



## Today's issue of BEN

*Business Events News* today has two pages of news, the latest **BEN** Christmas Venue Guide on **page three** plus a full page from **Travel Trade**.

## Ireland lands SITE

**DUBLIN** will host the Society for Incentive Travel Excellence (SITE) Global Conference in 2021, after a successful bid by the Emerald Isle's business event bureau, Meet in Ireland.

The Irish nomination put forward a "comprehensive, wide ranging submission that plays on the narrative of Dublin as 'our village', offering an intimate, deep, motivational experience on a backdrop of world-class hotels and venues, great global access and immense socio-cultural appeal".

SITE board member, Philip Eidsvold, said the Irish bid was distinguished by a combination of logistical considerations including Dublin's "remarkable accessibility".

Meet in Ireland presenter, Ciara Gallagher, said the event will be a "true pan-destination" event when it takes place in the Irish capital from 04-07 Feb 2021.

# MCB SECURES EVENTS FOR VIC

**BUSINESS** events are Victoria's highest yielding sector in the state's visitor economy, Melbourne Convention Bureau (MCB) has revealed.

MCB announced it has secured more than \$500 million in business events for the state this financial year, while delivering 6,000 jobs.

Working with Visit Victoria, MCB has secured a number of international business events, including the 2023 Rotary International Conference, which is expected to be the most valuable conference to be held in the state, attracting 20,000 Rotary members from 200 countries to the city, and injecting \$110 million in to the local economy.

MCB acting CEO, Julia Swanson, said the bureau had "set a new benchmark", securing a number of events through to

2026.

"This is an enviable events calendar that will be anchored in the state long-term and provides certainty for Victoria's visitor economy for years to come," she said.

"The economic opportunity in the international business events market is a significant one – and, moreover, one that Victoria is well placed to capitalise on given its facilities and expertise; knowledge creation and exchange, innovation and investment, among other positive impacts 'beyond tourism' benefits."

"This significant achievement is a testament of MCB's efforts and 'Team Melbourne' approach." Victorian Minister for Tourism,



Sport and Major Events, Martin Pakula, described the MCB's announcement as a "milestone achievement" for the organisation.

"Business events keep our hotels full, our venues buzzing and our economy strong", Pakula said.

"No one does business events quite like Victoria, and MCB's outstanding efforts are to be commended."

**Pictured:** Melbourne's Flinders Street Station in the city's CBD.

## Xmas venues

**ADVERTISING** slots in the 2019 *Business Events News* Christmas venue guide are filling up fast, with limited space still available.

To have your venue's festive offerings featured call 1300 799 220 or **EMAIL** us now.

Check out our new-look guide on **page three**.



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## TECH ZONE AT IBTM

IBTM China is partnering with DAHLIA+ Agency to deliver an interactive educational technology zone at its 2019 event in Beijing from 28-29 Aug.

The tech zone will include a stage for event technology and event design experts to share their latest concepts and ideas.

DAHLIA+ Agency will run a tech bar, where event attendees can get answers to questions about professional branding, social media usage, digital marketing and tech solutions.

IBTM China Event Manager, Nicole Ci, said the partnership would help boost attendees' understanding of the emerging technologies in the meeting and events industry.

"With technology playing such a vital role in our industry as well as an increasing role in our lives, the new Technology Zone will provide attendees with access to expert knowledge and advice, as well as showcasing the latest technology-focused exhibitors," she said.

Almost 200 exhibitors are confirmed to attend IBTM China this year, from over 30 countries with several new international exhibitors confirmed.

The event is one of the region's biggest MICE Industry gatherings, with more than 5,000 global meetings industry professionals expected to attend the two-day conference in Beijing.

### Green MICE at KME

#### ENVIRONMENTAL

sustainability will be the focus of this year's Korea MICE Expo (KME), which takes place in Incheon from 12 to 14 Jun.

The event is Korea's largest trade show for incentive planners and meeting professionals, with the Songdo ConvensiA, providing the venture for more than 3,000 delegates and 300 local exhibitors, including convention bureaus, unique venues, and travel agencies.

With an official theme of 'Green MICE', the conference will showcase the latest sustainable and eco-friendly trends in the industry.



