



Take a step into reality

TALKING to the EEAA's general manager, Joyce DiMascio, it seems



that reality TV shows like MasterChef, The Block and Grand Designs are changing the traditional face of conferences with exhibitions.

She said there's a strong trend to add a 'live' component to the popular formats, with a number of consumer exhibitions and related seminars leveraging off the TV programs.

The problem is what do you call these fans motivated by TV shows who are lining up to attend these spin-offs?

They're not delegates or representatives - so how about 'telegates?!' - Jill

KL gets spaced out

AN additional 2,600 sqm of space in the form of a semi-permanent marquee has been acquired by the Kuala Lumpur Convention Centre to meet the demands for more space.

The new marquee structure, known as Hall 6 will allow the Centre to accommodate larger exhibitions, conferences and other events.

It will debut at the 25th World Gas Conference which will take place at the centre 04-08 Jun.

Located adjacent to the Centre and connected via Exhibition Hall 5 and the Centre's West Wing entrance, Hall 6 will provide additional multipurpose function space for the Centre to meet the demand for larger space in the short to medium term.

"Hall 6," says Datuk Peter Brokenshire, gm, Kuala Lumpur Convention Centre, "will allow the Centre to address and alleviate our space constraints".

"This space will be available for use for the next 12 - 24 months with the possibility of extension for a further limited period."

EEAA - good, better, best

WITH a healthy \$450,000 reported in the kitty, Exhibition and Events Association of Australia gm Joyce DiMascio revealed yesterday some of the highlights of the EEAA board meeting held on Wednesday.

DiMascio said the board addressed the issues of where the member-based association that represents the major venues, organisers and suppliers is going, and the two pillars of advocacy to support infrastructure investment especially in relation to Sydney and Melbourne.

"We will continue our dialogue with the Victorian Government, looking for a commitment to fund the expansion of the MCEC."

It was, DiMascio continued, the EEAA that took the lead in bringing together the major users and other industry associations like TTF Australia, MEA, The NSW Property Council and ATEC to respond to the NSW Govt's initial designs for the new Sydney Convention Exhibition and Entertainment Precinct.

"As a result of our advocacy, the Government reviewed its position and revised the scope of works for the site and through our efforts pushed back the closure of the SCEC to November/December. "They also changed the name of the project to include "exhibition."

The board discussed the issue of safety and professional standards, considered a clear priority, "one that needs to be kept centre stage, so people understand the true value of the

Heritage discount

NZ'S Heritage Boutique Collection is offering 10% off the total bill for May-Jul conferences at any of their seven properties.

Bookers will also receive six bottles of Vintners wine and be placed in a draw for two nights at the Marlborough Vintners Hotel.

Quote BBR when booking; see www.heritageboutique.co.nz.

EEAA," she said.

The decision was made at the meeting that the EEAA Market Monitor will now be

published every six months, to capture previously undocumented insights into the health and performance of the Australian exhibition and event industry.

"Having credible evidence-based data puts us on a strong footing in our representations to stakeholders, including government, international industry associations, the media, universities, training institutions and investors," she said.

Prospects looking ahead DiMascio said are good and positive and through the EEAA they have the tools that the value of the sector is understood by the Government and the market.

"Data on exhibitions now show we are in a better position than ever before," she added.

Novotel's fly buy offer

NOVOTEL Brisbane Airport, the only hotel located within the Brisbane Airport precinct has a special conference offer.

Simply book and hold a new conference at the property before 31st August and save 10% off the total conference bill (excluding accommodation costs).

Organiser have the choice of six dedicated meeting rooms with capacity for up to 120 delegates theatre style, and an executive boardroom - ideal for fly in fly out meetings.

All rooms are located on the ground floor and feature natural light, internet access and state of the art audio visual equipment - novotelbrisbaneairport.com.au.



Abu Dhabi workshop

IN recognition of the importance the MICE market as a pillar for growth, Kate Brown has joined the Abu Dhabi Tourism and Culture Authority (TCA Abu Dhabi) as travel trade executive, to assist in driving business and leisure tourism to the destination.

Named one of the top 10 MICE destinations globally by the latest ITBM Middle East Meetings Industry Research report, Brown will be running TCA Abu Dhabi's first MICE workshop in Sydney on Wednesday 06 June 8.15-9.30am at L12, 338 Pitt St Sydney.

A light breakfast will be served and guests will learn about the destination, hotels and venues.

RSVP by 1 June to Kate Brown - kbrown@abudhabitourism.com.au

Everyone a good wine



This week, *Business Events News* is giving readers the chance to win a 750ml bottle of Veuve

Clicquot Champagne courtesy of New Caledonia Tourism.

There has never been a better time to send your clients to New Caledonia, a touch of France in the Pacific and less than three hours from Sydney.

