



## Today's issue of BEN

*Business Events News* today has two pages of news.

## ATEC Meeting Place

**OVER** 450 export tourism industry leaders from across the country headed to Brisbane yesterday for Australian Tourism Export Council's (ATEC) annual three-day Meeting Place event.

The business-to-business gathering connects buyers and sellers within Australia's inbound tourism industry, with this year's "Into the Future" conference program focusing on current global issues affecting the travel industry, featuring reps from tourism councils in South Africa, NZ & Europe.

The program wraps up tomorrow at the Howard Smith Wharves with a gala dinner and awards ceremony.

# TURBOCHARGING BUSINESS EVENTS IN THE NT

**BUSINESS** event tourism in the Northern Territory is being "turbocharged", thanks to the new \$9.33 million NT Business Events Support Fund, which forms part of the NT Government's Turbocharging Tourism initiative.

The fund provides funding assistance to organisers of qualified corporate meetings, conferences, conventions, exhibitions and incentives to help them "more aggressively compete with rival destinations".

The Territory will host five international association events over the next two years, which are expected to bring in more than 2,000 business delegates and around \$5.5 million in visitor expenditure.

The Top End has already begun establishing itself as a key destination for international business events, with the PULiiMA 2019 Indigenous Languages & Technology Conference and the National



Housing Conference hosted in Darwin in Aug this year, attracting record-breaking numbers of 600 and 1,100 delegates respectively.

Additionally, in Jun the Lowitja International Indigenous Health & Wellbeing Conference 2019 saw a record-breaking 800 health and research professionals from Australia and overseas converge in Darwin.

"Business events travellers are high yield visitors who spend money beyond hotel rooms and restaurants, supporting jobs and putting more money through the tills of local businesses,"

said Minister for Tourism, Sport and Culture Lauren Moss.

"They are also more likely to bring their families back for a holiday after getting a taste of the Territory," she continued.

The NT has beat out "stiff competition" from other jurisdictions to host significant business events over the next two years, including the World Federation of Neuroscience Nurses; 9th Congress of the International Biolron Society; World Indigenous Business Forum; WaterMicro; and the 29th Asian Shipowners' Association AGM & Conference.

## Get Global 2020

**GET** Global has already sold almost half of its floor plan ahead of its 2020 event, confirming returning exhibitors from Asia, Europe & UK, Hawaii, New Zealand, Africa and the Arabian Peninsula.

Launched in 2017, Get Global is a one-day meeting and events exhibition focused exclusively on Australia's outbound MICE market, and was awarded National Meetings & Events Australia (MEA) "Exhibition of the Year" in 2017 & 2018.

The 2020 show will introduce new features, including work hubs and roving zones, plus themed catering and a cocktail party, and will be held at the International Convention Centre (ICC) in Sydney on 10 Jul.

## AIME industry first

**IN WHAT** will be an industry first initiative, Asia Pacific Incentives & Meetings Event (AIME) will launch an Associations Round Table at its 2020 Knowledge Program, to be hosted at the Melbourne Convention & Exhibition Centre on 17-19 Feb 2020.

In collaboration with Melbourne Convention Bureau (MCB), the Round Table is an invitation-only event connecting C-suite executives from over 40 organisations across the Asia Pacific region, and will host engaging discussions, debates and workshops.

## Advertising Coordinator

Macquarie Park, Sydney

The Business Publishing Group is looking for the services of a proactive Advertising Coordinator to work across our industry leading titles.

This is a full-time role working within our sales and marketing team. Key responsibilities will be the development and production of our publications, liaising with clients on quotes and advertising coordination as well as assisting with promotional activities.

We are looking for someone who has strong attention to detail, is organised, a team player and excels at customer service. Experience with Adobe InDesign and Microsoft Office suite is highly desirable.

If this sounds like you apply to [jobs@traveldaily.com.au](mailto:jobs@traveldaily.com.au) today. Applications close 29/11/19.



## CAIRNS' 20TH SELL TNQ



**EVENT** buyers from across the country gathered in Cairns and Port Douglas on 14-17 Nov for Business Events Cairns and Great Barrier Reef's annual showcase Sell TNQ, with the program marking its 20th anniversary.

The response was "huge", with 90 applications submitted for the 30 buyer positions.

The program's success comes after three new Crystalbrook

Collection properties were launched in Cairns, in addition to upgrades to the Shangri-La The Marina Cairns and Novotel Oasis Resort.

The Cairns Convention Centre will also undergo a \$176 million upgrade and extension that will kick off in Jun 2020.

**Pictured:** Event buyers enjoying welcome drinks at AJ Hackett Cairns.

### Iconic Live expands

**ICONIC** Live has acquired event experience software platform Future Assembly, which will become part of its Delegate Connect service offering.

It's a move the company believes will allow them to provide the industry with a "one-stop solution" for corporate events and conferences and help them to deliver "the right information at the right time" to stakeholders.

"The acquisition...will provide us with a powerful 'single source of truth' of event data," said Iconic Live Director Jacob Thomas.



**IT'S** looking to be a boozy summer, with Sydney BeerFest 2019 kicking off this Sat in Centennial Park, just one of seven beer festivals set to take place across Australia in 2019/20.

Lovers of the amber liquid can sample rare brews and "exclusive festival brews", ciders, cocktails and boutique spirits from around Oz.

There will also be local street eats, masterclasses, demos and a "huge line-up" of entertainment, so grab a couple of cold ones and soak up the atmosphere!

## Partner Up

The low down on tech in the events world



### How to make your Christmas event a success

**THE** lead up to Christmas can be quite hectic, especially when you are planning a special Christmas function. With so many elements to an event, it's important to remember how crucial your audiovisual needs are to the event's success. Keeping in contact with your AV Event Coordinator in the week leading up to your Christmas event will ensure everything runs perfectly on the day.

Here are four tips for ensuring your Christmas function goes smoothly:

#### Hand digital content and run sheets over

You have spent countless hours preparing incredible content to display throughout your Christmas function. In the week before the event, hand the content over to your AV Event Coordinator and their team who will test your content and ensure it performs as expected. Leaving the content to the day of the event and discovering that the file does not open or play incorrectly on the screen is a pitfall nobody wants. Checking this a few days out ensures that any corrections can be made in time.

#### Put your entertainment in touch with the audiovisual team

If you booked any live performers such as a band, it is a great idea for them to touch

base with the audiovisual company before the event.

This ensures that they can discuss equipment requirements, stage set-up, sound-check and anything else that will ensure smooth transitions between event audio, speeches and live music.

#### Finalising floor plans

Finalising the floor plans locks in the layout of your event space and ensures correct catering for the event. Confirm the final numbers -- particularly on large events, confirm any dietary requirements, check floor plans and make any changes to the room layout. If you have assigned seating, discuss how seating charts can be displayed; if this will be digital supply the media content.

#### Have a walk-through with your AV Event Coordinator

Your AV Event Coordinator is your contact for all aspects of your audiovisual needs, and it is important to schedule a walk-through with them if possible. If time and geography permits, this face-to-face meeting is when you have an opportunity to see your event space and make any last-minute requests or changes to audiovisual needs or setup and have a final review of the digital content.

**Ritchie Harland** is the Partner at Novotel Sunshine Coast Resort for AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach.

[www.avpartners.com](http://www.avpartners.com)