NEW Zealand has been grabbing headlines for its world class events facilities in recent weeks, and the nation is getting ready to celebrate with six weeks of craft beer festivals.

Not content to embrace the country's growing beer industry, with the annual Auckland Beer Week (which starts on 22 Jun), the city will host the Great Australasian Beer Spectacular on 29 Jun, before the hoppy celebrations flow south with Wellington hosting the annual Beervana festival on 09 and 10 Aug.

## Confessions of a compulsive conference-goer

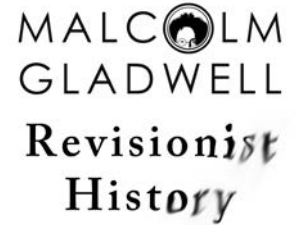
Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

### What Malcolm Gladwell can teach us about conference presentations

I'VE recently finished listening to Malcolm Gladwell's brilliant podcast series 'Revisionist History' and was fascinated by his ability to take complex subjects and explain and dissect them in a way that is both easy to understand and entertaining.

He achieves this through his evocative story-telling but mainly through the language and phrasing he uses to explain often highly complex historical, sociological and psychological concepts and events, in words that are easy to comprehend. This is a skill I see utilised by the very best presenters on the conference circuit. Whether they are talking about matters medical, technological, financial or scientific, the best presenters take time and effort behind the scenes (before they even stand on stage) to clearly structure and articulate their points in a manner that is understandable, without ever sounding like they are 'dumbing down' their content or condescending to their audience.

Gladwell's podcasts discuss often highly complex issues like the pitfalls of the US education system, systemic racism in the deep south in the 50's through to how different types of cooking oil impact the taste of McDonalds French fries. You listen, you follow his arguments, you are entertained....and you learn a lot along the way. Through countless hours of podcasts (and only the sound of his voice) I was never bored



or confused and I learnt a hell of a lot. It is what all presenters aspire to achieve (but many fail on one or more of those counts).

The trick I believe is spending the time off-line examining and structuring your content, choosing a few key messages and then simplifying the key messages, to ensure that when you are on-line (on the conference stage), your audience are able to follow, understand and remember your points, even if they are challenged or confronted by those points, ensuring that they are never confused by them. It is your job as the presenter to do that heavy lifting behind the scenes.

Gladwell (and his research and production team) clearly spend hours (maybe his iconic 10,000 hours?) and effort ensuring that the final product sounds simple (even though it isn't) AND sounds entertaining, even though the subject matter, in lesser hands, could be confusing, complex or dull. It's an amazing skill. Aspiring conference speakers could do worse than listen and learn from the masterful podcast series.

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](mailto:andrew@lunch.com.au) or visit his website at [www.andrewklein.com.au](http://www.andrewklein.com.au).



# 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).

## INTERCONTINENTAL MELBOURNE THE RIALTO

Melbourne, VIC

*'Tis The Season*

*Looking for the ideal end of year event venue?*

InterContinental Melbourne The Rialto's prestigious Collins Street address offers 13 premium spaces for you to consider. From local catering, entertainment and styling, our expert team can help you create a truly memorable end of year event for 2019.

Book now and be rewarded with 2018 prices, valid for all new festive events booked before 30 Jun, 2019.

Request for a festive event proposal today through [events.icm@ihg.com](mailto:events.icm@ihg.com) or call to speak to the team directly on +61 3 8627 1622.



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## RYDGES SYDNEY AIRPORT

Sydney, NSW

It's never too early to get ready for Christmas - book now and put your mind to ease. Perfectly located only 181 steps from the International Airport and public transport, our hotel can be easily accessed by everyone. Introducing grazing tables by the metre for your friends, family and colleagues this festive season. Be spoilt for choice by choosing from alternate serve options, festive canapés and more, just call. We have 9 flexible event spaces, including our all-weather Cloud 9 rooftop bar that boasts spectacular runway views, allowing us to create a magical Christmas for you. Our enthusiastic and passionate team of event professionals are able to tailor packages and event accommodation to suit your needs.



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*Working in partnership with the Australian Travel Industry*

### Senior Corporate Travel Consultant

Sydney South, upto \$70k + Super DOE, Ref: 4080PE1

Due to internal promotion my client is seeking a senior corporate travel consultant to handle a strong portfolio of corporate travel accounts. You must have strong communication skills, be a self-starter & have an exceptional eye for detail. This company is at the top of their game, people are lining up to join their stellar team. Top dollar will be paid for a practicing corporate travel consultant looking for their next challenge & career progression. Sabre & Tramada a must to be considered.

