



Special AIME issue

THERE is so much happening at AIME that we have decided to do this special supplementary issue, which as well as being distributed electronically is being handed out to AIME visitors.

AIME is now in full swing, with the official opening ceremony this morning and exhibitors welcoming the more than 3600 pre-registered delegates.

Don't worry - we'll also publish our normal Wednesday issue tomorrow too so that our readers are fully informed!!

Last night's AIME welcome function at the Melbourne Pavilion was a stunning success, and in fine AIME tradition we all danced the night away enjoying good company, great music and fabulous Victorian cuisine.

Thanks for all the great comments about BEN - I look forward to catching up with lots more of you over the next two days - and don't forget to visit the BEN stand (number 4648) to pick up some tasty treats, an "I love BEN" sticker and to enter our AIME competition. *Jill*



Connecting with Melbourne

THE Melbourne Convention and Exhibition Centre has launched a new smart phone application which it says cements its "position as an industry leader in providing the latest technology and a state-of-the-art experience for its delegates and clients".

Dubbed MConnect, the industry first includes live venue maps which guide visitors through the MCEC, as well as an instant guide to what's on which allows users to "drill down" to find event-specific information including up to date room information and presentation details.

Compatible with all mobile devices and tablets, the app also integrates with Google Maps to guide visitors to Melbourne attractions, bars, restaurants and activities.

And unlike other event-specific apps, MConnect details everything that's happening at the centre by linking directly into its IT systems, giving organisers a single easy-to-use interface for every event they manage.

The App is now available at mconnect.mcec.com.au.

New Harbour Room

THE InterContinental Sydney has relaunched its Harbour Room with a new style reminiscent of an intimate city lounge-bar.

The venue on level 31 has undergone a makeover which includes a private bar on the elevated deck, and is one of 15 character-filled events spaces at the hotel - info 02 9240 1202.

Events industry kicks up its heels



LAST night's AIME opening function saw delegates from across the globe catch up with old friends and make lots of new ones too.

Flowing drinks, tasty food and an amazing band saw some hit the dance floor, while others chatted in quieter spaces, including the group above, from left: Tourism Australia md Andrew McEvoy with Suzanne Morgan, Northern Territory Convention Bureau; Pip Cocks, Tourism Australia; Richard Schoonraad,

NTCB and Giovanna Lever, Tourism Australia.

And above are Michael Walker from Directions with Veronica Rainbird, Sunshine Coast Destination Limited.

Lots more AIME pics online at facebook.com/BusEvNews.



Ben's Top Job

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business events news

21st February 2012

Loving BEN at AIME!

WE just couldn't resist taking this pic of the *Business Events News* team outside the photo booth at last night's AIME welcome function.



BEN is out in force at AIME, and will be roaming the exhibition floor today and tomorrow with "I Love BEN"

stickers and other goodies

We'd also love to hear about all of your business tourism news, and will have our cameras at the ready to catch snaps of all the

AIME activity.

Pictured above are BEN editor Jill Varley, Travel Daily's Bruce and Jenny Piper, and client relationship manager Christie-Lee Lachance.

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Shanghai talks business

A LUNCH at Melbourne's Crown Towers yesterday celebrated the official appointment of Helen Wong as Australian marketing representative of the Shanghai Municipal Tourism Administration.

The event also confirmed govt support for Shanghai MICE events and the city's promotion as a key destination for international conferences and incentives.

Special guest Patrick Chen, deputy director - International Tourism Promotion Dept. Shanghai Municipal Tourism Administration said it was a move heightened greatly by the staging of the successful World Expo 2010.

Boasting some 500 star-rated hotels and luxury hotels with over 100,000 rooms, Mr Chen said: "Business events groups will discover everything occurs here on a much bigger scale than in other parts of the world," and spoke of the new infrastructure that is transforming Shanghai into a metropolis of the future.

Helen Wong, whose office in Sydney is the first point of call for organisers seeking information and assistance about Shanghai, commented: "Because China is used to moving huge amounts of people around the country, we say bring it on - we welcome them all, the bigger, the better."

New MCVB campaign

THE Melbourne Convention + Visitors Bureau has announced a new positioning campaign for its international marketing initiatives.

Melbourne IQ: The Intelligent Choice for Conferences is aimed at the associations market, focusing on how the city is an ideal choice to maximise attendance, be close to Asian emerging markets and draw from a "rich pool of talent".



ATTENDEES at the official AIME media launch yesterday afternoon were a bit surprised at the exactitude of some of the figures quoted by exhibition director Sally de Swart and MCVB ceo Karen Bolinger.

Citing the growth of AIME since its inception in 1993, they said that from humble beginnings of 200 exhibitors and 1000 visitors 20 years ago, in 2012 the event will see 779 exhibitors and 3736 attendees - a number which seemed extraordinarily precise.

All was explained, when de Swart advised that 3736 is the exact number of preregistrations for AIME 2012 so far - with more walk-ins also expected.

Mantra getting FAST

MANTRA Group, which operates the Peppers, Mantra and BreakFree accommodation brands, has partnered with conference and meetings specialists FAST Meetings Co.

The strategic alliance aims "to ensure our clients get the most out of their conferencing experience," according to Mantra director of sales, Kent Davidson.

FAST Meetings is a conference and meetings consultancy which guides clients in conducting more effective meetings that inspire participation and "deliver productive, ongoing results".

PCOs and meeting planners can find out more at an upcoming series of FAST Meetings events around the country - more info at conference@mantragroup.com.au.

WIN A 2-NIGHT ULURU ENCOUNTER



To celebrate the \$10million redevelopment of Ayers Rock Resort's Uluru Meeting Place conference centre **Voyages** is offering a great prize to **Business Events News** readers.

The Uluru Meeting Place will feature striking contemporary interiors that reflect the Indigenous heritage of the location. Facilities include a new ballroom that can comfortably seat 420 people as well as a second ballroom that seats over 300. These two rooms combined can create a large area that is ideal for events and trade shows.

The prize includes two return economy airfares to Ayers Rock Resort from the winners nearest Australian capital city, return airport transfers, two nights accommodation in a newly refurbished room at the Sails in the Desert Hotel, dinner at the intimate Tali Wiru fine dining experience and a Desert Awakenings Small Group Sunrise tour.

All you need to do to be in the running to win this great prize, is to email your answer to the below question by COB on Friday 30th March to: voyagescomp@businesseventsnews.com.au

The most creative answer will win this fantastic prize.

In 25 words or less tell us what Uluru means to you



business events news

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Subscribe FREE at www.businesseventsnews.com.au.

Publisher Bruce Piper

Editor Jill Varley

Advertising: advertising@businesseventsnews.com.au

P: 1300 799 220

F: 1300 799 221

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