



Today's issue of BEN

Business Events News today has two pages of news plus a full page from:

- Pullman Magenta Shores

Pullman deal

PULLMAN Hotels and Resorts is allowing organisations who book a meeting or event at Pullman Magenta Shores Resort the opportunity to choose from one of three complimentary team activities.

See the **back page** for more information.

IBTM delayed

THE inaugural IBTM Asia Pacific event in Singapore, originally scheduled for 06-08 Apr this year, has been postponed to 13-14 Apr 2021, due to the health risk posed by the coronavirus.

IBTM Events Portfolio Director Shane Hannam commented, "while it is disappointing to postpone, it's imperative that we prioritise the health and safety of everyone involved".

NZ campaign

BUSINESS Events Christchurch will launch its first campaign in Australia in Mar, led by Tourism New Zealand, ChristchurchNZ and Te Pae Christchurch Convention Centre.

The campaign aims to "put Christchurch on the map as a world-class destination for business events", and will highlight the launch of Te Pae Christchurch in Oct (*BEN* 28 Jan).

NSW BUSINESS BACKS THE BUSH

BUSINESS events are set to play a significant role in helping Australia's tourism industry get back on its feet after the bushfire crisis, particularly in regional communities that have been hit the hardest.

The NSW Business Chamber has called for businesses to publicly commit to taking one meeting that would normally be held in the city to an affected regional area.

So far, more than 100 businesses have made the pledge to host meetings or events in bushfire or drought impacted towns this year, including Woolworths, Qantas and NRMA.

The Chamber has also teamed up with Destination NSW to link up organisations who are #BackingTheBush with affected local businesses, offering to provide "unique destination options, contact venues on your behalf, source proposals for your requirements".

"People visiting regional areas in NSW for business purposes spend around 33% more than those visiting for leisure, so it is important...to support the regions in this way," said Deputy Premier and Minister for Regional NSW John Barilaro.

The NSW Government opened the Regional Event Fund on 21 Feb as part of its \$10 million Tourism Recovery package,

Stamford offer

STAMFORD Plaza Melbourne is offering a Fully Catered Conference Package for \$129 per person for bookings made by 29 Feb.

The package includes a two-course dinner, 30-minute beverage package and valet parking for two cars - call 03 9659 1000 for bookings or more info.



providing regional communities \$1 million worth of grants to support them in delivering events to attract visitors and boost the local economy.

"Events are really important for regional communities because they give people from outside the town or area extra motivation to visit, stay 'locally' and spend 'locally,'" said Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres.

"Local venues, shops and residents are open and ready to welcome business travellers into their communities and this unified collaborative effort will match organisations with an ideal location in regional NSW for their meeting or event."

Representatives from 29 regional NSW conferencing locations and meeting facilities

met and had the opportunity to pitch to 3,000 event planners and suppliers from the wider Asia Pacific region at AIME 2020 over three days last week in Melbourne (*BEN* 18 Feb).

NSW National Parks and Wildlife Service, Orange City Council, Destination Broken Hill and Narrabri Regional Council were just a few of the representatives from regional NSW in attendance at the leading trade event.

"AIME provides new and increased business opportunities for these venues, and drives event planners to the 'Meet in Regional NSW' website - a one-stop shop showcasing NSW's 700+ venues and business event suppliers," said Ayres.

Pictured: The Meet in Regional NSW stand on the show floor at AIME 2020.

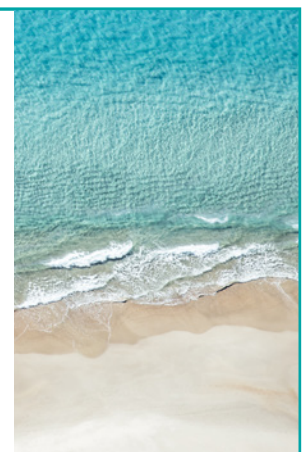
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Club Med growth

RESORT provider Club Med has announced a 120% year-on-year growth for overseas meetings and events, making it "Australia and New Zealand's fastest-growing brand for overseas incentive trips".

