



## TEA CLAIMS NTIA MICE CROWN

**THE** Events Authority (TEA) has claimed the Australian Federation of Travel Agents National Travel Industry Awards (NTIAs) 2019 Best Events Travel Agency, for the second time in three years.

Speaking with *Business Events News* after accepting the gong at Sat night's event, TEA Head of Events, Sharon Levingston, said the win was important.

"It was very good for the business," she said.

"We have a unique relationship the way we work with our clients and suppliers and it really validates how we work together in a partnership, so we're really excited by that.

"It helps us when we're talking to people about what we do that they know that they're working with industry leaders.

"I really want to thank our team because they do such a great job day in and day out, it's really nothing without



them. And also Peter Hosper and Sarah Bush who own the business as well because they trust us to do what we do.

"It's a very emotional time. We were blown away by the recognition."

Corporate Travel Management took out the Best National Travel Management Company category, while Complete Business Travel was named Best Travel Agency Corporate - Single Location.

TEA's sister company, The Travel Authority, took home the Best Travel Agency Corporate - Multi Location gong.

Show Group Enterprise's Veronika Panzic scooped individual honours as the Best Travel Consultant - Corporate.

**Pictured**, Jen Waters and Sharon Levingston from The Events Authority, with Matt Arthur, General Manager APAC and Americas, eNett, the award sponsor.

### Destination update

**Planning your end of year meeting or event? Look no further than Crowne Plaza Hunter Valley.**

**LOCATED** in the heart of wine country, Crowne Plaza Hunter Valley is perfectly positioned just two hours north of Sydney. The resort is home to the largest and most comprehensive conference and exhibition facility in regional New South Wales with a capacity of up to 1750 delegates - the Hunter Valley Conference and Events Centre.

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### Convening Leaders

**DELEGATES** at the 2020 PCMA Convening Leaders conference will be urged to push boundaries and take risks when the three-day event in San Francisco takes place in Jan.

### Today's issue of BEN

*Business Events News* today has two pages of news plus the latest **BEN** Christmas Venue Guide.

### ACCC to review Syd hotel deal

**BUSINESS** Events Sydney is seeking Australian Competition and Consumer Commission (ACCC) approval for a city-wide Hotel Agreement designed to increase its international competitiveness.

The proposal would enable the organisation's member hotels to offer consistent terms and conditions, including a lowest rate guarantee for international

conference delegates.

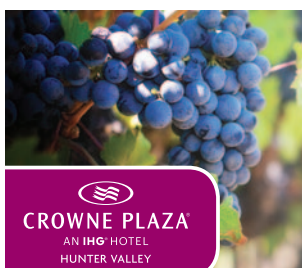
Should the proposed agreement be approved, it would only be relevant for events with more than 2,000 delegates, that are expected to use 10 or more Business Events Sydney member or partner hotels.

The ACCC will deliver its draft determination in Aug, followed by a public consultation, before its final determination is due in Sep.

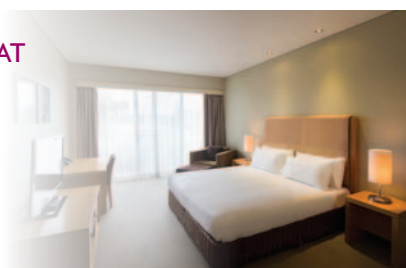
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Tourism Australia

Find out why the Hunter Valley is perfect for your next event in the July issue of *travelBulletin*.

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## SYDNEY LOSING ITS EDGE

**SYDNEY** appears to be losing its appeal as a destination for professional and industry association conferences, data from Conference Monitor reveals.

The conference sales platform reports that the NSW capital hosted 401 major domestic association conferences last financial year, a 7% decline compared with the previous year.

Despite the decline in the number of events hosted in Sydney, the harbour city remained the most popular city overall for domestic conferences, but its lead over other capitals has declined. Melbourne's popularity as

an associations conference destination remained mostly unchanged, with 328 major events held there in the last financial year.

Brisbane saw a significant jump in events over the 12 months to 30 Jun, increasing 22%.

Conference Monitor Director, Matt Baxter, said Sydney's shine was starting to come off as associations looked at hosting options in other capital cities.

"The last three years saw a rush to host national conferences in Sydney mainly due to the opening of the International Convention Centre and completion of refurbishments on some key venues," Baxter said.

