



## Not the same old tat!

**CURRENTLY,** the NSW Government is ruminating over merchandise opportunities for Sydney's public transport system with the introduction of the Opal card, and it looks like tourists will be able to purchase some world-class souvenirs as a memory of their trip around Sydney.

In the pipeline are such things as an Opal card mobile phone holder, a mini replica Sydney Ferry or even a Central Station in a snow globe.

They say, the money raised from products will be used to improve customer service - all part of a renewed focus on delivering a world-class public transport system.

Fingers crossed!



## Off like a Pelican

**CONGRATULATIONS** to Natalie Milson, general manager of The Conference Room for winning the very generous prize of a four night getaway in a luxurious one bedroom suite, including breakfast for two, at Pelican Waters Golf Resort and Spa.

Natalie's winning entry and her response to 'Why do you deserve a Winter Escape?' reads, "As I'm currently fighting back sneezes and sniffles, I can't imagine anything more glorious than thawing out in a heated lap pool, spending endless hours in the spa and gazing at the magnificent views."

Hopefully she is now feeling better to enjoy all the delights of the 4.5 star Pelican Waters on Caloundra's Sunshine Coast.

Including the surrounding heritage listed Glasshouse Mountains, which provide a great backdrop for the conferences and events held in the resort's eight meeting rooms and grand ballroom, with its capacity for up to 350 people.

## GCCEC hosts DestinationQ

**WHEN** the Gold Coast Convention and Exhibition Centre (GCCEC) hosts the second annual DestinationQ Forum next week a number of high profile dignitaries and key ministers will be in attendance including, Queensland Premier, Campbell Newman, and Minister for Tourism, Major Events, Small Business and the Commonwealth Games, Jann Stuckey.

In addition, more than 300 delegates from Queensland's tourism industry are expected to converge on the Gold Coast to workshop, review and discuss the Queensland Government's 20-year strategy to create a coordinated and strategic approach to attracting visitors to the state.

The Queensland Government is focused on a partnership agreement with key tourism industry representatives and bodies to get Queensland back on track as the nation's top tourist destination underpinned by a main goal to double annual overnight expenditure to \$30 billion.

One of the key areas identified in the DestinationQ blueprint outlines a continued commitment to events - major, business and regional - as a key driver of visitation and something the industry and the GCCEC is well aware of.

GCCEC general manager, Adrienne Readings (**pictured**)



said, "Business events are a lucrative part of the economy attracting large numbers of delegates that boost and stimulate inbound visitation, domestic spend and employment so if we continue to prove our case we can leverage our industry position to further increase government support."

The DestinationQ Forum will be held from 27 - 28 August 2013.

Visit [www.destq.com.au](http://www.destq.com.au).

## TRAVELtech reboots

**TRAVELTECH:REBOOT**, a reinvention of Australia's original travel technology, distribution, e-commerce, digital marketing and web event, is being held 12-13 September, at the Sheraton on the Park Sydney.

The two day event will look at Back End and Front End issues for the IT-minded travel professional as well as business owners and tech-savvy marketers.

Contact: 02 9882 1575 or email: [Stephanie@traveltrendsbiz](mailto:Stephanie@traveltrendsbiz).

## Jonesey scores Dreamtime

**PETER** Jones is one of the industry's favourite sons, so it's no surprise that his company, Peter Jones Special Events has been confirmed as the event management company for Dreamtime 2013.

Based in Melbourne, Peter Jones Special Events brings a wealth of experience to the management of Dreamtime 2013, having organised significant business and incentives events including Amway China 2008 and Corroboree Melbourne 2011.

Tourism Australia managing director Andrew McEvoy said, "Dreamtime is an opportunity to showcase why Australia is an ideal business events destination to international buyers from markets such as China, Hong Kong, Korea, Japan, India, Singapore, Malaysia, Indonesia, New Zealand, North America and the United Kingdom.

"With Melbourne as host city, Dreamtime 2013 provides the Australian industry with a chance to demonstrate the capacity for the city and the country to host both large scale and more intimate events and to provide experiences that cannot be replicated anywhere else."

Being held over five days from 9 to 13 December, it will see Australia host around 100 influential international business events decision buyers and media.

Peter is **pictured** below.



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# business events news

23rd August 2013

## Malaysia's new lakeside centre

**DESTINATION** Asia reports that a new large-scale business events venue, the Putrajaya Maritime Center in Malaysia's iconic federal administrative hub, has opened.

