



People of the book

EVERYTHING you wanted to know about getting the best out of your upcoming events can be found in Ed Bernacki's book – 'How to get the most value from your next conference.'



Bernacki, who is a speaker and writer on innovative thinking, wrote the book to bridge the gap between the inspiration of a conference and the action back at work.

In it he tackles the most obvious problem with conferences such as "Who comes to a conference, takes notes and never looks at them again?"

Among the book's key points are: *A conference is not a vacation, Can we make people more effective 'conference participants?'* and *How you will listen to speakers.*



Bernacki's book is available as an eBook download at www.Smashwords.com - Jill.

New role for Nykl

GLORIA Nykl, with extensive knowledge of the events industry and 15 years of experience



across the full spectrum of corporate events, has been appointed meetings & events director, Australia & New Zealand at CWT Meetings & Events.

Nykl will work closely with CWT Asia-Pacific director meetings & events, Steven Smith, to execute the regional strategy locally, and develop specific services and products tailored to the Australia and New Zealand market.

Previously Nykl worked for Axis Events Group in two senior positions, most recently as general manager operations, where she was in charge of running the events business and developing and implementing strategy.

Changing of the MCI guard

MORE shuffling at the station as MCI Australia talks of growing its management team, at the same time moving managing director Ray Shaw to the position of chairman of the board of directors and non-executive director.

Moving into the managing director's seat is Stephan Wurzinger (pictured right), also director of Association Relations for Asia Pacific, while Shaw will "expand his strategic consulting portfolio inside and outside the meetings and events industry."

Having driven association business development in Asia Pacific and Canada, working for three years with MCI at management level, Wurzinger recently relocated from Singapore to Australia and is now based at MCI Australia's Sydney office.

His 14 years of experience include managing his own conference business in Dubai as well as running event companies in South Africa and Singapore.

Further appointments include Rebecca Schepers as director of association relations for Australia.

Schepers' commercial orientation combined with her scientific background provides a unique insight into an important client sector.

Jerome Buchanan, experienced in sales for global event and conference companies Informa and GDS International, joins as sponsorship and development, focusing on sponsorship as a vital and expanding area of business.

MCI in Australia's first board of directors encompasses corporate governance and strategic growth competencies, bringing together over 100 years of meeting and events experience.

The full Board comprises of: Ray Shaw, Chairman of MCI Australia and non-executive director; Robin Lokerman, president Asia Pacific & Americas and ceo institutional division; Oscar Cerezales, chief operations officer for Asia-Pacific;



Stephan Wurzinger, director association relations for Asia-Pacific, managing director for MCI Australia; and Lisa Grant, MCI Australia director of finance.

"We are in one of the most prolific periods of innovation and development in MCI's history," said Robin Lokerman, president of Asia-Pacific & Americas and ceo of institutional division, MCI.

"We have just launched MCI's Painted Picture 2015 which is our blueprint for the future.

"Our path is very clear and we will continue to adapt, evolve and grow to help our clients win."

MCI is also currently recruiting for additional business development staff in Brisbane, Sydney and Melbourne - for details see www.mci-group.com.

Congratulations Jessica

JESSICA Riches, EMG (Event Management Group) is the lucky winner of a German Christmas pack courtesy of the German National Tourist Office.

She won the prize by correctly answering Friday's competition question.

More competitions will be featured in **BEN** in the New Year so keep answering those questions and thinking up creative responses for your chance to win some amazing prizes.

Tell your colleagues to get involved as well because we love hearing from all of our readers.

New BECA faces

SYDNEY Convention & Exhibition Centre chief executive, Ton van Amerongen, has been appointed as the chair of the Business Events Council of Australia (BECA), replacing outgoing chair, Jon Hutchison.

Confirmed on Friday at a BECA Board meeting in Sydney, Brisbane Convention & Exhibition Centre gm Bob O'Keeffe was also appointed treasurer.

In other appointments, the ceo and creative director of Lateral Event Management, Simon Baggs, and md Diversified Communications Asia, Matt Pearce, have both joined the nine-member BECA board.

Adelaide Convention Bureau ceo Damien Kitto will retain his position as deputy chair.

Meanwhile, the BECA Council, which works alongside the Board, also has two new faces, with Melbourne Convention and Exhibition Centre ceo Peter King and Gold Coast Convention and Exhibition Centre gm Adrienne Readings both joining the body.

Darwin's Xmas spirit

SINCE it first opened the Darwin Convention Centre has pledged its support for both the city and its community.

The first weekend in December provided an indication of their success with three deserving charity fundraising events held with whom the Centre had worked to support and assist their fund-raising ventures together with other local supporters.

Malu Barrios, Darwin Convention Centre's gm said it was very gratifying to see the three Christmas charity functions becoming established events on the Centre's calendar and to play a meaningful role in the enjoyment of the families involved.

