Sullivan.

"It means decision makers from this key market are experiencing for themselves Australia's incentive offering, giving them invaluable insight into why Australia is such an inspiring destination for their events," he said.

Sixty qualified buyers from China will meet with 50 Australian businesses during one-on-one appointments.

The showcase also includes a full day of experiences in



Melbourne, where delegates will visit Melbourne & Olympic Parks, & Flemington Racecourse.

"When we developed the Melbourne component of the BEA Greater China Showcase we wanted to showcase experiences that money can't buy, while demonstrating how we can develop incentive

programs that enable delegates to develop as an individual both personally and professionally," he said.

Following the two days in Melbourne, Chinese buyers will travel to another undisclosed destination to discover more of Australia's incentive offering.

Pictured is the BEAGCS group.

The Savoy Hotel unveiled

TFE Hotels has welcomed the relaunch of Savoy Hotel on Little Collins Street in Melbourne, following a multi-million dollar refurbishment of the former Vibe Savoy Hotel Melbourne.

The property has 163 guest rooms, five event rooms including the Plaza Ballroom for 200 guests cocktail style, a bar, a restaurant and a boardroom, ideal for business meetings and private dinners.

TFE Hotels Chairman Allan Vidor said the refurbishment, combined with the hotel's location, would position it as "the most desirable stay in Melbourne".

"This is the most exciting unveil of the year," he said.

Luxperience to return to ICC

LUXURY travel trade forum Luxperience is set to return to the International Convention Centre Sydney from 07-10 Oct 2019.

The event brings together the industry for three days of "inspiring, meaningful connections", with 2019 promising to feature "an innovative program, new products, glittering events and insights into luxury travel trends".

Luxperience is seeking expressions of interest from suppliers of luxury and experiential travel.

[CLICK HERE](#) for further information.



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SOFITEL FIJI REFURB

ACCORHOTELS Pacific has announced a major refurbishment project is scheduled to commence in late Nov at the Sofitel Fiji Resort and Spa, Denarau.

The project includes an expansion of the resort's adults-only Waitui Beach Club, with the addition of 24 new beach cabanas, a new cocktail bar and an undercover dining space for up to 40 guests.

The Sofitel will also revamp its "Luxury" rooms between Apr and Jun 2019, with upgrades to "Superior" and "Family" rooms to follow later next year.

All five restaurants and four bars will also be enhanced, along with the gym, conferencing rooms & ballroom.

Work will halt between 22 Dec and 13 Jan for the busy Christmas/New Year period.

Pictured is a render of the new Waitui check-in space.



Cannabis pros convene in SA

MEDICINAL cannabis professionals gathered in Adelaide yesterday for the Future of Medicinal Cannabis symposium to explore the industry's future in South Australia.

The conference featured a series of speakers who discussed the challenges and opportunities of the medicinal cannabis trade including regulation and launching a business.

Event organiser LeafCann's CEO Elisabetta Faenza said, "Our vision is to establish South Australia as the centre of excellence for education, research, industry innovation and development for the global cannabis sector."

For more, **CLICK HERE**.



IT CAN be expensive to host an event, what with the room hire costs, AV setup, and of course the all-important catering.

But one woman in the UK who offered to host her family's Christmas dinner has redefined the term "hospitality" when she asked all attendees to pay a £17-a-head cover charge.

Her daughter-in-law shared her outrage on social media, declaring "[Christmas] is hard work and can be expensive, but it's not like she's financially destitute" she wrote.

While some said it "seemed completely fair", others disagreed - the Grinch is alive and well this year!



Peter Gray, an independent Motivation Consultant, presents a regular **Business Events News** feature on current issues in the Conference and Incentive industries.

A huge marketing compromise

THERE can't be many markets in the world today where suppliers to that market so obviously ignore the needs of their customers! The incentives market is one such market. Accurate worldwide statistics for the value of incentive rewards are almost impossible to collate - believe me, I've tried.

Many regions simply do not record such information and the definition of what constitutes an incentive reward isn't constant. The USA does quantify its overall financial size, however, its definition of the term 'incentive reward' differs considerably from that generally accepted by the rest of the world.

One publication recently reported that in the USA, the value of non-cash incentives has now reached US\$90 billion. But 50% of this figure consists of business gifts and premiums, neither of which are included in the definition elsewhere. Nevertheless, US\$45 billion is still a very healthy figure and one that continues to grow.

The growth of non-cash incentives has been phenomenal. According to the IRF 2017 Trends Survey, 26% of businesses in the US used non-cash rewards in 1996; this figure increased to 84% in 2016. Nearly 40% of US businesses now use incentive travel to

recognise and reward their top performing employees, salespeople, and channel partners. It is estimated that, in Australasia, incentive travel represents some 45% of the total expenditure on non-cash incentive rewards.

In spite of the sheer size of the market for incentive travel, many suppliers still try to compromise when it comes to providing relevant information. National Tourism Organisations (NTOs) are some of the worst offenders. Many clearly regard conferences and incentives as one and the same and treat them accordingly. Worse, they lump conferences and incentives with general tourism to which they bear only little resemblance.

NTO events and familiarisation trips which used to be exclusively for incentive practitioners have now been merged with general tourism events. Information which may be useful to travel agents is being thrust upon buyers of incentive products but most of the elements an incentive travel reward program would deem necessary are ignored.

Presenting a product in a way which meets the specific requirements of the buyer to which it is being presented is more likely to produce significant results than one which is, at best, a compromise.

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