



Today's issue of BEN

Business Events News today has two pages of news plus a full page from **Novotel Wollongong**.

Xmas Venues

THE next *Business Events News*

Christmas venue guide is in the making & will inc event spaces for the festive season - call 1300 799 200 or **EMAIL** to have your Xmas venue offerings featured.

The new look 2019 guide has been designed to give venues more space to highlight their facilities and services to event organisers.



EEAA COMMITTS TO YOUNG STARS

THE Exhibition and Event Association of Australasia (EEAA) is committed to developing young leaders for the industry, CEO Joyce DiMascio told delegates at the launch of the organisation's Young Stars Meet-up Series.

The Meet-up Series, which was launched at the offices of Informa Australia last week, was developed by the EEAA's Young Stars Committee, to create new styles of learning and networking opportunities for emerging talent.

"Our goal is to bring talented young professionals, who will lead the future of the industry, into mainstream discussions and knowledge-sharing both on and off stage," DiMascio said.

"We have created a focus session at our EEAA Leaders Forum at which a panel of young leaders will discuss the future of the industry - we are



committed to giving emerging young leaders of the industry a voice and our Leaders Forum and Conference are ideal opportunities."

DiMascio added people under 30 will be able to access a 25% discount when they register for the EEAA 2019 Conference.

Pictured are: Roslyn Farrar, Events Innovation &

Strategy Manager, Tourism Australia; Georgie Chapman-Burgess, Operations Manager, Exhibitions & Trade Fairs; Spiro Anemogiannis, EEAA President & Managing Director of Informa Australia; Joyce DiMascio, EEAA Chief Executive Officer; Kelly Maynard, Business Events Distribution Development Manager, Tourism Australia.

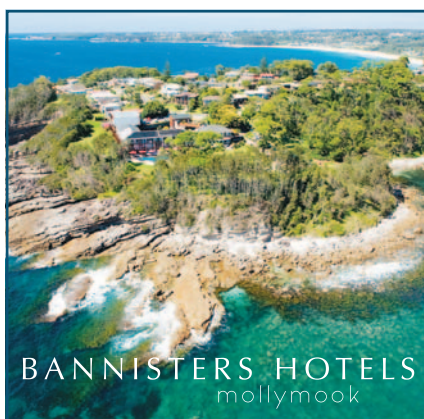
QLD launches events unit

A NEW major event planning unit has been set up for the Brisbane region by the State Government.

The Brisbane Region Major Events and Planning Unit was launched by Minister for Police and Corrective Services, Mark Ryan, and Assistant Commissioner, Peter

Crawford, to help support event organisers to deliver a safe environment for the community.

Ryan said the unit would support the smooth running of events in the city, ensuring a safe environment for the people attending them and help attract more events.



ESCAPE THE BOARDROOM

AND EXPERIENCE CONFERENCES BY THE SEA

Daily delegate packages starting at \$299pp per day including accommodation, breakfast, conference facilities and AV.

*Mention the codeword BEN when enquiring to receive two of the following free - daily morning fitness or sunrise yoga session, unlimited barista coffee with breakfast and lunch, chefs tapas platter including one drink per person. *Terms, conditions and select dates apply.*

To make an enquiry or book, contact elisha@bannisters.com.au or **(02) 4454 7407**



STAR GETS FRESH

THE Star Entertainment Group has launched one of Australia's largest seafood festivals, with a series of events at its Sydney, Brisbane and Gold Coast venues.

Chefs from The Star Sydney, Treasury Brisbane and The Star Gold Coast will be showcasing their bespoke menus as part of the Seafood Freshtival.

The Star Group Chief Marketing Officer George Hughes said the event is a celebration of Australian seafood.

"Australia is internationally recognised for our seafood, with the quality of produce available the envy of chefs around the world," he said.



"The Seafood Freshtival is about taking a unique and fresh look at seafood and [it] demonstrates our continued focus on elevating our guests' experiences across The Star properties."

