



Today's issue of BEN

Business Events News today has two pages of news plus a full page from **The Langham Melbourne**.

PCOA aims high

THE 2019 Professional Conference Organisers Association (PCOA) conference has been themed "Anything is Possible", with the Association's President Barry Neame stating it will explore "new ways of thinking, working and creating".

The conference will be held at the International Convention Centre Sydney and run from 08-10 Dec.

AACB PARTNERS WITH CVENT

THE Association of Australian Convention Bureaux (AACB) has signed an annual partnership agreement with meeting and technology specialist, Cvent.

Cvent will be the exclusive event technology partner for AACB's 30th annual conference, Destination Business Events, with the union opening the door to collaborations on research and co-hosted education opportunities.

"The partnership is a first-of-its-kind collaboration for AACB and highlights our mutual dedication to expanding Australia's business events industry through technology and innovation," said AACB Chief Executive Officer Andrew Hiebl.

Through the partnership,

AACB will utilise Cvent's suite of event management solutions to help drive and enhance the attendee experience.

Cvent technology includes a customised event website, online registration experience, onsite check-in and badging, data and reporting solutions, and a mobile event app designed to engage attendees.

"As we prepare for our upcoming annual conference in Sep, I welcome the opportunity to utilise Cvent's world-class event technology & the benefits it will bring to the conference



delegates," Heibl said.

This year's event is themed "Customer Experience: Laneways to Success" & will be held at Melbourne Convention and Exhibition Centre (MCEC) from 18 to 20 Sep.

Earlybird registration for the conference ends 30 Jun.

More information on the Destination Business Events conference can be found [HERE](#).

Auckland pushes networking

AUCKLAND Convention Bureau (ACB), in conjunction with Celebrity Speakers, is seeking to enhance the region's business events sector through the launch of the networking series called biz b4 nine (Business before 9).

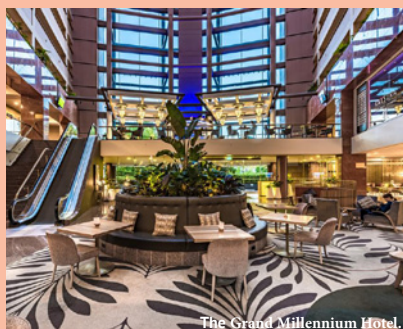
The first event in the series was held last week at the Grand Millennium Hotel, with more than 80 business events specialists and sector leaders in attendance, including several from the Auckland Advocate Alliance.

"This new series reflects ACB's commitment to adding value within the business events sector, ensuring that the Auckland region remains competitive in the international market," ACB Manager Marketing and Business Events Services Jen Stanton said.

"It was fantastic to see such a strong attendance this week, with business events leaders establishing new connections and gaining insight into the thinking from a world-class expert in his field."

Biz b4 nine was established to provide a platform for business event planners and academics to network with others in the industry and gain access to ideas and suppliers, as well as hear from a range of speakers from Celebrity Speakers.

For more information on the networking series or to attend the next biz b4 nine event [CLICK HERE](#).



Club Med "Worktainment" offer

CLUB Med has launched its new corporate product called Worktainment which allows corporate clients to rent entire resorts for events.

Club Med East and South Asia Pacific CEO, Xavier Desaulles, said the group aimed to create a space that stimulates guests' minds and encourages the open exchange of ideas.

"Worktainment provides that balance of productivity-driving settings, great and one-of-a-kind activities, as well as meaningful sharing and bond building [opportunities]," he said.

Further information on the product can be found [HERE](#).



Cocktail reception Club Med style.



Sustainability SUMMIT

30 April 2019
Primus Hotel, Sydney

Hear from:



Leigh Barnes
Chief Purpose Officer, Intrepid Group



Giles Hawke
Global Lead - Sustainability, CEO UK, Cosmos Tours & Avalon Waterways

Register quick!
Earlybird ends 29 Mar



INT'L EVENTS IN FOCUS

DEVELOPING international links and promoting the local events industry will be a key highlight of EVOLVE 2019, the Meetings and Events Australia annual conference being held in Brisbane from 31 Mar to 02 Apr.

The EVOLVE 2019 program will include a one-day track called Event Panorama focusing on international business, global trends and perspectives, the Australian market and how Australia is positioned in the competitive field of attracting and delivering top class events.

“Securing international business is very competitive with many countries vying to attract conferences and events, particularly the high yielding business,” said MEA Chief

Executive Robyn Johnson.

“Our track will look at which countries are doing it well and why, how competitive is Australia, what role does subvention play in securing this business, and what are the key elements of attracting business to a destination,” he added.

The Event Panorama track also includes a session unlocking business potential in Asia, with David Thomas from Think Global facilitating this session

Joining the panel is Geoff Donaghy, Director of Convention Centres AEG Ogden and the Immediate Past-President of the Brussels-based International Association of Congress Centres.

