



Today's issue of BEN

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

Melb riding high

MELBOURNE'S business events and incentives sector has "never looked so healthy", according to the city's convention bureau.

Melbourne Convention Bureau acting CEO, Julia Swanson, said the city was riding high after a successful 2019/20 financial year, with more than 3,000 delegates expected to descend in the next two months.

"We are off to a flying start this year," she said.

"The incentive sector has never looked so healthy, providing ongoing direct business opportunities to our MCB partners."

BESTCITIES SEEKS LEGACY IMPACT

BESTCITIES Global Alliance is looking to develop measurement indicators that will help assess the socio-economic legacy impacts business events deliver to the destinations that host them.

The group, which represents 12 international convention destinations, including Melbourne, launched a Request for Proposal (RFP) to gather recommendations for consultancy firms to identify what factors need to be assessed to encourage events organisers to think about the long-term value their conferences will have on communities.

BestCities Global Alliance Managing Director, Paul Vallee, said the RFP will build on existing commitments to the impact of business events, linking with various initiatives the organisation already has in practice.

"Legacy impact is gaining



greater attention amongst destination and business event bodies, and stronger relevance in society in general," he said.

"Although legacy impact has a broad reaching narrative on the true value of business events, few established indicators and measurement tools are in place.

"That is why we are committed to advancing this cause and helping to establish measurements that will build knowledge and streamline

efforts into creating events that have lasting impact."

Vallee said a "how-to toolkit" will be created to enable stakeholders to build knowledge and capacity, with learnings from the program to be shared within the BestCities network.

RFPs tender process will run until 23 Aug, with BestCities announcing its preferred consultancy on 06 Sep following a review.

AACB add Martin to Board

PERTH Convention Bureau's new CEO, Gareth Martin, has been appointed to the board of the Association of Australian Convention Bureau (AACB).

Welcoming Martin to the Board, AACB President, Michael Matthews said, the appointment reinforced the association's national voice.

"We congratulate Gareth on his recent appointment as CEO of PCB and welcome him to the AACB Board. Gareth brings a wealth of experience to AACB, having been with PCB for 11 years," he said.

"We look forward to tapping into Gareth's strategic, commercial and creative approach to resolving



some of the industry's most challenging issues including the significant increase in global competition for business events."

Martin added, "I'm looking forward to collaborating with the AACB Board and the Business Events sector nationally."

Bris trips for 4,000

HIGH-FLYING staff members at two Chinese businesses are set to visit Brisbane in the coming months as a reward for their efforts.

Brisbane will host 1,500 of Liaoning Yiyontang Biotechnology top performers in Aug, while Guangzhou's Jiadai Biotechnology will bring 2,500 employees to the city in Oct.

The two trips are expected to generate more than \$10 million for the local economy and they represent the two largest incentive-based business events to ever come to Brisbane, highlighting the city's growing profile as a destination for reward trips.



BEING heard is the goal for any speaker at a business event.

They've got a message to share, and having uninterrupted clear audio is key, especially when discussing sensitive issues.

So spare a thought for mental health advocate, Dr Claire O'Reilly, who was speaking at the Pharmaceutical Society of Australia's annual conference in Sydney on Sat, about how pharmacists can help patients, when delegates started to hear a voice declaring to be "Captain Phil My Script", over the A/V.

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.

THE WILLIAM INGLIS HOTEL

Warwick Farm, NSW

Dance the night away with your colleagues at your 2019 corporate Christmas party hosted at The William Inglis Hotel. All-inclusive packages including 5 star quality food, beverages, room hire and Christmas bonbons starting from \$120 per person. Choose from one of our three tailored packages to suit your every Christmas party need.

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- Deck the Stalls Cocktail package
- Prancer's Plated package
- Silly Season Seafood buffet

Find your ideal function room from our twenty-three different options available, with function rooms accommodating from anywhere between 30 guests up to 1,000 in cocktail style.



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CAFÉ DEL MAR

Darling Harbour, NSW

Celebrate the festive season this year with Café del Mar Sydney! Located on the Rooftop Terrace of Cockle Bay Wharf (cityside of Darling Harbour) and boasting with spectacular water views, Café del Mar is the perfect location to celebrate your special occasion.

With an enormous wrap-around terrace, comfortable lounges and a feature bar, this gem of a space is tucked away from the hustle and bustle of Cockle Bay, and ideal for cocktail events. Combining luxurious elements and raw materials, the a la carte restaurant and private dining room are bathed in natural light during the day and filled with a warm ambiance in the evening – the perfect spot to eat, sip on a cocktail, party with close friends, and enjoy the spectacular sunsets and atmospheric music. Offering a variety of elegant function areas, accommodating anywhere from 20 - 650 guests, contact the functions team at Café del Mar to help plan your next special event.



For bookings and enquiries: Phone: 02 9267 6700
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