"Every member of the Centre staff wants to assist with these events for the sheer joy and satisfaction they derive, from the happiness that come from both the children and their parents."



Asian appointments to drive IHG growth



InterContinental Hotels Group

IHG'S focus on Asia as a major hub of growth has seen the addition of two senior leaders to IHG Asia - Simon Scoot as vice president of global brand marketing for the InterContinental brand and Phil Broad as the vice president of food & beverage, Asia, Middle East and Africa.



Relocated from IHG's headquarters in Denham, UK, Simon Scoot will now helm the brand out of Asia in Bangkok, while Phil Broad joins the group's regional management, driving F&B performance and profitability.

Scoot will focus on IHG's global strategy in the resort segment, whilst steering the InterContinental brand globally out of Asia.

Phil Broad, also based in Bangkok, a region where F&B makes up approximately 40% of IHG's revenue, will drive performance and profitability



across its portfolio, as well as aiming to develop the organisation's existing F&B operators and leaders.

He will also oversee concept design and development, an area in which he specialises.

Scoot and Broad will report directly to the region's ceo officer, Jan Smits, who said, "Managing a historic, global brand out of Asia will enable us to continue elevating the InterContinental brand globally but in a way that is also best suited to the growth opportunities in this region."

Surviving Cyclone Evan

AS if Fiji and the Fijian people haven't suffered enough with cyclones and flooding rains devastating parts of the island of Viti Levu earlier this year.



Reports to hand yesterday revealed that locals and visitors have survived the latest massive storm which saw all flights to and from Fiji suspended earlier this week.

The five star Outrigger on the Lagoon on Viti Levu's Coral Coast, report they have emerged unscathed from Tropical Cyclone Evan.

General manager, Peter Hopgood said the winds had caused some superficial damage to the gardens with trees coming down and thatching stripped from a few of the bures, however the resort has no structural damage and is continuing to

operate as normal.

"The team did a superb job in battening down the resort and ensuring the safety and well being of guests," he said.

"Our priority is always the safety of our guests and staff.

"It was necessary to lock down the resort for a period of 16 hours as the full fury of Cyclone Evan passed over," he said.

All restaurants and normal resort services have re-opened to guests and Nadi Airport has now reopened.

KHBTCC recycles

THE King Hussein Bin Talal Convention Center in Dead Sea Jordan, managed by Hilton, (KHBTCC), is making a positive impact on its business and communities, by extending its sustainability agenda with a property-wide recycling program.

As part of the new initiative, KHBTCC's staff will be trained to adopt new behaviors via lessons on the best methods of disposing recyclable waste.

The convention centre's staff will also regularly monitor the operation and make sure everything possible is being done to effectively reduce environmental impact across all departments.

Naif Zureikat, general manager, King Hussein Bin Talal Convention Centre managed by Hilton, said: "This initiative further supports Hilton Worldwide's 'Travel With Purpose' mission and reflects our commitment to live sustainably through the measurement, analysis and improvement of our use of natural resources".

Luxury for The Rocks

JOINING the portfolio of Baillie Lodges exceptional luxury properties -Southern Ocean Lodge on Kangaroo Island and Capella on Lord Howe Island, comes a third property, Baillies Sydney.

Currently in the design stage, Baillies Sydney, set to open in mid 2014, is described as intimate, rarefied and bespoke, providing a level of experiential accommodation new to Sydney.

Designed as a drawcard for the high-end experiential traveller to stay in The Rocks, esteemed architects Tonkin Zulaikha Greer have been engaged with extensive experience in both contemporary Australian design and heritage projects.

Baillies Sydney suite tariffs (double) will range from \$1,200 to \$3,000 per night inclusive of gourmet breakfast, open bar and in-suite bar, evening cocktails and canapés, airport transfers and town car service.

Travellers can expect luxurious lodgings with all the trappings for which Baillie Lodges' other properties are renowned.



HANGING around at Christmas. This Christmas decoration (pictured below) caused a bit of drama in the United States with passers by thinking someone was in trouble and calling for help to get him down.



HIGH dying.

Recent research by Wego, a leading travel metasearch engine in the Asia Pacific and Middle East, into air passenger experiences of the more surprising kind while flying, shows that incidents such as passengers passing away during flights, thus reaching a far more final destination than they had intended, are very low.

Most airlines move a deceased person to a spare row of seats, cover them with a blanket and place an oxygen mask on their face for appearances sake.

Singapore Airlines is reported to be the first and only airline with a so-called 'corpse cupboard' on their A340-500 aircraft which fly ultra-long flights to New York.

On a brighter note, mid-air births are far more common despite a variety of regulations for flying at certain stages of pregnancy - yet some babies defy the rules and fly into this world.

