



## Fun & Games

TODAY marks 100 days until the Opening Ceremony, on 27 July, of the London 2012 Games.



In partnership with the biggest sporting event of the year, the London 2012 Festival officially starts on 21 June until 9 September.

This includes the World Shakespeare Festival which starts on Shakespeare's birthday, 23 April and ends in November.

Our own Cate Blanchett is performing in the Sydney Theatre Company's production – *Big and Small (Gross und Klein)*, at the Barbican until 29 April.

## SICEEP's tender announcement

YESTERDAY, the New South Wales Premier, Barry O'Farrell announced the tender for the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP) and the ramping up of efforts to profile other venue options during the three-year build.

The tender, which is welcomed by Business Events Sydney (BESydney), confirms the functional brief and development timelines for the new precinct, which will see the existing Sydney Convention and Exhibition Centre close in late 2013 and new facilities open in late 2016.

"Premier O'Farrell's announcement clearly demonstrates the NSW Government's commitment to

essential improvements to Sydney's convention, exhibition and entertainment facilities and their understanding of the valuable legacies – both economic and social – that business events deliver to NSW," said Lyn Lewis-Smith, ceo Business Events Sydney.

Commenting on the development period, Lewis-Smith says "BESydney will continue to work closely with clients and industry to ensure that it is well-known that Sydney is open for business.

"Change presents great opportunity. It's time to really show how Sydney businesses collaborate and innovate and how we can accommodate a growing business event sector with agility and enthusiasm.

"Sydney has a diversity of venue options that can be used as standalone venues, or as part of a combined solution for large events," she said.

## MEA says forget the pens & paper

WITH the Meetings & Events Australia (MEA) National Conference starting in Sydney this coming Saturday, delegates are asked to forget printed programs and highlighter pens and get out their smart phones because they have a sophisticated event application which integrates every touch point of the event.

Custom designed and built by crowdcomms, conference delegates will be able to download the application and pre-plan their days by booking in their sessions, meetings, networking and social events.

Linda P Gaunt, MEA ceo feels this is a great addition to the conference experience.

"It is essential for the meetings and events industry that these types of developing technologies are implemented to add more value for delegates.

"It brings digital and face-to-face connections together in one place.

"We are really excited for MEA 2012 to be presenting an integrated digital tool that will help event professionals get the most out of the conference," she

added.

The app also includes the conference Twitter feeds and conference conversations enabling delegates to connect through one digital space.

To view the full program and secure your last minute place at MEA 2012, visit the website at: [meetingsevents.com.au/sydney/](http://meetingsevents.com.au/sydney/).

To download the app put [mea12.mobi](http://mea12.mobi) into the browser of your smart phone.



## MEA correction

IN Monday's issue of *Business Events News* we incorrectly reported the date of MEA's free of charge update as taking place on 24 May (**BEN** 16 Apr).

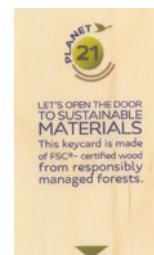
More correctly, the event will be held next Tuesday 24 April in the Parkside Auditorium at Sydney Convention & Exhibition Centre.

## Accor's new "key"

ACCOR is taking its commitment to sustainability to a higher level as it launches PLANET 21, a comprehensive sustainable development program involving environmental, social and community support programs.

To reinforce this the Accor Group is introducing new hotel key-cards, made from FSC-certified wood from responsibly managed forests, which are not only as effective as their plastic counterparts, but which breakdown naturally in landfill.

The key-cards will debut at PLANET 21 accredited hotels in Australia including the Pullman, Novotel & Ibis Hotels at Sydney Olympic Park & Sofitel Melbourne on Collins from 21 Apr.



## SRI's Monday winner

CONGRATULATIONS to Jenny Marsden of Event Solutions Qld for being the first to answer Monday's question correctly in this week's **BEN** competition.

She has won a copy of the book '88 Essential Secrets for Achieving Greater Success at Work'.

There is another chance to win in today's issue (*see below*).

## Alila's new team

ALILA Hotels & Resorts has appointed a new management team for its growing Indian portfolio.

Vikram Singh has taken the helm as regional director India as well as GM Alila Diwa Goa, whilst Pranav Patel has been appointed as GM Alila Bangalore.

## Secrets are Essential for Success at Work



This week *Business Events News* is giving readers the chance to win a book on the '88 Essential Secrets for Achieving Greater Success at Work' courtesy of Strategic Resources International (SRI).

SRI is engaged by clients each year to generate higher sales, find new revenue channels and motivate teams to perform at higher standards of client engagement and customer service.

