



### Today's issue of BEN

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

## Dubai Roadshow

**THE** Dubai Roadshow offers attendees an opportunity to meet with hoteliers, attractions and destination management companies who will provide updates on products and services.

The event will take place in Sydney at Sheraton on the Park on 15 Oct; Melbourne at Mural Hall on 17 Oct; and Brisbane at The Calile Hotel on 18 Oct.

## JAPAN SET FOR OLYMPIC BOOST

**JAPAN** is aiming for rapid growth in the country's business events sector as it prepares to host the 2020 Olympic Games in Tokyo, setting targets that will more than double delegate expenditure over the next decade.

At the recent Japan Travel & MICE Mart held in Tokyo, the executive director of the Japan Convention Bureau, Etsuko Kawasaki, outlined measures designed to increase both the number and value of business events being held in Japan.

The country is aiming to lift total annual delegate expenditure to ¥300 billion (\$3.7 billion) by 2020, then increase this further after the Olympics to ¥800 billion (\$9.8



billion) by 2030.

Among initiatives supporting the MICE sector is a newly unveiled website for events - [www.japanmeetings.org](http://www.japanmeetings.org) - as well as new promotional materials including videos and digital brochures.

The Japan Convention Bureau

has also created a dedicated **FACEBOOK** page for events.

As part of last month's Japan Travel & MICE Mart, the Japan Convention Bureau announced its Japan Best Incentive Travel Awards for 2018 in which JTB Australia won for Best Community Contribution.



## Travel Differently!

The strategy, technology and innovation event for travel industry leaders

4-6 Dec. 2018  
Novotel Sydney Central  
Sydney | Australia

## AccorHotels' record growth

**ACCORHOTELS** has reached its milestone 1,000th hotel for Asia Pacific with the launch of Pullman Tokyo Tamachi, bringing the group to over 200,000 rooms in the region.

"For the first half of 2018, 72% of global room openings for the group were in Asia Pacific," said Michael Issenberg, ceo Asia-Pacific AccorHotels.

"We currently open, on average, a new hotel in Asia Pacific every three days, but our goal is to move this to a new hotel every second day by 2020 and one hotel per day globally."

The new Pullman Tokyo Tamachi, set to open this month, includes 143 rooms, a rooftop bar, four banquet rooms, a meeting room and a hall for up to 60 people.



## Trio join EVENT

**EVENT** Hospitality & Entertainment (EVENT) has entered into an agreement to manage three new hotels.

From 29 Oct, The Ultimo Sydney, The Pensione Hotel Perth and All-Suites Perth will be managed alongside EVENT's current stable of hotels and resorts across Australia, NZ and the UK.



**CAPA**  
2018 **New Zealand Aviation & Corporate Travel Summit**  
17-18 October, Auckland

Want to find out more on the proposed government levy on foreign visitors?

2 weeks to go! 17-18 October, Auckland | REGISTER NOW >



## SHAKESPEARE'S \$100M

**THE** Shakespeare Property Group has completed the \$100 million purchase of the 4-star Novotel Twin Waters Resort on Queensland's Sunshine Coast from the Abacus Property Group.



Located between the Maroochy River and Mudjimba Beach, the Novotel Twin Waters Resort (pictured) comprises of 361 rooms, 10 purpose-built conference and meeting spaces catering up to 1,400 delegates and food and dining outlets.

Shakespeare's intentions are to improve the current facilities to reposition the resort as a "leading business events venue and leisure resort in

Queensland".

Shakespeare Property Group GM - Hospitality Asset Sunny Yang said the Sunshine Coast offered "outstanding potential to grow tourism in the short and long term".

"The Sunshine Coast is still relatively under-developed, despite having excellent access to major source markets across Australia," said Yang.

## NSW mission

**THE** NSW Government will today begin a trade mission to Singapore and Malaysia in a bid to increase tourism and events business from both countries.

The state's Minister for Tourism and Major Events Adam Marshall will be part of a delegation supporting Business Events Sydney and key trade partners as they target key corporate decision-makers.

"We are committed to making sure Sydney and NSW are on the map for international delegates and that means securing more global business meetings," Marshall said.



**THOSE** seeking an incentive with an edge can now book groups to try out axe-throwing at New Zealand's first range, Lloyd Bombell's Sweet Axe Throwing Co.

Bombell told local media that this "back-to-basics sort of game" is simply about "throwing the axe at a piece of wood, getting it to stick and hearing that satisfying thunk".

He takes groups of eight-plus in a double elimination, round-robin tournament.

There are also plans to take competitors to a world axe throwing competition in US next year - could that be you?

## 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

**IMAGINE** this: You've just finished eating at a restaurant you've visited for the first time. You found the food okay, nothing special, average. Your waiter, who's been very pleasant and attentive, approaches your table to collect your plate and asks, "How was it? Did you enjoy it?" You answer, "Great, thank you". Hang on, you've just lied and given a false impression. Don't worry. Just about everyone does this. But why?

Well, it's a result of psychological bias. Indeed, perhaps two or more biases are at play here that fall under what's known as "Demand Characteristics".

These biases include:

**Subject bias, also known as participant bias**, is a tendency of participants (subjects) in an experiment to consciously or subconsciously act in a way that they think the experimenter or researcher wants them to act. It often occurs when subjects realise or know the purpose of the study. For example, if you were applying for a job at an IT company and the job application asked if you were innovative, you would most likely answer yes because you'd know that's what they're looking for - innovative employees. In this example, innovative thinking is what's called a demand characteristic

- it's what you perceive the researcher wants or demands.

**Response bias, also known as survey bias**, acts in much the same way as subject bias. There is a tendency for people to answer questions on a survey untruthfully or misleadingly since they realise the purpose of the survey and respond in a way they think the researcher wants.

**Social desirability bias** is a form of subject bias. This is where respondents of a survey respond in a way that will portray themselves in a good light. After all, we all want to look good and want others to like us.

So knowing and understanding that these biases exist and are ingrained in all of us, in my next few articles I'll show you examples of how they affect event surveys. And they affect them in detrimental and harmful ways simply because people do not respond truthfully - responses to questions are often fake, contrived and fictitious, making survey results misleading and deceptive, resulting in the whole thing being a delusional sham. In short, survey results make events look much better than they actually are. I'll explain why it's delusional, damaging and a danger to our industry. Stay tuned.

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).

