



Best in show

SO ends another ABEE and Sydney Event Showcase and we ruminate over the pros and cons of the two-day event at the Sydney Convention & Exhibition Centre.

Feedback is mixed as to how successful it was for individual exhibitors but in the interim opinion was positive.

Certainly our newly designed **BEN** stand, decked out in signature **BEN** colours attracted visitors like bees to a flower, although by Wednesday afternoon you could have shot a gun down the aisles.

Not so centre stage at the Conventions & Incentives New Zealand/Air New Zealand stand where fine NZ wines proved a irresistible combination.

Still, the buzz was back again on Thursday with a resurgence of visitors throughout the day.

Just an observation, perhaps next year a seminar might be in order on 'How to make the most of your stand,' one that offers inexpensive ideas for smaller exhibitors to attract visitors.

Must say a special thanks to Tracy Knight and the team on Dockside's LAqua stand whose groaning offering of food provided delicious, fresh ham and cheese croissants for breakfast and to the Pan Pacific Hotels Group who had, in our opinion the 'best coffee in show.'

You made our day! - Jill.



Pictured: Christie-Lee, Jill and Jenny

Asian Century impacts Australia

ASIA and its impact on the Australian market was a hot topic when the Australian Business Events Expo and Sydney's Event Showcase, officially opened on Wednesday morning at the Event Seminar Program, by the Deputy Premier, the Hon Andrew Stoner.

"50% of the inbound events secured by Business Events Sydney hail from Asia," he said.

"Business Events play a crucial role in the development of a strong economy in NSW and the Asian Century represents a once in a lifetime opportunity."

In a discussion on the opportunities the 'Asian Century' brings to Business Events and Business Tourism industries, Lyn Lewis-Smith, ceo of Business Events Sydney, said the biggest change for Australian business was that Asia was fast becoming not only the producer of goods & services, but also the consumer.

"What our Asian clients really need from Australia is the professional development opportunities; there is a real

desire to seek out learning and Australia is perfectly placed to provide quality educational experiences," she said.

The much anticipated and highly energetic key note speaker Cheryl Cecchetto, known for her high-profile work with The Oscars Governors Ball and The Emmys Governors Ball, emphasised the importance of delivering the client's mission and provided the audience with tried and tested advice.

"Achieving the impossible and really going out on a limb is important.

"Sometimes you will fail, but that's OK," Cecchetto said.

She highlighted the accomplishment of the G'DAY USA organisation in strategic branding, noting that after 10 years the G'DAY USA committee have created a multi-city program of events, promoting Australian products and capabilities in the USA from tourism, arts, food and wine to investments, business and finance.

Selecting the right Portfolio

THE Byron at Byron Resort and Spa with a strong focus on meetings, conferences, product launches and corporate incentives was the host venue for Tourism Portfolio's famil program for a group of Sydney and Melbourne-based corporate buyers.

In addition to experiencing some of the resort's 90 well-appointed suites set in meandering sub-tropical rainforest, the group embarked on a 'Foodscape' tour to explore some of the area's best local produce and artisan products.

They also learned how to make chocolate using Byron Bay Cacao and experienced The Byron at Byron's legendary Spa and Wellness Centre.

Pictured from left are: Sharyn Ackling, Vitaco Health; Joanne Mitchell, Campari Australia; Lisha Singh, Tourism Portfolio; Julie Reese, Robert



Half International and Cheryl Daveson, Actelion Pharmaceuticals.

Classy business @ Pier One



AT an intimate soiree at Water @ Pier One, Sebel Pier One Sydney, the winner was announced of the inaugural Business with Class competition.

Jennifer Sellers from Sonic Healthcare was delighted when her name was announced as the winner of two business class tickets to anywhere on the Etihad Airways network by dsm, David Lowe and Etihad general manager in Australia and New Zealand, Luisa Pastrello.

DOCKSIDE GROUP
 VENUES AND RESTAURANTS
 WITH A DIFFERENCE



Thanks for visiting us at the Australian Business Events Expo.

Please click here

to contact Tina if you would like to join our famil

When Monday 26 August 2013, 4.00pm - 6.30pm

When Meet our team at EAT LOVE PIZZA



A new study from CougarLife.com reveals where well-off cougars like to get away from it all.

The dating site, which caters for mature women seeking young men for fun and romance, polled 1,909 of its seasoned members to discover their favourite Australasian get-away destinations, where their "activities" of choice such as steamy sessions with staff & sexy massages are likely to be more exciting than a typical break.