To win one of these books be the first to answer the question to - [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au).

**Name three services that Strategic Resources can provide businesses?**

Hint: [strategicresources.com.au](http://strategicresources.com.au)





WHAT next?

Fast-food giant Burger King have porked up their menu - by creating a bacon sundae. The sweet-savoury treat will be sold in stores in Nashville, Tennessee, for \$2.40.

It boasts vanilla ice-cream and fudge sauce, topped with chunks of cooked rashers of salty bacon.

A SUITE of rooms originally conceived by shoe queen Imelda Marcos and her husband Ferdinand has been re-imagined as the Imperial Residence at Sofitel Philippine Plaza ... and it's unlike any dwelling that's ever existed in Manila with five separate suites, a 10-seat formal dining room and (naturally) a massive 72-inch flat screen TV.

Guests can expect the royal treatment for just \$10,000 a night.

Tok Tok changes format

AS Australian visitors increasingly head to Vanuatu's outer islands for their holidays and events, the 11th annual expo - Tok Tok Vanuatu Tradeshow being held 29-31 August - will have a new format this year.

Beginning with an industry forum in Port Vila, attendees will then have the option to select to travel to the islands of Tanna or Espiritu Santo, where they will participate in site inspections, adventurous activities and an evening event. Concluding on 31 August with a product showcase and dinner in Port Vila, Linda Kalpoi, GM, Vanuatu Tourism Office said "We

felt it was time to change the format to ensure we showcase more of Vanuatu to our



international buyers, and the new format will give attendees more time to see what is on offer in Vanuatu.

"The forum on day one will also allow the industry to discuss challenges and opportunities for the industry," Kalpoi said.

Registrations for Tok Tok open on 30 April and close on 30 June - for details visit vanuatu.travel.

Fiji: how to donate

OUR page one story in BEN on Monday regarding Fiji and the relief being carried out received a heartfelt response from readers wanting to help.

Sally Cooper, DMC manager at ATS Pacific Fiji, said that people have been shipping clothing, blankets, towels and sheets etc to a warehouse in Fiji which is then sorted and distributed to the villages that are in need.

"It is important, for people who want to send goods by air or sea, to get duty free and VAT free status from Operation Foundation and Flood Relief, to label the Bill of Lading as follows: Joeli Cawaki, Commissioner Western Division - Dis Mac, C/- Operation Foundation, Restrictive Ministry, Nadi," she advised.

Readers who wish to send donations for which receipts will be given, can send them to: A/C name: P Shultz, Operation Foundation Fiji Flood, Bank: ANZ, Address: 25 Victoria Parade, Suva, Fiji BSB: 010890, Swift code: ANZBFJFX and specify: FIJI FLOOD.

WIN A TRIP FOR TWO TO HAWAII



During April and May, Business Events News is giving one lucky reader the chance a win an amazing holiday for two people to Hawaii, courtesy of Hawaii Tourism, Hawaiian Airlines and The Kahala Hotel and Resort.

The prize includes Hawaiian Airlines return airfares from Sydney to Honolulu, and five nights accommodation in an Ocean View Room at The Kahala Hotel and Resort.

Over 6 weeks, we will feature a different question in every Business Events News issue. There will be 15 questions in total, which will also be posted on our website. At the end of the month the subscriber with the most correct entries and the most creative response to the final question will win this fantastic holiday to Hawaii.



Hawaii is one of the world's top destinations with beautiful and challenging courses on every island.

Hint! Visit www.businessaloha.com

Email your answers to: hawaii@businesseventsnews.com.au

Click here for terms & conditions



Holiday Inn appoints

GARY Beadel (pictured below) has been appointed as Holiday Inn Melbourne's new hotel manager.

In his role Beadel will oversee the hotel's operations, leveraging his experience in brand customer services and quality control.

Previously Beadel was the executive assistant manager and rooms division manager of Crowne Plaza Christchurch, where he demonstrated exemplary leadership during last year's devastating Christchurch earthquakes.



What a bomb!

HISTORY and WWII buffs, in addition to planners with the UK in mind will be interested to learn that the historic Francis Hotel in Bath, which survived a Luftwaffe bomb in 1942, is to re-open in May, to its former glory, as part of Accor's prestigious boutique MGallery collection.

The elegant Georgian-style heritage-listed hotel with a strong Australian and New Zealand following, and located on the city's exclusive Queen Square, was almost obliterated when hit by the bomb that crashed through the building and destroyed a section of the hotel.

Fortunately, it was sympathetically restored and resumed as a hotel after the war.







