



## Welcome to BEN

WELCOME to the 'Nobble a Nibbler' teaser edition of Business Events News.



Not the real thing and definitely not a fake either but a cheesy taste of things to come.

Our first edition hits cyber space on February 1 – so lookout world we're on our way.

BEN will keep meeting planners, event organisers, PCOs and suppliers across the business tourism industry up to date about the latest in industry developments.

BEN will be published three times a week – Monday, Wednesday and Friday.

Subscription is free - see [www.businessesnews.com.au](http://www.businessesnews.com.au) to register.

We're thrilled with the overwhelming welcome already received from industry friends.

Thanks so much, we intend to run your salutations and comments over the next few issues (see column at right).

Drop by and see us at AIME Stand No. 4648 to say 'We love you BEN.'

Jill Varley

## DMS celebrates 20 years

**TOURISM** Representation Company, DMS Destination Marketing Services (DMS) is in celebratory mode as it notches up 20 years in the industry in 2012.

A provider of sales, marketing and public relations services for tourism businesses around the world, the company was established in 1992 by highly respected industry identity Leila Fiedler.

DMS's extensive contacts in the conference, incentive, event and tourism industries in Australia and New Zealand, have

established the firm as a potent industry leader.

Fiedler expressed her delight at having reached such a significant milestone and her pride in their achievements.

"DMS specialise in launching new brands and strengthening existing tourism brands in these markets through our wide connections and an integrated service approach, she said.

"It's our aim to connect our Australian and New Zealand clients with the world's most rewarding and exotic destinations."

## Rising from the rubble

WE are delighted to learn from the team at Christchurch and Canterbury Tourism of the positive steps being taken towards Christchurch's rebuilding.

The challenges of 2011 are giving way to the reappearance of life in the central city areas, the start of a new shipping container mall on Cashel Street and last week's Stronger Christchurch World Buskers Festival.

Hospitality wise, the opening of the Rendezvous Hotel on 01 Mar will provide 171 much-needed hotel rooms and suites to the current city inventory.

## Ports in a storm



WHEN it comes to taking events to the max, rain doesn't stop the program going ahead in Sydney.

Yesterday's Australia Day celebrations which included Ferry and Tall Ships races, firework displays and concerts like Sydney Ports Jazz on the Water in Pirrama Park, Pyrmont, carried on regardless!

## Byron at Byron special

THE Byron at Byron Resort & Spa has a two night stay, priced at \$1250 for two adults, staying up until 31 Mar.

The deal includes accom in a superior suite, full buffet breakfast, a bottle of wine, gourmet dinner or lunch, a \$130 dining voucher, relaxation or remedial one hour massages, complimentary daily bicycle hire and yoga - available until 31 Mar, see [byronatbyron.com.au](http://byronatbyron.com.au).

## Embracing BEN!

"Just wanted to say good luck and remind you to buckle up! Enjoy the ride."

- Michael Bourne, general manager, Hilton Sydney.

"Congratulations on your appointment Jill and all the best to BEN.....looks like that's what we've been looking for!"

- Gus Pokus, director, Incentive House

"I am excited for BEN and for our industry. It's great to see someone highly respected at the helm."

- Leona Watson, Cheeky Food Group.

"Congratulations BEN! We're delighted to welcome an exciting new player to the events industry and look forward to your fast and frequent news. We wish Jill and the team every success."

- Amanda Anker, Sydney Convention & Exhibition Centre.

"Great to hear about the new business publication. It's long overdue and can't wait for it to hit the inbox. Congrats to everyone involved."

- Sue Marr, mkt manager Thai Airways.

## Meeting & Event Sales Manager



GREAT BARRIER REEF

We are seeking an industry professional to join Hayman Sales & Marketing in Sydney. Leading a team of three executives this role is responsible for lead and conversion strategies and developing and maintaining client relationships with meeting, event and incentive accounts.

The successful candidate will have prior industry experience and excellent development and communication skills. Tertiary qualifications in marketing or business are desirable.

**Hayman offers a fun, dynamic working environment in harbour view offices located near Circular Quay in Sydney.**

Please email your application to: [careers@hayman.com.au](mailto:careers@hayman.com.au)  
Applications close Friday 27/1/12

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