



Today's issue of BEN

Business Events News today has two pages of news.

New videos showcase Oz

BUSINESS Events Australia has released the latest instalment of its *Australia Innovates* content initiative, in the form of a video series which highlights six Australians pursuing world-first research and discovery.

The documentary-style videos cover a range of fields, positioning Australia as a "world-leading association meetings destination where delegates can experience innovation first hand," said Tourism Australia MD Phillipa Harrison.

Titles include *Changing lives with 3D-Printed bones*, *Protecting the World's Greatest Coral Reef* and *Revolutionising IVF through Artificial Intelligence*.

Originally conceived as a print magazine, the new series is available online and will be promoted to association customers in key markets including North America, the UK and Europe.

The videos are live at businessevents.australia.com.

AIME+PCMA

AIME has partnered with the Professional Congress Organisers Association (PCMA) to deliver the Knowledge Program for next year's event.

The pact aims to deliver year-round engagement and activity, culminating in the live event programming, delivered across three days.

TA BOOSTS BUSINESS EVENTS SUPPORT

TOURISM Australia has announced an additional \$3 million in funding for its Bid Fund Program, with the scheme extended for a further 12 months through the 2021/22 financial year.

The Bid Fund Program offers financial support to increase the conversion of bids for new international business events, and has been a key contributor to 40 wins since its 2018 launch, bringing about \$411 million in economic value to Australia.

Tourism Minister Dan Tehan said: "Because Australia's economic and health response to COVID-19 has been among the best in the world, Australia is well-placed to attract more international events when travel resumes.

"As part of our plan, we will also showcase Australian innovation to event planners in North America, United Kingdom and Europe to secure more international events," he said.

Tehan noted the additional funding was on top of the



\$50 million Business Events Grants Program which supports local businesses to attend local conventions, trade shows and conferences, as well as the Government's \$1.2 billion aviation and tourism support package which aims to "turbocharge domestic tourism spending".

Tourism Australia MD Phillipa Harrison (pictured) welcomed the move, saying "With

COVID-19 restrictions lifting and consumer confidence rising, this program will continue to assist those bidding against international competitors for events and continue to position Australia as a leading business events destination".

MEANWHILE a further \$1 million in funding has also been provided for the Business Events Boost Program which gives the industry the opportunity to access support to deliver projects to help win domestic business events.

The program launched last Jun, with Harrison saying after receiving positive feedback "we felt it was essential to provide additional funding so that industry can continue to access support while demand for domestic business events increases".

In the expansion of the program, applications will open on 03 May 2021 for projects and activities taking place before 30 Jun 2022.

For more information see businessevents.australia.com.

Jet platform

FLIGHT Centre-owned charter aircraft solution provider AVMIN has partnered with JetBidders to launch a new charter request and bid management platform.

The company said demand for charter flight services had soared 200% during the COVID-19 pandemic, with the new platform aiming to help clients source the right aircraft for their needs.

So far this year AVMIN has conducted almost 750 flights, for sectors including sport, mining, medical and government clientele.

See jetbidders.com.

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THERE'S nothing like an unusual natural phenomenon to spark interest in travel and events - and an erupting volcano near Iceland's capital of Reykjavik is no exception.

While the land of fire and ice is no stranger to geothermal activity, the live lava flows at Fagradalsfjall have prompted plenty of excitement - including videos of some scientists cooking sausages on the hot rocks.

However the local events industry is also benefiting, with a number of couples deciding to get married in front of the glowing flow.

Logistics are a little tricky, with the best spot involving a two hour-plus hike through snow and freezing winds - but at least one wedding planner is making the most of it, with Pink Iceland's Birna Hronn Bjornsdottir saying the erupting steam made one ceremony "out of this world".

Now that's what we call lava in a cold climate...

Britomart Libraries

TFE Hotels' new The Hotel Britomart in Auckland will next month launch The Libraries, a series of unique spaces designated for private functions.

The Libraries are on the first floor of the heritage property - more at thehotelbritomart.com.

BE Perth \$25k incentive

BUSINESS Events Perth has announced a new \$25,000 cash incentive to support keynote speakers for 2021 business events anywhere in Australia.

The limited time funding aims to help planners lock in an "outstanding headline speaker and in turn boost registrations for their 2021 business event," according to Business Events Perth CEO Gareth Martin.

"We recognise that to revitalise the business events industry we need to invest in it and provide immediate support, so events can proceed with certainty," he said.

"That is why this offer is available to national business events taking place anywhere in Australia in 2021, not just in WA... we have to support events that are taking place now, so they'll still be here in the years to come," Martin added.

The generous offer allows organisers to access up to 50% of the funding once the speaker is confirmed, with the caveat that organisers then book a new future national or international business event for Western Australia within 12 months of their 2021 event.

For details, conditions and applications see businesseseventspertth.com.

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NEW ARINEX PLATFORM

ARINEX has released a new "essential 101 checklist" for event organisers interested in digital and hybrid events, warning that the plethora of new solutions in the market are in many cases not backed with vital industry experience.

The move comes alongside the launch of eMeeting, a new multi-functional platform developed by Arinex's technology partner eTechSuite.

The virtual events platform has been born from an increasing demand for online meetings due to the inability to meet face-to-face in 2020, with eTechSuite leveraging its years of research and industry experience to create the new online solution.

"The marketplace has been bombarded with an abundance of new technology providers who all claim they have the best technology for delivering conferences or events, but sadly many are likely to disappear just

as quickly," claimed eTechSuite CEO Nicole Walker.

She said while digital streaming technology was not new, it had now become essential in connecting people globally and delivering virtual and hybrid events.

Walker warned that while it was essential to select the right digital platform, also key was the choice of the Digital Conference Organiser to help run the online event.

"The platform can be incredible, but if the Digital Conference Organiser is not an events specialist it can be a minefield...expertise is needed to understand what suits your needs and budget to avoid additional costs for standard features and ensure it is the right fit," she said.

A video showcasing the new Arinex solution is now available by **CLICKING HERE**, while the eTechSuite checklist is online at etechsuite.com.au.

Tassie offers famil opportunities

BUSINESS Events Tasmania has opened expressions of interest for Australian professional conference and incentive coordinators to take part in a series of upcoming famils in the island state.

Three trips are on offer, with the first taking place 12-14 May to experience Hobart's wide open spaces, epicurean delights, contemporary art, culture and early history.

The next trip on 16-18 Jun

will see a group touch down during the Dark Mofo festival for "art, culture and fireside feasting," followed by a 21-23 Jul trip experiencing the best of Launceston and Hobart.

Pre-famil site visits of Hobart's hotels, including some of the city's newest properties, will take place on Tue 11 May and Tue 15 Jun.

For more information and to lodge RSVPs see the website at betasmania.com.au.