For more information please call Paul on (02) 9119 8744 or click [APPLY](#) now.

### Corporate Consultant

Sydney, Up to \$70k, Ref: 1112AJ3

Due to continued growth, an exciting opportunity has presented itself in the Northern Beaches for an experienced Corporate Travel Consultant within a market leading company. You will be servicing existing clients and will enjoy building and nurturing relationships while helping out with every aspect of the clients travel requirements. You will be experienced and confident when dealing with corporate clients. A background with Event Management or Group Travel also favourable.

For more information please call Antony on (02) 9119 8744 or click [APPLY](#) now.

### Business Development Manager

Brisbane, \$90k + bonuses, Ref: 4098MT1

I'm looking for someone who has that X factor about themselves. They're able to sell anything to anyone and build strong lasting relationships with everyone they come across. There is no challenge you can't face and overcome. You'll be growing the business and brand awareness by building strong client relationships. You must have 5+ years in Sales or Business Development Roles, established solid network within the travel industry. You'll be rewarded with \$90+super with an OTE of \$130k. APPLY NOW.

For more information please call Mark on (07) 3123 6107 or click [APPLY](#) now.

### Marketing Executive

Melbourne, Up to \$60k + Super, Ref: 4067MT1

This marketing role includes, but it not limited to, SEO, email and social media campaigns and measuring performance with Google Analytics. This is an integral part of the company's future development and also success in the Australian market. If you are working in digital marketing this is a fantastic career move! Experience in digital marketing in the travel industry is preferred. Get heaps of travel perks and discounts across the globe. COMPETITIVE SALARY UP TO \$60k + BONUSES!!

For more information please call Courtney on (03) 9988 0616 or click [APPLY](#) now.

### Travel Recruitment Consultant

Sydney, OTE of \$82k, Ref: 5432SJ10

Join one of Australia's leading travel recruitment companies & by utilising your strong travel industry experience & superb sales skills enjoy earning a fantastic salary package with a realistic OTE of \$82k but many earning over \$100k. No two days are the same in this diverse role. You will need to be a people person, confident communicator & self-motivated. CBD offices with Mon-Fri working hours & a fantastic team environment with the autonomy to run your own desk with great rewards.

For more information please call Sarah on (02) 9119 8744 or click [APPLY](#) now.

### Leisure Corporate Travel Consultant

Brisbane, \$55k + Bonuses + Super, Ref: 2345MT1

Are you an experienced consultant or leader who would love to work in a corporate environment with corporate customers delivering leisure solutions? We're looking for dedicated and high-achieving consultants to deliver outstanding customer service to our key accounts and building the brand with our internal and external clients. In this role you will have minimum 3 years' experience. Potential to make a name for yourself \$\$\$\$\$!! If this role sounds like it's for you !! APPLY NOW!!

For more information please call Mark on (07) 3123 6107 or click [APPLY](#) now.

### VIP Travel - Leisure/Corporate

Brisbane, \$55-75k + travel perks, Ref: 1961AW2

Exciting position exists for a highly experienced Travel Consultant to sell VIP travel! You will excel at providing a range of travel options while delivering exceptional customer/client service. Fantastic team environment, travel perks and great salary package! This is a fantastic career opportunity to join an internationally established brand and work across both the leisure and corporate travel sectors! Follow the trend, join the future of travel and work with VIP clients! APPLY NOW!

For more information please call Amanda on (07) 3123 6107 or click [APPLY](#) now.

### Wholesale Travel Consultant

Melbourne, Great Benefits/Perks, Ref: 4094SZ1

Join a leading globally recognised luxury tour operator / wholesaler in this specialty position! We are looking for an experienced Travel / Res Consultant that is looking to work in a company with fantastic values & culture. You will be quoting and booking bespoke FIT travel packages to specialised destinations. You will handle calls, emails, chats with travel agents & direct consumers and will provide exceptional service. Full product training provided, BYO a good attitude!

For more information please call Serena on (03) 9988 0616 or click [APPLY](#) now.

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