Register for event **HERE** or see the conference program **HERE**.

Small biz Melb

GREATER Melbourne’s small business event B.I.T.E Conference to be held on 20 Jun will bring the industry together to “build a better business and stay informed” across key small business themes such as technology, entrepreneurship, business innovation, and thought leadership.

The one-day event will be held at Frankston Arts Centre in Victoria, with all-inclusive tickets priced at \$170 per person.

Earlybird prices of \$150 per person are available when purchased by 31 Mar.

For further information on the event, **CLICK HERE**.



RUSSIA is famous for its cold winters, borscht, caviar and vodka, however now there’s a new phenomenon sweeping the nation - face slapping.

The Russian city of Krasknoyask recently hosted the country’s first face slapping championship event which saw participants slapping each other across the face until one of them got knocked out.

Seems they also need some sense knocked into them.



Partner Up

The low down on tech in the events world



The benefits of live streaming your event

THE capability of live streaming has become hugely popular in recent years, especially for events that attract global attention. Live streaming offers people the opportunity to experience events, even if they can’t be there in person.

Perhaps you’ve considered live streaming your event, but you’re not entirely sure if it’s the right thing to do. Although there are many benefits to live streaming events, it’s important to consider whether it is right for your event. Some events thrive on exclusivity. Keeping an event exclusive might help with setting ticket prices, selling tickets, or attracting thought leaders. But for many events, especially ones that have an objective of broadcasting information or selling a certain product or service, live streaming can be greatly beneficial. Here’s why:

Maximise your exposure

Live streaming, especially via social media can help build exposure for your event. Your event can be live streamed to your social media audience, but it can also reach a larger audience if the content is shared and interacted with online.

Use data to improve your events

When you live stream your event, it gives you the opportunity to learn more about your audience through

online data. Bringing your event online can help you gather important information about who your audience is and what they like (or dislike) about your event. Whether you’re live streaming on your website or social platforms, you have access to data on who is engaging with your content. This information can help you make improvements on your event next time around.

Provide a channel of communication for your audience

If you’re broadcasting your event on social media, your live stream will give your event-goers and online audience a platform to interact with you while the event is running. It gives them the opportunity to ask important questions about keynote speakers, products being launched or whether there are follow up events.

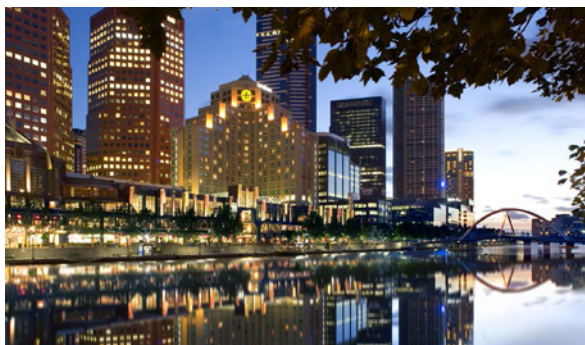
When you’re live streaming a corporate event, it’s important to get it right. The last thing you want is a major disruption or delay in the audio or video. When you do it yourself there are many risks involved that can disrupt the smooth running of your event. Make sure to hire a professional audiovisual team, such as AVPartners, to do all the hard work so that you don’t have to.

Mark Gurd is the partner at Sofitel Noosa Pacific Resort with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach. www.avpartners.com





MEETINGS WITH INCENTIVES



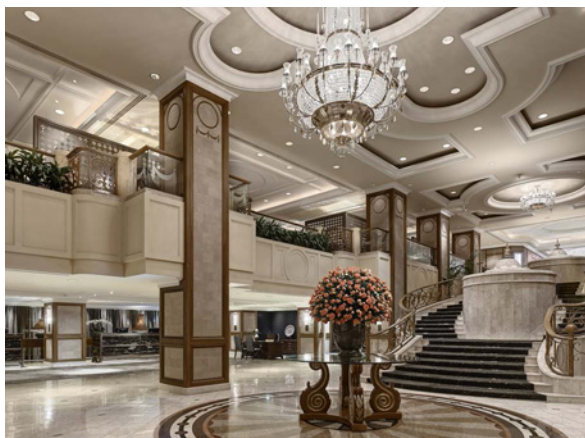
Event organisers have three more good reasons to host their next event at The Langham, Melbourne.

To qualify for a 5% reduction and to be entered into the draw for a Californian dream holiday, meeting organisers simply need to book a minimum of AUD \$10,000 worth of guest accommodation and AUD \$4,000 value in catering between Tuesday 1 January 2019 and Monday 30 September 2019.



Plus, The Langham, Melbourne's Executive Chef, Deepak Mishra, has introduced new menu items that feature locally grown produce from within 100 kms of the hotel.

For more information, please visit:
melbourne.langhamhotels.com.au



takethelead

MEETING SOLUTIONS BY LANGHAM

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MELBOURNE

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