Brace yourself, because here they are:

1. Lizard Island Resort
2. Crown Metropal Perth
3. Blanket Bay, New Zealand
4. The Louise Lodge, Marananga
5. Crown Metropal Perth
6. The Byron at Byron, Byron Bay
7. Pinnacles Resort & Spa, Airlie Beach
8. Wyndham Surfers Paradise
9. Kauri Cliffs, New Zealand
10. Qualia Resort, Whitsundays

MICE Port Stephens

NEW fishing, sailing and camp fire products have been launched for the MICE market in Port Stephens.

Moonshadow Cruises has a new luxury 15 metre catamaran available for private yacht charters while Tamboi Queen Cruises has a new overnight fishing charter adventure.

Traders to manage disaster



AN initiative by Traders Hotel, Brisbane will see them launch Corporate & Group Xperiences in September, to provide the region with the most realistic team-building experiences and state-of-the-art emergency training facilities.

Using an aircraft fuselage to replicate a scenario of adversity, professional Xperiences facilitators will lead participants through disaster management and objective based challenges, where practical skills such as first-aid, navigation, vertical rescue, and emergency treatment can be applied and perfected with team-work and communication techniques.

The new Traders Adventure Xperiences facilities will also offer emergency services training for mine rescue teams, search and rescue groups, medical and special services.

The aircraft's main body will be installed in an open area of the hotel with certified anchor points for rescue teams to abseil with 'patients' for approximately eight metres.

Specifically designed to challenge skills in an urban setting, the Traders Adventure Xperiences may be tailored to include accommodation and catering options for conference and incentive groups.

The new facility is in the evolution stage with expansion plans in the pipeline.

Macau forum extended

ORGANISERS of this year's annual Global Tourism Economy Forum in Macau have extended the early bird registration fee until Tuesday, 20 August, allowing guests a saving of around A\$110.

For instance, instead of paying 5070 MOP (about US\$650), those who book before the deadline will pay 4290 MOP (US\$550).

The forum 'Regenerate Our Economies: Invest in Travel and Tourism' will be held from 17-19 September, in the Macau Tower Convention and Entertainment Centre.

Details on how to register at www.GTE-Forum.com.

Going Nuclear in Abu Dhabi

A major gathering of global experts focused on the development of peaceful nuclear energy, Nuclear International Conference is to be held in Abu Dhabi this November.

With up to 700 delegates from around the world expected to attend, the conference is being held at the Ritz Carlton Abu Dhabi, Grand Canal from 11-14 November.

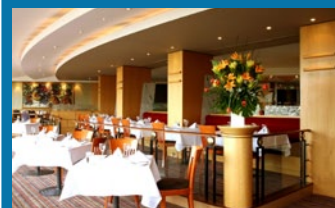
The event is being presented by the Goodnight Consulting Corporation and organised by Carlisle Events.

In partnership with the Emirates Nuclear Energy Corporation, international experts will provide delegates with key know-how in the initiation, design and launch of peaceful nuclear energy programs.

WIN an overnight luxury Romance Package

This week **BEN** is offering one lucky reader the chance to win a luxury Romance Package courtesy of JC Travel Professionals and North Sydney Harbourview Hotel.

The prize includes: a one night stay in a deluxe harbour view room, premium Australian sparkling wine and chocolates, chocolate dipped strawberries, a three course dinner for two in LB's Restaurant, full room service breakfast for two, a '2 for 1' drinks voucher, 12pm late check-out and car parking.



To win tell us in 25 words or less why you deserve this Luxury Romance Package?

Email: comp@businesseventsnews.com.au
Terms and conditions apply



ACC hosts wine forum

WITH a reputation for staging successful wine events Adelaide Convention Centre is to be the host venue and hub for Savour Australia 2013, a new Wine Australia event supported by the South Australian government and the Australian wine industry.

The event will bring together around 750 influential professionals from the world's wine trade including Australian winemakers, wine buyers, retailers, sommeliers, distributors and key media.

Adelaide Convention Centre chief executive Alec Gilbert said the Centre worked closely with the Primary Industries and Regions SA (PIRSA), South Australian Tourism Commission and the Adelaide Convention Bureau to help bring Savour to Adelaide.

"Being the host venue for Savour Australia builds on the work we've done in helping to promote the South Australian wine industry and local food producers through the creation of the Cellar Door Wine Festival.

"Many of the local wineries who participate in the Cellar Door Wine Festival will also be involved in Savour Australia when it comes to Adelaide in September," Gilbert said.

Savour Australia will be held at the Adelaide Convention Centre from 15-18 September, 2013.

For more information, visit www.savour-australia.com.



business events news

16th August 2013

Moreton dishes the dirt

WHEN the inaugural Australian Garden Show Sydney throws open its gates in Centennial Park, from 5-8 September, Moreton Hire will support organiser AGB Events.

Felicity Holusa, Moreton Hire events manager said, "The event provides the opportunity to seamlessly showcase premium event infrastructure and fit outs."

