



## Today's issue of BEN

*Business Events News* today has two pages of news plus a full page from **One&Only Cape Town**.

## Evendo, Livn link up

**FULLY-INTEGRATED** event booking platform Evendo has joined forces with Livn, global tour and activities network, to provide an easier and more efficient booking process for the events industry.

"The Livn API provides Evendo with a gateway to over 15,000 tour operators across the globe, all with live availability," said Evendo CEO Kasper Larsen.

Access to Livn's database will also allow Evendo to speed up its expansion process, which will target markets in Europe, the US and Asia, by eliminating the need for tech integrations and individual contracts with local tour suppliers.

## PCMA 2020 Board

**PROFESSIONAL** Convention Management Association (PCMA) has elected Principal of VRS Meetings & Events Inc Valerie Sumner as Chair of its 2020 Board of Trustees.

Vice President of Sales, Midwest Region at San Diego Tourism Authority Angie Ranalli has been named Chair-Elect, while six new trustees have been appointed for a two-year term.

The new Board members will take office after the Convening Leaders annual meeting on 05-08 Jan in San Francisco.

# AMWAY TO BRING \$36M TO SYD

**SYDNEY** is on track to solidify its reputation as the country's top incentive meeting destination after being awarded state hosting rights by Amway, global health and beauty corporation, for three of its large-scale APAC gatherings over the next two years.

Around 6,500 top-selling APAC distributors from Amway Malaysia, Japan and Korea will gather in Sydney (**pictured**) and regional NSW in 2020 and 2021 after strategic bidding services organisation BESydney's successful bid.

"This win involved a whole-of-Sydney approach with BESydney showcasing Sydney as Australia's ultimate incentive destination and the city's experienced suppliers pulling out all the stops to impress," said NSW Minister for Jobs, Investment, Tourism & Western Sydney Stuart Ayres.

The seminars will run for five days each, with both the Amway Malaysia, Singapore & Brunei Leadership Seminar and Amway Japan Leadership Achievement Seminar taking place in Dec 2020, while the Amway Korea Leadership Seminar is scheduled for Nov 2021.

Collectively, the meetings are expected to bring \$36 million into the state's economy, as Amway delegates explore



Sydney and its surrounding regions on itineraries that are, according to Ayres, "tailored to their unique cultural and business interests".

When it comes to continuing to strengthen the relationship between Sydney and Amway, which has now expanded to 100 countries, BESydney CEO Lyn Lewis-Smith highlighted the importance of delivering "innovative and creative ideas that inspire" along with "new experiences for incentive delegates each and every time they visit", which at the same time creates positive business outcomes for BESydney's clients.

Speaking on Sydney's appeal as an events destination, Amway Director, Learning

Solutions, J-Style & Special Events Department Shojiro Taniguchi said, "The wide range of options, authentically Australian experiences, and the mix of cosmopolitan Sydney and nearby regional NSW activities are perfect for our delegates to make the most of their trip.

"Our strong working relationship with BESydney and their understanding of Amway is also key...their connectivity throughout Sydney ensures they're always one step ahead," continued Taniguchi.

More than 20,000 Amway representatives have travelled to Sydney over the past decade, with Amway China alone returning three times to incentivise its independent business owner network.

## Meet & Stay 2020

**PAN** Pacific is offering corporate packages across its Sydney & Melbourne properties, including accommodation, catering, & complimentary notepads, pens, water and wi-fi.

Prices start from \$245 per single room at PARKROYAL Darling Harbour.

**CLICK HERE** for bookings.

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# business events news

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19th November 2019

## Visit Vic res

**CHIEF** Executive of Visit Victoria Peter Bingeman has resigned.

Bingeman has overseen Visit Victoria since its establishment in Jul 2016, and during his tenure, the state's visitor economy expanded to a record \$31 billion for the year ending Jun 2019.

Bingeman's resignation will take effect from 17 Dec, with Vic Minister for Tourism, Sport & Major Events Martin Pakula hailing Bingeman's leadership, saying "Peter has done a fantastic job guiding Visit Victoria in its crucial first years".

## PCOA '19 soon

**THERE** is only 18 days to go to register for the 12th annual Professional Conference Organisers Association (PCOA) Conference & Exhibition.

To be held at the International Convention Centre Sydney, from 08-10 Dec, the program will explore new ways of thinking, working and creating, and will offer a combination of "practical and thought-provoking sessions delivered by industry leaders, practitioners and edge-thinkers".

**CLICK HERE** to register.

## AIME's lights

**DELEGATES** to the Asia Pacific Incentives and Meetings Event (AIME) 2020 will build solar-powered lights for children in third-world countries, as part of AIME's new pact with SolarBuddy.

Inspired by the 2020 theme of "the power of human connections", the partnership with the Australian charity will see attendees tasked with building the solar lights from scratch, with those constructed at the 2020 event part of the organisation's supply chain of lights.



**LIVING** up to his "I'll be back" catchphrase, Arnold Schwarzenegger will return to Oz in Mar for the 6th annual Arnold Sports Festival at the Melbourne Convention & Exhibition Centre.

The festival attracts more than 70,000 attendees, as well as celebrities and influencers from around the globe, making it Australia's largest health & fitness expo.

In addition to catching a glimpse of Arnie, attendees will learn about the latest trends in the health, fitness and sporting industry.



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22 April 2020

# BUSINESS EVENTS GEE



**BUSINESS** Events Geelong recently hosted 13 top incentive planners from Southeast Asia (**pictured**), giving them the opportunity to experience the best of the port city & the surrounding Bellarine Peninsula.

The faml was conducted in partnership with AirAsia, Melbourne Convention Bureau &

Mornington Peninsula Tourism.

The agents arrived at Avalon Airport via AirAsia, and were treated to a meal at Pebbles Restaurant, a visit to the Peninsula Hot Springs, sight-seeing on the Arthurs Pass Eagle gondola, a site-visit of Jackalope Hotel and a tour of Point Leo Estate.

## Advertising Coordinator

Macquarie Park, Sydney

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Business Events News is part of the Business Publishing Group family of publications.

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### EDITORIAL

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