The Seafood Freshtival runs until 31 May at Treasury Brisbane, and The Star Gold Coast, while the event will come to an end at The Star Sydney on 23 Jun.

Connect hotel

CITADINES Connect Sydney Airport is offering business travellers access to meeting facilities within minutes of the CBD and the airport.

The new hotel, located just two-minutes' drive from the domestic terminal has a business centre for travellers looking to stay on top of their work.

Guests at the 150-room hotel will be able to stay connected throughout their stay with complimentary wi-fi, while they will also have access to USB charging ports.

After a day of meetings, guests staying in the hotel's Penthouse can experience Sydney's only hotel roof-top cinema.



PEOPLE often feel smarter after a couple of beers, so the organisers of an int'l science festival are hosting discussions in pubs across Australia next week.

The Pint of Science Festival is hoping to find audiences that are thirsty for knowledge as well as craft beers, as engineers, astrophysicists, health experts take their research to the public.

Since Pint of Science first hit Australian shores in 2014, it has grown to host events in 19 cities, across Australia and more than 50 pubs.

GENERating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in *BEN*. Topics include new generation events and making events effective and valuable.

Digging Holes to Fill with Fluff

I'VE touched on this subject previously and feel compelled to do so again. The reason is simple: I just don't get it. I mean, I do...I can understand why it happens as I've explained below. But what I don't get - what I can't reconcile and find completely illogical - is why it continues to happen and why organisations are either aware but wilfully blind to their actions or just plain ignorant.

Anyone working in this industry knows that organisations that host regular annual events are constantly looking to cut costs and save money. The 'do more with less' mantra has been around a long time now. However, in many cases, the larger annual events they host - eg. their annual sales, user, channel partner, member conferences - contain large dollops of what I might call 'meaningless fluff'. And, to the point, very expensive meaningless fluff. This includes the fleeting novelty-seeking moments of famous motivational or keynote speakers, a sports star or celebrity chef. It includes, at great expense, the appointment of an outsourced supplier to produce under five minutes' worth of eye-candy graphics, images and videos to play during the opening session. It includes paying silly amounts to a marketing firm to come up with an event theme, marketing campaign and slogan that is meant to encapsulate the

meaning of a three-day event into three words. And it includes paying a 'band du jour' or DJ thousands to perform live at the gala dinner.

I'd agree that these inclusions might well be memorable and convey care and love by the host to those attending, if not a hidden desire to be seen as successful and prosperous. And I'd agree too that these moments can provide inspiration, fun and passion. But these are not transformative experiences. They seldom last long, their cost can be enormous and I truly wonder their ROI? By comparison, the same amount of time, deliberation and expenditure is rarely given to goal setting, meeting design, content development, learning and outcomes...you know, the things that actually can and do influence ROI. Worse still, this desire to impress and inject attendees with budget-devouring moments of temporary feel-good pleasure whips up crowds into delirious chants of, "That was kickass! How you gonna top it next year?!" Roused by enthusiasm, organisers and hosts get straight to work trying to do just that. A hole gets dug to fill with fluff. Every year it gets deeper, undermining above it a largely ignored level of greater importance (ROI). Is it too late to down shovels or change course? Has that become impossible or is it simply inconceivable?

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact **Max Turpin** at Conference Focus on 02 9700 7740 or email max@conferencefocus.com.au.



THE ULTIMATE

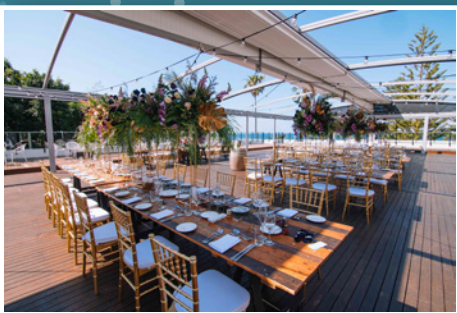
WINTER

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