"All the marquees and furniture selected to build this event compliment the beautiful garden aesthetic and create a memorable visitor experience," she said.

Curated by award winning landscape designer, gardener and author Myles Baldwin, the event will include talks and demonstrations from International and Australian special guest gardeners.

Gardening expert and media presenter, Graham Ross said of the new show, "Sydney is thirsting for a first class garden show and the Australian Garden Show Sydney is the perfect event."

Event Director, Anthony Bastic, AGB Events said, "We have some of the world's most renowned gardening experts participating whether it be in workshops, presenting lectures or creating display gardens."

See - www.australiangardenshowsydney.com.au.



McKisack joins Metro Hotels as BDM NSW



RICHARD McKisack has been appointed business development manager, NSW and Victoria by Metro Hotels.

Previously with Excite Holidays; in this role McKisack will be responsible for building and maintaining the domestic leisure, corporate and government business for Metro Hospitality Group's network of properties in NSW and Victoria, reports to Metro Hotel's director of sales & marketing, Lynda King.

Dragon Award attracts 5000

FROM 15-18 August Malaysia will play host to the International Dragon Award (IDA) 2013 attended by a group of 5000 insurance professionals.

Taking place at the Kuala Lumpur Convention Centre, the event is organised by IMM International and supported by Malaysia Convention & Exhibition Bureau (MyCEB).

With the theme 'Diligence Makes Perfect, IDA 2013 is expected to welcome more than 5,000 delegates.

"IDA 2013 is an excellent opportunity for the local insurance industry players to be involved with its international counterparts and together enhance the sector and take to greater heights," commented Zulkefi Hj Sharif, ceo Malaysia Convention & Exhibition Bureau.

"We are expecting an estimated RM55.8 million of economic impact from this event," he said.

Wowing your guests

THE "wow factor" is the number one thing your guests are expecting at an event Cheryl Cecchetto, Sequoia Productions told a packed audience at the Australian Business Events Expo (ABEE) and Sydney Showcase earlier this week.

An event organiser for two major Hollywood events, the Primetime Emmy's Governor's Ball (Emmy's) and Academy Awards Governors Ball (Oscars), Cecchetto spoke about 'Keeping Events Fresh, Innovative and Unique in the Hollywood Way'.

"Events are very similar to a film," Cecchetto told the group "it is a production."

"You need to create a space that people feel comfortable in and never want to leave."



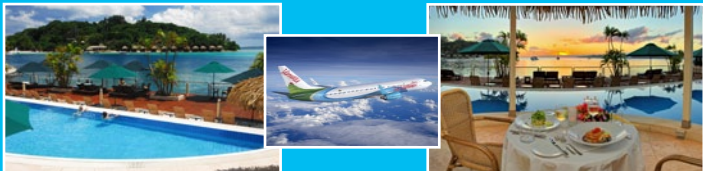
Pictured: Jessica Mauboy, Cheryl Cecchetto & Karen Kreiger

"When guests arrive they should think, I am here nothing else is going on outside of this room".

And ultimately "guests should leave an event in an altered state".

A special performance by Australian singer Jessica Mauboy did just that for the attendees of the seminar.

WIN A TRIP FOR TWO TO VANUATU



During the months of August and September, **BEN** is giving one lucky reader the chance to win an amazing holiday for two people to Vanuatu, courtesy of **Air Vanuatu and the Grand Hotel & Casino**.

The prize includes Air Vanuatu return airfares from Syd/Bne/Mel to Port Vila, and five nights accommodation in a Harbour View Room including 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 setting, in a prime waterfront location in the heart of Port Vila. The hotel is central to Port Vila's business and entertainment district and just 200 metres to the markets. The Grand's business facilities cater well for small groups and conferences. With water views from every room, the hotel also features an outdoor pool, Aromessence Day Spa, Crystals Restaurant and Hemisphere Bar. The Grand Casino also offers the very best in gaming facilities.

Q3. Are inflight drinks and hot meals aboard Air Vanuatu complimentary?

Email each of the daily questions and the final creative response by Friday 20 September to:

vanuatu@businesseventsnews.com.au

Click here for terms & conditions

Hint: www.airvanuatu.com



CONTACT US:

Publisher

Bruce Piper

Editor

Jill Varley

Contributor/Coordinator

Chantel Housler

For advertising enquiries email Christie-Lee or Chantel email: advertising@businesseventsnews.com.au

P: 1300 799 220

F: 1300 799 221

PO Box 1010 Epping, NSW, 1710

Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly & Pharmacy Daily.

Disclaimer: While every care has been taken in the preparation of **Business Events News** no liability can be accepted for errors or omissions. **BEN** takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed.