

GET YOUR TICKETS NOW! DON'T MISS OUT! LESS THAN 4 WEEKS AWAY

# 2020 SYDNEY EVENT

a force for good



FULL DAY EVENT, EPIC LINE UP AND BRILLIANT BREAKOUT SESSIONS

A FORCE FOR GOOD EVENT | SYDNEY | FRIDAY 6TH MARCH 2020

**DON'T MISS OUT!**

## THE SPEAKERS

JOIN IN AND HEAR OVER 23 LEADERS FROM AROUND THE GLOBE SHARING BUSINESS SKILLS AND INSPIRATION.

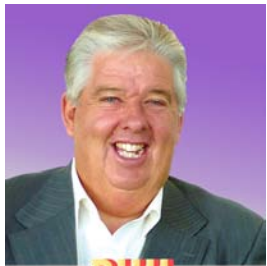
Workshops include...

**Phil Hoffmann** shares his secret sauce on "Building loyalty into your business"

**Allisa O'Connell** teaches us "How to grow your personal brand"

**Rachael Harding** reveals her valuable knowledge on "How to break the glass ceiling"

Plus many more.



**PHIL HOFFMANN**

Founder of Phil Hoffmann Travel



**RACHAEL HARDING**

General Manager Pacific for Club Med



**ALLISA O'CONNELL**

EGM for Flight Centre Brand Australia



**SEBASTIAN TERRY**

Our Superstar Headline Speaker from L.A.

## THE SYDNEY EVENT BREAKDOWN

Sydney, Australia Friday 6th March 2020

Dockside Cockle Bay, Sydney

**8am to 5:45pm**

\*registration opens 7:30am - sharp start

**550 people from around the globe!**

Morning Tea, Lunch, Afternoon Tea

Provided + Optional add on Afterparty.

## THE GLOBUS FAMILY OF BRANDS AFTERPARTY

**Cargo Bar**, Darling Harbour - a short walk from the main venue

Add on afterparty event \*max party capacity of 300

**6pm till \*late**

## TICKETS

Tickets start at **AUD \$395** plus GST

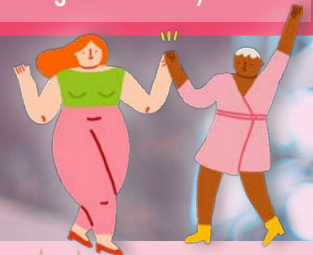
Purchase a Table and get 1 seat free. Table

Tickets start at **AUD \$4,345** plus GST.

EPIC ENTREPRENEURS, VISIONARIES AND BUSINESS SUPERSTARS FROM AROUND THE GLOBE

[www.aforceforgoodhub.com/events](http://www.aforceforgoodhub.com/events)

THE GLOBUS FAMILY OF BRANDS AFTERPARTY IS ALMOST SOLD OUT! limited to 300 guests



## SYDNEY SPONSORS

A FORCE FOR GOOD EVENT SYDNEY, AUSTRALIA 2020 IS PROUDLY SPONSORED BY THESE BRANDS



THE GLOBUS FAMILY OF BRANDS AFTERPARTY





## EVENT PLANNERS WANT TO REACH MORE

**MORE** than 57% of event planners list "reaching new attendees" as the biggest challenge facing the industry this year, according to eventbrite's new *2020 Event Trends Report*.

The study outlines the most effective marketing strategies to acquire new audiences, including content marketing, video (used by 93% of respondents), experiential marketing (used by 38% of respondents), and PR (used by 44% of respondents).

Further popular modes of attracting new event attendees were listings on third party websites (56%), paid Facebook ads (51%), SEO (48%), and direct mail campaigns (44%).

Other key takeaways from the report was that 83% of conference creators run multiple events per year, 60% expressed a desire to increase the volume they run in 2020, and 64% felt they were satisfied by their current job in events.

Budget issues also looks to



be on the improve, with only 35% of people citing funding as a barrier to hosting events, a drop from the nearly half of respondents who said it was a challenge last year.

Making conferences more sustainable also looks to be more important to organisers than ever before, with 72% stating that sustainability was a "priority" in 2020, a huge rise on the 11% who said it was an important factor last year.

Australia is now placed ahead of the global average which

currently stands at 64%.

The study tabled the top five ways the events industry is currently mitigating its carbon footprint as being: using e-tickets (90%), using biodegradable material (60%), offering vegan/vegetarian meal options (38%), encouraging public transport the venue (38%) and by only working with venues that recycle (21%).

**BEN's** sister publication *Travel Daily* will be running a Sustainability Summit in Sydney in Apr - buy tickets [HERE](#).

## PCO updates

**EVENTS** and conferences industry body, The PCO Association, has compiled a detailed inventory of information about the coronavirus outbreak.

The organisation is strongly recommending stakeholders in the events sector access the link to stay up to date with the latest events - [CLICK HERE](#).

## MEA calls for disaster feedback

**MEETINGS** & Events Australia (MEA) is calling on the events industry to provide feedback on how bushfires and the coronavirus outbreak have affected the sector.

