



Today's issue of BEN

Business Events News today has two pages of news plus the latest *BEN* Christmas Venue Guide on **page three** and a full page from **Fairmont Resort** on **page four**.

Grand update

GRAND Mercure Auckland has newly refurbished meeting and event spaces.

The conference floor includes eight dynamic meeting spaces (**pictured**), with rooms ranging from a boardroom for eight guests through to a theatre set up for 200.

Along with upgraded interior, the meeting rooms feature in-built audio visual equipment and free wi-fi.



EEAA Awards for Excellence

MEMBERS have two more weeks to enter for the Exhibition and Event Association of Australasia's Awards for Excellence (EEAA), with the closing date set for 21 Sep.

The finalists will be announced early Nov, and the awards ceremony hosted on 05 Dec at ICC Sydney.

Entries will be judged by over 30 industry experts including representatives of the international events community.

CLICK HERE to apply.

GC GLOBAL SPORTING SUMMIT

QUEENSLAND'S Gold Coast has won the rights to host the SportAccord World Sport and Business Summit from 05-10 May 2019 at the Gold Coast Convention & Exhibition Centre.

The summit will welcome more than 1,500 international travellers from up to 100 countries, with delegates representing 500 different international businesses and injecting more than \$6 million into the economy.

Tourism Industry Development Minister Kate Jones said the Commonwealth Games demonstrated Queensland's ability to host large scale, international sporting events and left a lasting legacy of new and upgraded venues and infrastructure.

SportAccord was secured through a partnership between



Tourism and Events Queensland, Tourism Australia, Gold Coast City Council and Destination Gold Coast.

Tourism Australia managing director John O'Sullivan said the bid win had been secured with the support of TA's new Business

Events Bid Fund.

"It's great to see all levels of government providing such strong support for our business events industry, a sector which delivers such strong economic return for our visitor economy," said O'Sullivan.

SA major events \$40 million budget boost

THE South Australian 2018-19 Budget has revealed it will provide \$21.5 million over four years to increase event bid funding to enable the state to secure more major events and conventions.

"The best way to illustrate our state's tremendous assets is through continued investment in top class events and conventions, which is exactly what we're doing in this State Budget, with \$40 million of funding allocated to the Major Leisure Event Bid Fund and the Convention Bid Fund over the next four years," said David Ridgway, SA Minister for Trade, Tourism and Investment.

The budget also provides \$4.9 million to support the hosting of major events, along with an additional \$10 million in 2019-20 to invest in marketing SA as a tourism destination.

Ridgway added that the marketing budget would go towards "tourism opportunities from emerging international markets like China, while maintaining our traditional strong markets of the UK, Europe, the US and New Zealand".

Hawaii summit

HAWAII'S Global Tourism Summit will address the power and challenges of travel's future with this year's theme, Charting the Course, at the Hawaii Convention Center in Honolulu from 01 to 03 Oct.

View the full list of keynote speakers and further information **HERE**.

SELL TNQ
PORT DOUGLAS EDUCATIONAL PROGRAM
 15-18 November 2018

[MORE INFORMATION](#)

Cairns & Great Barrier Reef Business Events



IHG SIGNS HOTEL INDIGO

INTERCONTINENTAL Hotels Group (IHG) has announced the addition of Hotel Indigo Adelaide Markets to its portfolio, with the hotel set for opening in 2020.

The 16-storey boutique hotel on Market Street will feature 137 rooms, meeting spaces, gym and level four pool with sun deck.

Abhijay Sandilya, IHG's senior director of development – Australasia, said the Adelaide Central Market was a "local destination that has developed its own distinct identity and culture, so we know that visitors will love a hotel that can capture that essence and deliver a unique experience".



MEANWHILE Atura Adelaide Airport has officially opened for business, offering 165 rooms in a new seven-storey development.

Linked to the terminal plaza, it also features a business centre, eight event spaces for up to 320 people, Hangar Bar & Grill and the Meeting Point Cafe.

Pictured is a render of Hotel Indigo Adelaide Markets.

CINZ keynote

NEW Zealand's former Prime Minister John Key will be special guest speaker at the Conventions and Incentives New Zealand (CINZ) 2018 Conference at the Cordis hotel, Auckland on 01 Nov.

CINZ ceo Sue Sullivan said she was delighted Key would be sharing his experience with New Zealand's business events industry at a time of rapid growth with the opening of large-scale international convention infrastructure.

Breaking New Ground is the theme of the annual conference, which is set to welcome over 140 members.

CLICK HERE to register.



WEATHER can be a real obstacle when planning events, with weather forecast apps, websites, and radios regularly getting it all wrong.

This leaves event planners scrambling for option B.

Perhaps a safer option could be to contact NZ resident Herman the Tortoise who has been predicting the weather for 58 years by waking up when it's warm and hibernating when it's cold and according to reports by the local media "we're in for a great summer".

Her owner, Alf Hoyle said she's "Rotorua's weather barometer".

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*.