With accommodation for 1,000 people at any one time, the facility is laid out in a circular pattern to ensure a good view of the lake and is divided into The Plaza and The Promenade.

The Plaza includes a discovery centre, café, meeting rooms, banquet hall, function area, lounges, restaurant, swimming pool, snooker area and karaoke.

The Maritime Center and Pullman Putrajaya Lakeside Hotel were both constructed as an integrated complex separated by a walkway between the two sites.

The Pullman offers 20 fully equipped meeting rooms and boardrooms plus a 250-seat lakefront open-air amphitheatre.

## Insiders discover Darwin

**DARWIN** Convention Centre (DCC), in partnership with the Northern Territory Convention Bureau (NTCB) recently held its sixth annual familiarisation program

"MEET DARWIN – A Journey of Discovery".

The four-day famil showcased the city to conference decision-makers, who travelled from Australia and Asia, putting the spotlight on Darwin as a compelling destination for business events.

Held to coincide with the Darwin Festival and the Darwin Aboriginal Art Fair - attendees were treated to a private viewing of the Art Fair where unique



works from 40 Indigenous art centres from across Australia were on show.

They joined the locals at the Mindil Beach Sunset markets, had an immersive Defence of Darwin Experience at the Military Museum and a cooking master class with renowned chef Jimmy Shu of Hanuman Restaurant.

"Our 'MEET DARWIN' event has proven to be one of our most successful initiatives," says DCC's bdm, Carrie Altamura.

"Having had such an exciting and informative visit, they leave Darwin as ambassadors for our city with plenty of inspiration for planning future conferences."

## Christchurch opens a cardboard cut-out

**AFTER** nearly two years of planning and construction, Christchurch's Transitional Cathedral, designed by renowned Japanese architect Shigeru Ban, opened its doors to the public last week with a Diocesan Dedication Service held on 15 August.

The eye-catching building is made up of 98 cardboard tubes weighing up to 120 kilograms and measuring up to 20 metres long.

Built as a temporary replacement for Christchurch's iconic Cathedral, which was badly damaged in a 6.3 magnitude earthquake in February 2011, it is designed to last up to 50 years and can seat up to 700 people.

Christchurch & Canterbury Tourism chief executive Tim Hunter said, "Even when it was still under construction, staff at our i-SITE Visitor Centre and taxi



**TRUTH** be known, many of us have left things behind on planes so it only stands to reason that amongst the detritus are some odd things.

Travel website Skyscanner released results of a survey in which they asked flight attendants to name the wackiest things they've found on planes after passengers leave.

These included: a prosthetic leg, a single fresh egg without packaging, a box of dried fish, a glass eye and a bag of diamonds.

In 2011, Virgin Atlantic asked its crew about the weirdest requests they've had from passengers - their favourites questions include "Can you show me to the showers?", "Is there a McDonald's onboard?", "Could you turn down the engines, because they are too noisy?" and "Can you help me find my glass eye?"

....ah, that's where the glass eye came from!

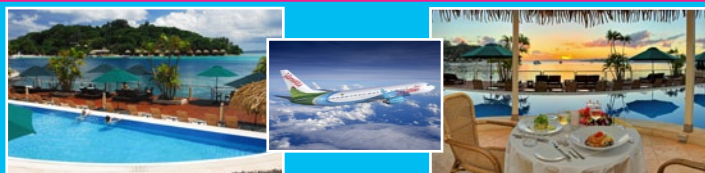


"It is a building which says much about Christchurch's resilience and creativity," he said.

Not just for ecclesiastical purposes, the Cathedral has also been booked for several conference dinners and cocktail functions.

"It is a venue unlike any other in the world so it's going to be very popular with event organisers looking for a place with a wow factor," Hunter added.

## 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.

**Q6. What is the name of the Day Spa at Grand Hotel and Casino?**

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

[vanuatu@businessnews.com.au](mailto:vanuatu@businessnews.com.au)

Click here for terms & conditions

Hint: [www.grandvanuatu.com](http://www.grandvanuatu.com)





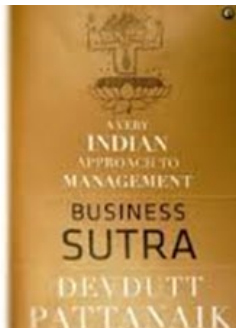


## A Western obsession

IS modern management rooted in Western beliefs and obsessed with accomplishing rigid objectives and increasing shareholder value?

It's a topic Devdutt Pattanaik will deliver in his keynote session, 'Business Sutra - A very Indian approach to Management' at IBTM India Conference.

