



Today's issue of BEN

Business Events News today has two pages of news plus a full page from **One&Only Royal Mirage Dubai**.

HSW Spaces

HOWARD Smith Wharves, the lifestyle and entertainment development opening in Nov on the banks of the Brisbane River (**BEN** 18 Aug), has revealed additional spaces.

The precinct will include The Rivershed, a former heritage building turned event space for 480 seated guests or 630 for cocktails.

The Rivershed will also feature a bakery and coffee roasting facilities, and is set to open in Nov.

Additionally, opening in Feb are The Houses, offering four smaller event spaces: Bougainvillea House, Citrus House, Wisteria House and Green House.

View venue pics **HERE**.

ACC CELEBRATES MILESTONE

THE Adelaide Convention Centre (ACC) has set new records in the year since its \$397 million expansion, having hosted 768 events and more than 330,000 visitors.

This includes 72 major national and international conferences, which generated 172,000 bed nights and delivered more than \$155 million in economic benefit to South Australia.

“Over the past year we enjoyed an approximate 20% increase in the number of events hosted,” said ACC general manager Simon Burgess.

“The redevelopment has ensured South Australia’s continued competitiveness in the global business events industry by providing us with the capacity to host more prestigious, large scale events.”

Pictured is the Land Forces 2018 Exposition, held last month, which was the largest



single service land-defence industry event in the Indo-Asia-Pacific region, generating over \$34 million in economic benefit.

Indigenous Biz

INDIGENOUS Business Month has kicked off with over 30 events taking place around the country, as well as the first international event held in Wellington, New Zealand.

The initiative runs until 31 Oct - see list of events **HERE**.

Funding for regional events

THE NSW Government is offering grants of up to \$20,000 for organisers of regional events.

Minister for Tourism and Major Events Adam Marshall said the 2019 Incubator Event Fund offered annual grants to events in rural and regional NSW to assist in areas such as marketing, public relations, venue hire and attendee research.

Applications for grants close 04 Nov - **CLICK HERE** to apply. A second funding round for events taking place between Jul and Dec 2019 will open to organisers from Mar next year.



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AIME UPS IN'TL BUYERS

THE Asia Pacific Incentives and Meetings Event (AIME) is bringing more quality buyers from across the globe, with 60% originating outside of Australia.

The conference, running from 18 to 20 Feb at the Melbourne Convention and Exhibition Centre, has already confirmed over 200 quality buyers from across 32 different countries, with 42% having never attended AIME before.

In a first, all expressions of interest will initially undergo a vetting process from the AIME Hosted Buyer Manager to check preliminary suitability.

“Through rigorous curation, we are committed to bringing

buyers and exhibitors from across the whole Asia Pacific so that AIME is reflective of the diversity and depth of the region,” said Talk2 Media & Events ceo Matt Pearce.

“It’s about the right people, selling or buying, being on the show floor ready to do business.”

To qualify, all buyers must provide examples of budgets they manage, past events they have organised and details of scheduled events that will take place in the next five years.

Organisers must also pass up to four compulsory industry reference checks.

For more information or to register **CLICK HERE**.

Dreamtime set for Perth

TOURISM Australia’s business events showcase, Dreamtime, will be held in Perth for the first time in 2019.

Australian industry will have the chance to meet and do business with buyers from greater China, Singapore, Malaysia, Indonesia, India, NZ, USA and the UK, with the aim to showcase Australia to international events and incentive groups and secure future bookings.

The event, which will take place from 02 to 03 Dec 2019, will also offer the chance for networking opportunities.



NOT all technical hitches end up being caused by a bug in the system - occasionally, it can be the fault of a reptilian office invader.

The director of a hospital for seals in Hawaii last week reportedly received a “bazillion” calls to her office, where she was greeted with silence upon answering.

The culprit? A tiny green gecko, who’s sticky feet repeatedly hit re-dial while searching for food.

What a little bugger.



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*.

Wonder-full conferencing

“MUSIC is a world within itself - with a language we all understand.

With an equal opportunity for all to sing, dance and clap their hands.”

OK, stay with me - I haven’t gone all new age and flaky on you. Those lyrics form the opening to Stevie Wonder’s song *Sir Duke*, a tribute to the late Duke Ellington and to the uplifting, soul-stirring power of music.

I was reminded of that song and the power of music to transform and uplift as I walked into a conference room in Noosa last month for the start of a recruitment conference.

The conference theme was the “Art of Work” so the staging, content and feel of the conference was “artistic” while remaining corporate. Delegates walked into the conference room, with art deco themed furnishings and artwork across the stage, to the sounds of a four man live band, playing a funk-rock fusion. The band belonged to the opening speaker, the wonderfully artistic and thought-provoking Mykel Dixon (if you haven’t sought him out for your conference – do so).

Around 99% of conferences simply play the latest ‘song du jour’ (think *Uptown Funk* etc) as the walk-in music. But as these delegates discovered, the “vibe” created by live music has the power to transform a dull hotel ballroom into something unique.

Delegates did not simply walk



into the conference room, they jived, grooved and shimmed to their seats. They all smiled, they were all taken by surprise. And they all commented on the impact that the live music had.

This conference started with a bang even before it started.

The band was involved at other times of the conference too, but as a kick-ass, uplifting and different way to start a conference, music (and live music especially) can’t be bettered.

You may not have the budget for a professional band, but as Mykel Dixon would argue, think outside the (music)-box. What about a local school band?

How about using some of your musical delegates (so many companies these days have their company band). Even a lone guitarist or trumpeter would do the trick.

As Steve Wonder says in *Sir Duke* – “there’s no way the band can lose...you can feel it all over”.

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 or visit his website at www.andrewklein.com.au.





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