For your chance to win be the first to answer the following to: comp@businessesnews.com.au

What is the name of Noumea's International Airport?



Hint: visitnewcaledonia.com



business events news



Aloha! Olivia is off to Hawaii



CONGRATULATIONS to last month's major **Business Events News** prize winner, Olivia Wilson from This Space Event Studio.

Olivia has won a fabulous trip to Hawaii courtesy of Hawaii Tourism, Hawaiian Airlines and The Kahala Hotel and Resort.

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

Entrants had to answer a series of questions about Hawaii, and Olivia's final answer clinched the win: *Hawaii provides delegates with a tropical destination which is affordable, has all the required conference facilities and a*

number of activities for pre, during and post conference. She's pictured above centre receiving her prize from Hugh Twomey of Hawaiian Airlines and Rebecca Wall, MICE Account Manager for Hawai'i Tourism Oceania.

MEANWHILE this month's **BEN** competition is giving readers the chance to win a trip to Vanuatu. There are questions to be answered in each issue, but these can be submitted whenever suits your schedule and they will also appear on our website at www.businesseventsnews.com.au.

Just make sure all questions are sent through by close of business on the last day of the comp for an opportunity to win.

Right moves at Sofitel

WITH several general manager moves at its Queensland hotels and an international relocation for Sofitel Brisbane Central's general manager Tony Chisholm to the highly anticipated Sofitel So Singapore next month, Sofitel has welcomed its first woman to the role of general manager in Australia, Amery Burleigh. Burleigh joins the Gold Coast team after two years as executive assistant manager at sister property, Sofitel Brisbane Central. Effective from June, she replaces Marcus Hanna who has been appointed general manager of the Sofitel Brisbane Central.

Amari industry rates

THE upmarket Amari group of hotels in Thailand is offering special prices for members of the travel industry, with savings of 50% off Best Available Rates for stays between 01 May and 20 Dec. The offer is available using promo code BONANZA268, and is available at any of the 12 hotels in Bangkok, Pattaya, Phuket, Samui, Krabi and Koh Chang. Resorts offer spa treatments, Thai cooking classes, childcare facilities, and top restaurants. Amari targets both business and leisure travellers, and is set to open Amari Hua Hin this year. See www.amari.com.

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BESydney restructure

FOCUSING on long-term growth, Business Events Sydney is restructuring to maximise Sydney's business event success during the development of the new Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP), and beyond.

Lyn Lewis-Smith, ceo of BESydney said, "The new strategy which will roll out from July, is on targeted business development, high-yield corporate business, innovative conference marketing and destination marketing activity".

BESydney will roll out a new corporate structure comprising four teams focused on growing, securing, delivering and sustaining business.

Currently, BESydney is recruiting for a general manager business development, while Hannah Jamieson will take on the new role of gm Strategic Marketing and Robyn Johnson will become gm Event Delivery.



THERE was movement at the station or more correctly, Ballarat's Sovereign Hill Gold Museum yesterday. Showing that it's sometimes better to leave things messy, an unexploded World War I bomb was discovered while tidying up, with over 100 people evacuated. The German bomb, part of a collection of eight that came to the Victorian museum in the early 1980s, was found by a volunteer who was repacking Sovereign Hill Gold Museum's collection, director Tim Sullivan said. "We didn't have enough information to tell us whether it was inactive so we've taken it (the evacuation) as a safe course," Mr Sullivan told AAP. Police have closed the museum and isolated the bomb, leaving it with the Victorian Police bomb squad for investigation.

WIN A TRIP FOR TWO TO VANUATU



During the months of May and June, **Business Events News** is giving one lucky reader the chance a win an amazing holiday for two people to Vanuatu, courtesy of **Air Vanuatu and the Grand Hotel and Casino**. The prize includes Air Vanuatu return airfares from Syd/Bne or Mel to Port Vila, and five nights accommodation in a Harbour Deluxe Room including continental breakfast daily at the Grand Hotel and Casino.

Air Vanuatu offers daily flights from Australia, just over 3 hours away. Complimentary inflight service and the friendliest smiles in the Pacific! Grand Hotel and Casino offers a relaxing yet sophisticated French style setting, in a prime waterfront location in the heart of the shopping, business and entertainment district. 74 rooms with floor to ceiling windows, own private balcony, Internet access in all rooms and 24 hour room service. We also cater for conferences sizes between 10 - 80 delegates and for groups up to 130 people.

Q.6: Does Port Vila offer over 40 choices of restaurants and cafés where visitors can dine?

Hint: vanuatu.travel

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

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BestCities at IMEX

ALL ten ceos of the BestCities Global Alliance partner organisations held their first board meeting of the year at IMEX in Frankfurt, this week.