"We're proud of this year's fantastic results and expect the demand for overseas meetings and events will continue to grow significantly," said Club Med Australia and New Zealand Meeting and Event Manager Christian Noret.

The company revealed plans to multiply its MICE business four-fold over the next four years, and has appointed three new Meeting and Events team members to meet the increasing demand.

Cvent findings

CVENT revealed the need "for a more technology-driven approach" within the Australian and New Zealand (ANZ) events industry, at a presentation delivered during AIME 2020 last week.

A study by the meetings and events technology provider found that over 60% of professional event planners in the ANZ region are "still largely dependent on manual processes", such as Excel spreadsheets and paper sign-ins, with only 35% using technology in "some form".

"What is most concerning about this finding is that they are missing out on crucial data and insights that event technology can offer," said Cvent Australia Director of Sales Jack Ukil.

"With expanding data-privacy concerns and regulations, it is imperative that MICE professionals address these concerns."

IHG GETS TECHY



IN A first for the Australian MICE market, Intercontinental Hotels Group's (IHG) Sanctuary Cove Resort in Qld has unveiled a new 3D holographic technology for corporate clients and group events (**pictured**).

In partnership with long-term in-house audio visual and event production company Encore Event Technology, Sanctuary Cove Resort will offer event

packages this month featuring the holographic technology.

The tech consists of high definition, 3D holograms projected onto large hologauze screens that appear to float above the property's one-acre Lagoon Beach Pool.

The holograms promise to "inject an element of surprise and wonder to...events or celebrations".



NEW South Welshmen can occasionally be a parochial bunch, and the International Conference Centre (ICC) Sydney is embracing NSW passion by committing to 100% of its wine originating from the state.

To mark the move, the venue is also releasing a documentary mini-series, *100% Local*, which shines a light on the state's world class wine industry.

We love a Barossa Valley drip, but sorry South Australia, we're going to have to go with the Hunter on this occasion.

Hawaii MICE

HAWAI'I Tourism Oceania will bring its 2020 Meet Hawai'i Down Under Roadshow back for the first time since 2016, visiting Auckland, Melbourne and Sydney from 23-26 Mar.

The show will allow Australian and NZ event professionals the chance to network with the island's visitor bureaux, hotels and activity providers.

For more, contact groups@hawaiitourism.com.au.

New Cal deal

NEW Caledonia Tourism has announced a promotion for the Australian MICE industry, allowing every 20th person in a meeting, conference or incentive to travel free-of-charge.

The offer includes return flights with Aircalin, accommodation, a delegate package, daily breakfast and airport transfers.

The promotion applies to events booked in New Caledonia before 30 Sep 2020 and held prior to 31 Dec 2021 - **CLICK HERE**.

New EventsAIR

EVENTSAIR has launched its latest event management platform, 6thGen, which claims to offer a "highly secure, fast and mobile cloud-based system" which houses "all the tools an event planner needs".

Features include a range of pre-defined templates to create event sites, a registration form builder, over 100 set reports plus custom report designer, inbuilt project management and run-sheet tools, travel management and more.



p u l l m a n
HOTELS AND RESORTS



**Now's The Time To #LoveNSW
MEET AND MAKE A DIFFERENCE IN 2020
AT PULLMAN MAGENTA SHORES RESORT**

**Book your meeting or event with us and
choose from one of three complimentary team activities:***

Tai Chi on Magenta Beach

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Golfing challenge with Magenta Shores Golf & Country Club

**Or, choose to donate to the Accor Bushfire Disaster Relief Appeal and we'll take
5% off your total bill to put straight towards the appeal.**

Plus, join our Accor Live Limitless Meeting Planner loyalty programme and earn x2 rewards points on your booked event, and the chance to win a limitless experience to Croatia or the Pacific.*

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* Terms & conditions apply. For more information, view the terms and conditions for this offer on our website.