"We are now seeing more high-quality venues in other capitals and regional cities giving event organisers more options to consider when selecting conference venues."

He said Sydney venues would generally feature in most associations' annual conference rotations once every three years, but that had now changed and domestic associations were likely to choose the city for their annual summits only once every five years.

The data revealed there were more than 425 healthcare or medical events held across the country in 2018/19, with 112 hosted in Queensland.

Advertising and Marketing (209) and Education (131) were the second and third biggest events categories respectively.

Services/Consulting (123) and Non-Profit (113) rounded out the top five.



**BUILDING** a wall to separate Mexico from the US would be a bitter pill for beer brewers in San Diego and Baja California, who are planning to develop closer ties (over a beer no doubt) at a cross-border business forum next month.

Despite the Trump Administration's focus on shutting the border and minimising imports, craft brewers in San Diego are keen to welcome their Mexican peers and develop cross-border inter-brewery partnerships.

Maybe a beer rather than a wall is what's needed?

## Partner Up

The low down on tech in the events world



## What are multisensory events?

**HAVE** you ever thought about how engaging the senses - for example through a certain scent or tactile experience - might enhance your events?

A multisensory event is one that actively stimulates the five senses. Sight, sound, taste, smell and touch are each a component of the human experience. Our senses trigger our brain to make us more aware of our surroundings.

By creating stimulation for all five senses at your next event, you can encourage your guests to be more mentally present, alert and engaged. A multisensory experience can also make your event more memorable for attendees.

So how can you make your next event multisensory?

### Provide memorable food

Choose your food selection not only according to how it tastes but also by how it looks and smells, to maximise its impact on your guests. Create a positive sensory experience with your catering by including food that looks impressive and unique, and tastes and smells delicious.

### Employ audiovisual creatively

Whether it be the use of a colourful and vibrant light show,

the inclusion of a mesmerising sound and light installation or the incorporation of a virtual reality station, AV can help make your event impressive and memorable. With the perfect balance of innovation, creativity and execution, AV can deliver exciting and engaging event experiences to amplify your event success.

### Use scents strategically

Smells trigger memories. It's not largely understood why, but there is plenty of evidence to suggest that scents, more so than other senses like sight and sound, activate our brains in a way that help us remember certain memories. In addition to making your event more memorable, scents can also help to make event attendees more alert and aware. Scents like lemon, rosemary, cinnamon and peppermint can help with concentration and focus.

### Incorporate life-size games

Games like life-size chess and Jenga can help activate the tactile experience for your guests. Touch is a sense that isn't widely used by event professionals, but it can help to improve the engagement of your event attendees and make your event more memorable.

**Nathan Hinschen** is the Partner at Novotel Brisbane for AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach. [www.avpartners.com](http://www.avpartners.com)



# CHRISTMAS VENUE GUIDE



business events news  
presents

Looking for a Christmas venue or staff celebration?

*Business Events News* guide to 2019/20 Christmas venues is the place to showcase!  
To feature here email [advertising@businessesnews.com.au](mailto:advertising@businessesnews.com.au).

## RACV CITY CLUB

Melbourne, VIC

From intimate dinners to a banquet for hundreds and everything in between, RACV City Club has all the facilities you need in one space to bring your end of year or corporate Christmas celebrations to life. Centrally located on Bourke Street in Melbourne CBD, all spaces are flooded with natural light and stunning city views and can be transformed to meet your budget and requirements.

Christmas lunch, dinner or cocktail packages are available from \$61 per person, with beverage packages available to add to your chosen package from \$32 per person.

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## RACV HEALESVILLE COUNTRY CLUB

Yarra Valley, VIC

In the Yarra Valley, only an hour's drive from Melbourne's CBD, RACV Healesville Country Club offers a wide selection of event choices. The Club's extensive range of facilities will ensure you'll have everything you need to make your end of year or corporate Christmas event a success, while you enjoy the breathtaking scenery of the Great Dividing Range, delicious menus featuring local produce and exceptional onsite service.

Sit down, buffet, BBQ / pizza and lawn bowls packages are available from \$50 per person, with beverage packages available to add to your chosen package starting at \$32 per person.

Limited spaces are available, enquire today to secure your space.



For bookings and enquiries: Phone: 03 5962 4899  
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