The convention bureaux from Berlin, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Melbourne, San Juan, Singapore and Vancouver attended to maximise networking and business opportunities as well as to take part in a series of BestCities related activities - and officially welcomed the newest members, Berlin and Houston.

Making the most of their time together in Frankfurt, the Alliance Business Development Group will meet to discuss the implementation of various sales activities for the alliance and several BestCities bureaux will attend a leads exchange session.

IMEXs ‘mega-trends’ findings

THE findings of the Power of 10 Study, commissioned by the organisers of IMEX trade shows to mark IMEX in Frankfurt’s 10th anniversary this year, were announced yesterday.

With the aim of helping drive the development of the industry over the next decade, the researchers built on the findings of their earlier Convention 2020 report by conducting interviews with leaders, innovators, respected practitioners, change agents, and future thinkers across the industry.

As well as looking 10 years into the future, the study also looks back over the last decade to trace and define the key lessons learned from past experience.

Against a backdrop of “a perfect storm of mega-trends,” the study identifies three main themes that will dominate the decade ahead.

71% expect global economic uncertainty and instability to have an impact across the sector, while a further 49 percent believe we will start to experience the impact of improvements in the quality and cost of technology alternatives to live meetings.

In addition, shorter and faster

business cycles are expected to play a significant role, while 46% anticipate growing political and economic influence from Asia.

91% of survey respondents agreed that “to reduce its vulnerability to economic cycles, the business events industry must demonstrate a tangible return on investment for event owners, delegates, sponsors, exhibitors, and other key stakeholders.”

The Power of 10 report also shows that the forces of change are already being felt in the areas of event design and the delegate experience which, in turn, are producing fresh priorities for event owners, including a range of new design and delivery challenges for in-company events, corporate events, and conferences and exhibitions.

There are five main sections to the final research: The Delegate Experience and Event Design; The Learning and Knowledge Transfer Imperative; Sector Analysis and the Future of the Value Chain; 10 “Grand Challenges;” and future scenarios for the industry, with findings to be presented in six detailed sub-reports.

GETTING TO KNOW: The Sunshine Coast

IF the Sunshine Coast famill last week attended by 11 PCOs and BEN, is any indication of the professionalism and creativity of Business Events Sunshine Coast (BESC), then whatever form an event might take, this extraordinary region can certainly step up to the mark.

Properties in the region that are geared to the C&I market include Palmer Resort Coolum (formerly Hyatt Regency Coolum), Sheraton Noosa Resort & Spa, RACV Noosa Resort, Outrigger Little Hastings Street, Novotel Twin Waters Resort, Mantra Mooloolaba, Ramada on Marcoola Beach (formerly Surfair) and many more.

Then there are the boutique properties like Yandina Station, Spicers Clovelly and Tamarind and Sir Richard Branson’s MakePeace Island at \$17,000 per night in peak season to consider.

The first stop was lunch at Yandina Station. This historic Brahman cattle stud and exclusive corporate event venue, (Richard Branson launched Virgin Blue Australia here in 2000), caters for dinners in the original 1870s homestead for up to 20 or 400 in the Old Dairy.

Spicers Retreats have two exquisite lodges in the hinterland, Spicers Clovelly Estate in Montville and Spicers Tamarind Retreat in Maleny. Clovelly with 10 suites is surrounded by beautiful English style gardens with function rooms and expansive outdoor terraces while Tamarind, with its own Thai cooking school, is set near a waterfall in a rainforest setting. It offers private meeting rooms and a conference room seating 25 theatre style.

We called in at Flame Hill Vineyard at Montville with its sweeping vistas and outdoor podium for functions before driving on to Mantra Mooloolaba Beach, all freshened up after a \$180,000 refurbishment to its conference spaces, with a capacity for up to 200 seated.

A Segway tour of Novotel Twin Waters’ lake was followed by a fun egg and spoon, slalom race with Corporate & Group Xperience. On our way towards Coolum, we visited the 4 star Ramada on Marcoola Beach with its lagoon-style swimming pool and uninterrupted beach.

Other properties visited included conference favourite Palmer Resort Coolum, RACV Noosa Resort and the new Outrigger Little Hastings Resort and Spa Noosa, which has that ‘wow factor’ set high above Noosa Beach.

We also enjoyed the Noosa Wine & Food Festival and a Mumm champagne tasting, while, Festival sponsor the Sheraton Noosa Resort & Spa, organised a treasure hunt. We also met up with many of the regions best operators, at a fun networking event at Aussie World - a venue worth considering for a lively, large event.

With more access being given to public space for business events, our final night was an off-site dinner at Picnic Point. Staged by Wicked Wolf Events, we dined under a Bedouin style tent, colourfully lit by AvCom Staging with catering by Rolling Dolmade. Lending her superb talent was *The Voice*’s Kelsie Rimmer - no finer way to conclude a great famil.