The borders become blurred when it comes to a baby's citizenship when born on a plane, although the United Nations mandates that they take the citizenship of the country where the aircraft is registered.



business events news

19th December 2012



A drive-in event

AFTER a highly successful trial season in 2010, which saw a 'Grease' themed opening event and more than 16,000 people attend 25 public sessions at Randwick's Racecourse Drive-In Cinema, a new three-month season will reopen in May 2013.

With more than 40 public sessions running every Friday, Saturday and Sunday to the end of July, corporate event nights are available on Tuesday, Wednesday and Thursday.

Racecourse Drive-In Cinema founder Paul Rosenberg was nostalgic about his childhood pastime and wanted families and companies alike to share in the joy of a drive in.

"Jumping in the car and going to the drive-in used to be a great family bonding experience.

"We have great support from companies wanting to bring teams and stakeholders together in a fun and unique environment suited for families, couples and groups," Rosenberg said.

To enquire about corporate event opportunities or for more information email info@racecoursedriven.com.au.

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Register now & save \$\$\$

BUSINESS events organisers of all experience levels involved in planning or booking business

events and incentive trips, are encouraged to register for the 2013 Asia-Pacific Incentives & Meetings Expo (AIME).

Planners can register as a visitor for this valuable networking and educational event for free at <http://www.aime.com.au/en/for-visitors/> before the show, or pay \$25 at the door.

Visitors will have access to the extensive, two-day AIME Knowledge industry education program, networking events, including the popular Welcome Reception, and access to the show floor, where over 800 high quality, international exhibitors will be available to share their products and expertise.



They can also take advantage of new additions to AIME, including interacting with emerging technology displayed in the Future Events Experience showcase, and meeting with a range of boutique suppliers in the A LIST Open House.

This year, the AIME program has also been extended to incorporate business travel and will feature exhibitors from this part of the industry as well as a dedicated business travel seminar, developed in partnership with the Association of Corporate Travel Executives.

AIME will take place at the Melbourne Convention and Exhibition Centre, 26-27 February.

Accor takes over US marketing for Mirvac

FOLLOWING the acquisition by Accor of the Mirvac Hotels & Resorts portfolio, Michael Smith from Southern Hemisphere Representation Inc (SHR Inc) will no longer represent Accor Pacific (former Mirvac Hotels & Resorts) in North America effective 21 February 2013.

Accor Pacific acknowledged that Michael Smith was instrumental in servicing the USA, Canada and South America in more recent times, playing a part in ensuring the success and growth of their hotels and resorts.

However as a result of a review, Accor has opted to service North America from Australia; in effect it will result in increased visits to market by senior Accor sales associates to capitalise on awareness generated by our trade partners over the past five years.

The North American market will be co-assisted from Sydney Accor head office by Matt Borger, in addition to Neale Herridge.

Starwood in Manila

TWO new multi-billion dollar integrated entertainment complexes, The Westin Manila Bayshore Newport City, Pasay and the Sheraton Manila Hotel are to open in 2006 & early 2017, in the Philippines.

New Syd event space

UNLIMITED event opportunities are promised when The Star opens its \$100m multi-purpose Event Centre in January - the largest of any hotel event space in Sydney.

Lyn Lewis-Smith, Business Events Sydney ceo said, "The Event Centre is a stunning platform for business and special events.

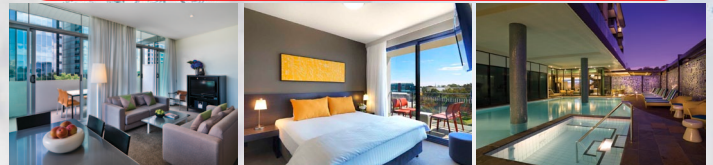
"It is a completely new venue that will deliver new experiences for multiple types of events.

"Its enviable position in Sydney, on the iconic harbour foreshore offers both domestic & international event attendees a truly unique experience," she said.

Encased in a glass structure, created by architects Fitzpatrick & Partners, and designed as a flexible environment to engage event attendees, the Event Centre has the capacity of up to 4000.

With cutting edge technology and production facilities designed by Sceno Plus, a world renowned company responsible for The Colosseum at Caesars Palace and The Joint at Hard Rock Hotel in Las Vegas, the new venue in close proximity to Sydney's CBD, has its own private wharf.

Send in your Christmas photos & win a weekend with Toga Hotels - Events with BENefits!



Business Events News is offering its first ever Christmas photo competition in partnership with Toga Hotels.

Our good friends at Toga Hotels are asking you to send in your office/event Christmas party photos over the next three weeks for your chance to win two night's accommodation for two adults in a Toga Hotel of your choice across Australia and New Zealand.

Pictured above at the Travel Authority Group's Client/Supplier Christmas Party at the Zeta Bar, 5th December.

200 guests were in attendance and they enjoyed the photo booth and dressing themselves up in fun props.

To enter email us your favourite Christmas event/party photo (including names of the people pictured) to: xmas@businessnews.com.au



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