Logo NoGo for PowerPoint

LET me start this rant off with a disclosure. I am not a branding expert. In fact I'll go further and say I have absolutely zero qualifications in branding, PR or marketing. So my "qualifications" for making the ensuing comments have no educational basis other than my gut feel and observations.

Having made this disclosure, here is my branding advice based on sitting in conference rooms for 20 years observing thousands of PowerPoint presentations: take your company logo off your slides.

In a large percentage of PowerPoint presentations, the presenter (or possibly the presenter's company marketing department) places their corporate logo on the top, bottom or corner of every single slide.

The thinking no doubt is that the presentation is a great opportunity to promote the company to clients, customers or potential users. A free advertising opportunity. Perhaps the belief is that the branded logo on each slide ensures uniformity and brand consistency. So slide after slide features the company logo.

However, I believe it has the opposite effect and creates a negative impression. Firstly it encourages mundanity, the dreaded slide template system leads to each slide looking identical to the next and after

30 minutes of similar-looking slides, your audience tires.

"Oh wow, another template slide that looks and feels just like the previous 75 slides, please keep them coming...yawn". Secondly, the logo on each slide makes the presentation about you, whereas in reality a good presentation is not about you, it's about information that benefits the audience. So your endless logoing can smack-of indulgence and "sales-manship".

Sure, place your logo on your first and final slide (a bit of branding makes sense) but branding every slide with your logo suggests insecurity.

When I visit your home for the first time I initially locate your home by the number on your letterbox or door, but once inside, you don't have your street number stuck on the door-post of every room!

Give me the benefit of the doubt that I won't forget it's your house.


Branding or marketing specialists may disagree - so fire at will. But in my view, nothing beats a simple, uncluttered PowerPoint slide (different in look and feel to the previous slide, to keep us engaged) with as little corporate template nonsense as possible.

Better still, ditch the slides altogether and just rely on "Brand YOU"!

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.



Christmas Venue Guide


business events news
presents

Looking for a Christmas venue or staff celebration?
Business Events News guide to 2018/19 Christmas venues is the place to showcase!
To feature here email advertising@businesseventsnews.com.au.

Athol Hall Sydney, NSW

Spoil your team with Christmas in style, amongst unspoilt views of Sydney Harbour and the Bridge while enjoying drinks on your own private balcony. Recently restored, Athol Hall offers Christmas food and beverage packages to take the stress out of organising and is the ideal venue to celebrate and relax. Book your Christmas Party at Athol Hall now.

Contact us now for our special opening packages - functions@atholhallvenue.com.au or 0425 356 713



Cropley House Sydney, NSW

Celebrate Christmas 2018 in Sydney's newest venue. Opening in September this year Cropley House is undergoing a magnificent restoration. With 6 private rooms (2 with adjacent undercover balconies), the Baulkham Hills venue will be the place to unwind and enjoy your Christmas celebration in style. Onsite kitchen and wait teams will ensure a seamless event that guarantees your team feel highly valued.

Contact us now for our special opening packages - sales@cropleyhouse.com or 0425 356 700



Aitken Hill Yuroke, VIC

Discover Aitken Hill this Festive Season, just 15 minutes from Melbourne Airport! From picturesque private dining in one of our 23 event spaces for up to 400 guests to intimate cocktail soirees, our mouth-watering menus combined with 5-star service will impress! Surrounded by 170 acres of rolling hills 124 guest rooms each with a private balcony or terrace makes Aitken Hill the perfect backdrop for your end of year celebration.

For further information please contact Event Sales on info@aitkenhill.com or 03 9217 4888



Rydges Sydney Airport Sydney, NSW

From Christmas celebrations, New Year events or social office parties, it's time to relax, unwind and enjoy the festivities. With 9 versatile function spaces and our unique rooftop bar, Cloud 9, enjoy spectacular views across the Sydney Airport, Port Botany and Sydney city skyline taking your festive event to new heights! Book and confirm by 30th September 2018 and all guests receive a welcome drink on arrival.

For further information contact us on 02 9313 2514 or email functions_rydgessydneyairport@evt.com





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BLUE MOUNTAINS

New Open

EVENT DELEGATE UBIKA DAY SPA SPECIALS

Relieve tension and take time out to rejuvenate between sessions or relax after an insightful day of conferencing with a complimentary 15min soothing Scalp Cocoon with any of the below treatments:

- @ 30min Head, Neck & Shoulder Massage \$75
- @ 60min Balance & Calm Massage \$130
- @ 30min Express Facial \$75

[CLICK HERE TO VIEW THE FULL SPA MENU](#) →

EVENT BOOKINGS

Contact our conference and events team on 02 4785 0099 or email conference@fairmontresort.com.au

Also ask about the Fairmont Resort & Spa Residential Conference Packages from \$249 per person*

*Residential Package Terms & Conditions: Subject to availability. Valid for new bookings confirmed by 31 October 2018 only. Minimum of 30 people required, with both accommodation and meeting hire. Offer valid for events held on Sunday to Thursday from 1 August to 30 September 2018 and 1 November to 30 November 2018 only.



**FAIRMONT
RESORT & SPA
BLUE MOUNTAINS**