MEA Chief Executive Robyn Johnson said that it needs to know how many events have either been delayed or cancelled so that it can better represent its members to government.

"It is important the industry has up-to-date information to inform our governments how the fires and the coronavirus have impacted our industry," she said.

Responses can be sent directly to Johnson via the email: [RJohnson@mea.org.au](mailto:RJohnson@mea.org.au) and will be kept strictly confidential.

## Today's issue of BEN

*Business Events News* today has two pages of news plus a front cover wrap from [Force for Good Hub](#).

## Vegas record

**THE** neon capital of the world marked up a record convention attendance in 2019, attracting 6.6 million attendees last year.

The MICE feat represents a 2.3% increase on 2018 for Las Vegas, with a huge array of dining venues, sporting events and entertainment experiences considered strong lures for the meeting and events sector.

The figures released by the Las Vegas Convention and Visitors Authority also showed a strong performance for the industry's resort partners, achieving an occupancy rate of 88.9%, a 2.9% percent increase from last year.

## Get in quickly

**THE** clock is well and truly ticking for people to purchase tickets to the 2020 A Force For Good Sydney event, which is scheduled to be held on 06 Mar.

Attendees will hear from an esteemed list of speakers from around the world such as Sebastian Terry, famous for drawing up a list of the 100 things he wants to achieve before he dies.

See **front cover** for more info.

**C/E CAULFIELD EVENTS**

events@mrc.net.au or 03 9257 7445  
mrc.racing.com/caulfieldevents

**BOOK NOW FOR 10% OFF HOSPITALITY AT YOUR NEXT EVENT**

\*Event must be held on or before June 30, 2020. T&Cs apply.



## Immerse yourself in Myanmar on a river cruise

Read how in the Summer edition of *Travel & Cruise Weekly*

Travel & Cruise Weekly

## EVENT CENTRE REFURB



**HOLIDAY** Inn Rotorua has unveiled its newly renovated Pohutu Conference & Events Centre, which the property's management says fuses

together modern technology and cultural touches to create a unique events environment.

The space is styled to reflect the culture surrounding the hotel, with the room adorned with tasteful depictions of Maori gods and furnishings that convey the "charged feeling of the land" outside.

New technology installed in the Pohutu Conference & Events Centre has included new sound and lighting systems, adjustable back lights, bespoke colours and LEDs.

"We are delighted to now be able to also have a flexible, technologically advanced and unique venue with the Pohutu Conference and Events Centre to work in combination with our other conference rooms, delicious food, friendly service and range of accommodation rooms, to ensure that the Holiday Inn Rotorua is the number one choice for any conference or event," said Holiday Inn Rotorua General Manager Kent.



**THERE** was a big sports event held yesterday - arguably the biggest in the world.

We refer of course to Puppy Bowl XVI, which pitted the boys of Team Fluff against the doggos of Team Ruff.

The game saw orphan dogs of all sizes take part, from Chihuahuas to corgis to great danes, in an effort to score adoption for the canines taking part - an achievement which every dog has managed since the game began in 2005.

For the record, Fluff came out on top - see **HERE**.

## Partner Up

The low down on tech in the events world

### Why is digital signage important?

**DIGITAL** Digital signage is a familiar concept; one only has to go through a takeaway drive-through or glance up at the departure time at an airport to realise that digital signage is all around. This technology has been in hotels and event venues for quite some time, but it may be surprising to know how versatile digital signage has become.

As a medium that is centrally controlled, wireless and used across multiple spaces with countless configurations, digital signage is a definite must-have for events, and here are four reasons why.

#### Complement back-of-house

Digital signage has many obvious benefits when provided to customers, but it can be equally beneficial for event organisers, kitchen and venue staff, and banquets crew. As this technology can be updated with the click of a button, it is easy to display the latest updates in room configurations, table seating adjustments, room availability, allocated staff, and any other information venues may desire displayed behind the scenes. As technology continues to improve, these back-of-house monitors may be connected live to front-of-house monitors to enhance response to client needs in real time.

#### Enhance client experience

Leading on from our first point,

**Jovan Singh** is the Partner at Shangri-La Hotel Sydney for AVPartners, an unrivalled provider of fully integrated event solutions to premier conferencing and event venues in Australia - [www.avpartners.com](http://www.avpartners.com)



digital signage has a profound effect on the experience of guests. When customer-facing, this signage can increase staff responsiveness, act as a navigational signpost for directing groups to the conference space or breakout rooms, act as seating charts, displaying anything from event sponsor logos to digital menus.

#### Display custom-branded content

Whether your client has content of their own to display, or it is provided by an audiovisual service provider such as AVPartners, digital signage can integrate event-specific backgrounds. Adding not only a client's logo but their custom content as a background for the event information adds a sophisticated and unique element of theming to conferences and events. These inclusions add to the overall aesthetic and appeal of an event.

#### Decreasing requirement on resources

Finally, digital signage has the added advantage of being resource sensitive. Digital signage can be updated in real time, can reduce labour-intensive-administrative tasks such as printing (and reprinting!) of table seating plans and charts, and remove the need for items such as banners which require careful transport and can be costly to produce.