## Fraser Suites new Perth accom

**FRASER** Suites' Bernard Teo, who has been tasked with opening the first new major, five-star accommodation in Perth, in more than six years - Fraser Suites Perth Serviced Apartments - says he expects the new hotel to be popular with corporate guests.

The apartments are located within the Queens Riverside development on the former Metrobus depot on Adelaide Terrace in East Perth.

"Much has been written and said about the shortage of five star rooms in Perth and we expect to help ease the shortfall," Teo said.

He anticipates the 236 room all-suite residence to be a market leader in the top-end accommodation sector in Western Australia.

"Fraser Suites Perth will be gold standard, which compares with five star rankings," he says.

Expected to open in August, recruitment will begin within the next two to three months for management staff, followed by a wider recruitment to fill other roles at the new property.



### Lord Howe Is. conf.

**INTERNATIONALLY** acclaimed scientist and conservationist, Professor Tim Flannery, Canadian Zita Cobb, president & co-founder Shorefast Foundation and Anne Prince director of APC Environmental Management will be among the key speakers when Lord Howe Island hosts the First Small Island Forum from 30 April – 4 May this year.

With culture, sustainability in tourism, and the environment the key topics, representatives from small island communities across Australia, will come together, with government officials and business organisations to discuss the major issues that affect people living on small islands.

An initiative of the Lord Howe Island Board and the Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Actions and Strategies), the event will provide a platform for open discussion between people facing similar challenges & opportunities in their island homes.

Stephen Wills, ceo Lord Howe Island Board said the initiative is important for small island communities, many of which face similar challenges and opportunities in terms of their economic, social and environmental futures.

### Express discounts

**BIG** support for Express Ticketing's 11th annual Select Conference in Bangkok next month has resulted in a generous discount on delegate fees.

CEO of Express Ticketing's parent company Orient Express Travel Group, Tom Manwaring, said the savings passed on to delegates was possible because the event "is not designed as a money-spinner".

Manwaring is expecting a record number of members of the Select Travel Group to attend the conference which is being held at the Centara Grand Bangkok, May 24-27.

Major partners incl THAI Airways, Singapore Airlines and the Tourism Authority of Thailand.

## Who really owns your Twitter account?

### EMPLOYERS

may have the right to cash in on their employees' personal social media accounts after they leave a job because too few companies have clear social media policies, say experts in the field.

Noah Kravitz, a writer from California, is being sued by his former employer because he left the company and took his 17,000 Twitter followers with him. While working for the mobile phone website PhoneDog, Kravitz began a Twitter account under the name Phonedog-Noah writing personal and professional tweets and amassing 17,000 followers.

When he quit his job, PhoneDog said he could keep the account in exchange for posting occasionally but the company is now suing him, saying the Twitter list was a customer database.

It is seeking damages of \$US2.50 a month for each follower for eight months- a total of \$US340,000.

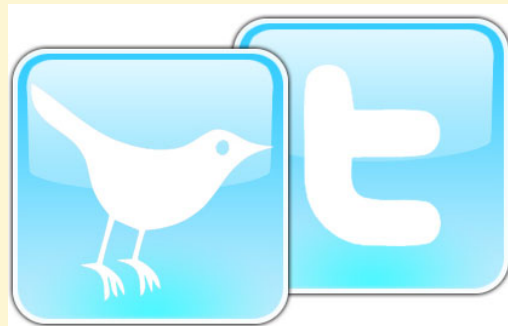
Australian workers could easily find themselves in a similar situation because social media use at work is still a grey area, according to independent social media consultant Tommy Tudehope.

"The prime reason it could happen here is because companies who want to get into the social media space often ask people in their company to start up a Twitter account and be an online spokesperson," he said.

"That's where the conundrum is. There needs to be a demarcation between who owns the content and who owns the account and that can easily be overcome by companies having good social-media policy, which few do," he said.

The American case is likely to set a precedent in the online world around ownership of social media accounts.

Many large companies such as



Qantas and ANZ are active on Twitter to gather and respond to customer feedback (and influence behaviour) with more firms joining them every day.

*Story adapted from an article in the New York Times.*

To check out the latest tech news for small business visit



Tony Wragg's blog - TechTalk at: [tonystechtalk.com.au](http://tonystechtalk.com.au).

### CONTACT US:

**Publisher**

Bruce Piper

**Editor**

Jill Varley

**Contributors**

Bruce Piper, Chantel Long

**Advertising:**

[advertising@businessseventsnews.com.au](mailto:advertising@businessseventsnews.com.au)

**P:** 1300 799 220

**F:** 1300 799 221

PO Box 1010  
Epping, NSW, 1710

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