



Today's issue of BEN

Business Events News today has two pages of news.

AV24/7 gets connected

AV 24/7 says it has taken a "giant leap into the future" with the formation of a new group of companies to service the changing needs of the events sector in Australia.

Four brands have been created under the overarching Connected Event Group, each with a new look, new websites and new services on offer - coinciding with a move into new premises in the Sydney suburb of Chippendale.

Business owners Libbie Ray and Juston Prisuda said they took the disruption of 2020 as a "reason to evolve and to create something new and exciting - something right for a world that has been turned on its head".

Alongside AV 24/7, providing traditional AV services, the new Connected Event Group also comprises Digital Events (hybrid and virtual services and customised strategy and content); Connected Studios (three purpose-built studios in Sydney and Melbourne for recording and online broadcast); and Virtual Event Box (offering on-location delivery of branded boxes and experiences).

For more information see connectedeventgroup.com.

TAG + Cargo

MAJOR live event travel specialist TAG has partnered with Cargolive Australia to create a new "streamlined and comprehensive travel and logistics package".

TAG APAC Managing Director Shane Barr said "we have worked with some of the largest names in entertainment over the years...this joint venture with Cargolive will now give us the opportunity to be able to consolidate the work of already overstretched Tour Managers and Promoters, allowing them to come to one place for all travel and freight needs".

The new pact complements TAG's existing five specialist travel divisions including touring, film & media, events, corporate, and private travel.

NZ minister

CONVENTIONS and Incentives New Zealand (CINZ) has welcomed the appointment of Stuart Nash as the country's new Minister of Tourism, saying he will be invited to meet the industry on 01 Dec at the upcoming BE Reconnected event.

BE PERTH HAILS OPENING

THE announcement that Western Australia will transition to a "controlled border" from 14 Nov has been welcomed by Business Events Perth CEO Gareth Martin, saying it would "give a huge boost of confidence to event organisers to plan their next business event in our beautiful state".

In less than two weeks visitors from Qld, SA, Tas, the ACT and the NT (with no community transmission of COVID-19 for the last 28 days) will be allowed to enter WA without any requirement to self-isolate.

Those travelling from NSW and Vic will be allowed to go to WA but will have to quarantine for 14 days in a suitable location upon arrival.

Martin said business events had already restarted in Perth, following the Aug launch of the "Event Here Now" initiative which offers organisers up to \$30,000 in sponsorship for new business events.

He said the program had already supported more than 50



business events for over 18,000 West Australians, while a further 47 state-based events were currently under development.

"We look forward to welcoming interstate delegates back to Western Australia," he said, noting the recent or upcoming openings of several new venues and experiences including Perth's The Raft permanent floating venue, a new zipline and bridge climb on Matagarup Bridge and the new five-star Samphire Rottneest resort.

Martin urged prospective WA event organisers to reach out via info@bep Perth.com to find out about the funding and support available.

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AUDIENCE participation at a recent online paleontology conference was severely inhibited after an automatic profanity filter build into the event's platform prevented the use of particular words.

The US-based Society of Vertebrate Paleontology's virtual meeting was facilitated by Convey Services, which implemented a list of "naughty words" which were not permitted to be used by delegates as they interacted on the platform.

It's not that this particular group of scientists is prone to swearing - the issue was that the word list included "bone" which it's pretty hard to avoid in a conference about prehistoric skeletons.

Other issues were highlighted around the word "pubic" and even "stream" which one participant said was "frankly ridiculous to ban in a field where we regularly find pubic bones in streams".

The word "hell" was also banned, meaning a major paleontological dig at Hell Creek had to be creatively described as "Heck Creek".

NT WOMEN'S WORKSHOPS

NORTHERN Territory Business Events recently delivered two fascinating virtual workshop experiences for event planners from the Influential Women in Events & Marketing (IWEM) professional group, as part of an ongoing partnership which has been in place since 2018.

One of the activities included a virtual Dot-Painting workshop held in conjunction with Uluru-based not-for-profit art and craft association Maruku Arts, which is 100% owned by the local Anangu Aboriginal People.

Participants were sent a paint kit for their session (**pictured**) which was hosted by an Indigenous artist who spoke about her culture and provided instruction on the techniques



and symbols of the unique desert art form.

Another group enjoyed a relaxing Virtual Yoga session staged by Voyages Indigenous Tourism, with both activities aiming to exemplify the health and wellbeing sessions available for business events staged in Central Australia.

For more info see [destination.ntbusinessesnews.com.au](https://ntbusinessesnews.com.au).

ITB Berlin 2021 still virtual

THE organisers of the biggest travel trade show in the world, ITB Berlin, have announced that next year's event will have an entirely virtual format.

The show is scheduled for 09-12 Mar 2021, with organisers Messe Berlin saying "the situation surrounding the pandemic remains difficult, particularly

for the travel and tourism industry," with the early decision aiming to give the sector maximum certainty.

This year's ITB Berlin event was cancelled at the last minute, with many delegates already in the German city ready to showcase their wares on expensive stands when the organisers pulled the pin.

Sydney promo

BUSINESS Events Sydney has launched a new It's Got to be Sydney brand campaign which aims to position the NSW capital as the country's "number one destination for business visitors".

The brand strategy will focus on the domestic market, and is backed by the NSW Government which is focusing on the safe reopening and restart of sectors that are fundamental to boosting the economy.

NSW Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres, said COVID-19 had hit the business events sector "early and hard," adding that now was the time for businesses to begin planning meetings and events for 2021 as restrictions continue to ease.

"Business events are a key contributor to the state's economy through direct expenditure by visitors and the potential for trade deals, investment, talent attraction and social impact," he said.

"Zoom meetings only get you so far," Ayres added.

The initiative includes a dedicated new website at meetinsydney.com.au.

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

Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

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