Kicking off on Thursday 12 September at The IBTM India Education program, Devdutt, will present a fresh perspective on leadership, entrepreneurship, governance and management through mythology, by comparing



Jain, Buddhist and Hindu narratives with Greek, biblical and Chinese stories.

The best-selling author of 'Business Sutra - A very Indian approach to Management' Devdutt, will convey his radical and nuanced approach to management, business and leadership in a diverse, fast-changing, and increasingly polarised world.

To register or attend as an Exhibitor, visit [www.ibtmevents.com/ibtmindia](http://www.ibtmevents.com/ibtmindia).

## Muir moves to Metro's flagship

**THE** Metro Hospitality Group has appointed Earl Muir as general manager of Metro Hotel Sydney Central, the Group's flagship property on the corner of Pitt and Hay Streets, Sydney.

Muir is responsible for overseeing the day-to-day management of the property, as well as identifying and capitalising on opportunities to grow the hotel's leisure and corporate business.

Prior to this position, Muir was general manager of Metro Hotel Tower Mill Brisbane.

## DoubleDutch benefits

**COMPANIES** wanting to know more about going mobile at events should check out DoubleDutch who have the ability to engage attendees, reduce event costs & better demonstrate return on investment.

The company offers innovative, engaging mobile conference applications, designed for companies to thrill event attendees, surface leads and executes engaging, data-driven events with advanced mobile technology.

### CONTACT US:

Publisher	Editor	Contributor/Coordinator
Bruce Piper	Jill Varley	Chantel Housler

For advertising enquiries email Christie-Lee or Chantel email: [advertising@businessnews.com.au](mailto:advertising@businessnews.com.au)

P: 1300 799 220 F: 1300 799 221

PO Box 1010 Epping, NSW, 1710

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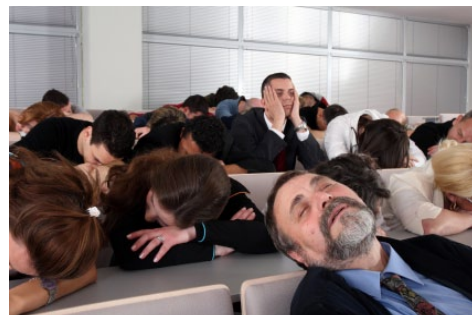
## Confessions of a compulsive conference-goer

Andrew Klein, director SPIKE Presentations presents his front line observations on conferences in a regular feature in *BEN*.

## NO NEED FOR CONFERENCE RITALIN

MY aim is to keep you interested in this article till the end. I don't like my chances.

Research shows that our attention spans are getting shorter. In the age of Twitter and the sound bite, life's too short to read long articles.



School teachers have developed methods to keep students focused. Social media communicates in short sharp sound bites. Politicians adapt their campaigns to cater for our short concentration spans. But conferences have been slow to adapt to this change.

Years ago someone decided that a conference presentation should last for around 45 minutes. I'm not sure who - but it sure wasn't an audience member.

Conference audiences often sit for hours on end, listening to back to back presentations and often after a late night. Perhaps this would be acceptable if the presentations were stimulating, interactive and engaging. I think we know that is often not the case.

While I'm not convinced audiences could ever pay attention for hours on end, I'm certain that in this day and age, most can't. Unless you have a captivating speaker, with dynamic stories, videos and interactive elements, it is a task that is bound to fail.

Many audience members these days suffer from what I call ADD (Audience Distraction Disorder), a condition whereby the delegate quickly loses focus and either switches off, nods off or starts checking their emails.

So what can be done?

TED (Technology Entertainment, Design) gives their speakers 18 minutes maximum - long enough to be serious yet short enough to hold people's attention.

This timing forces speakers to be disciplined in what they include. The many brilliant TED talks are evidence that it's enough time to inspire, educate and engage an audience.

Lately, perhaps inspired by TED, I've noticed some companies insisting presenters give shorter presentations, 20 or 30 minute spots. Or if the presentation must be longer, splitting it into 2 parts delivered with a break, or another presenter in between.

Methods like inserting 5 minute 'war stories' from franchisees, video clips, three minute success stories from the sales team or quick sponsor interviews - strategically placed between speakers create variety and a different voice, keeping the agenda moving and the audience engaged.

When it comes to presentation duration, less is more. The most famous speech in history, The Gettysburg Address lasted 2 minutes.

Indeed, when was the last time you heard a delegate say they wished the presentations had been longer?

For those of you who have managed to pay attention long enough to still be reading this article, please pass my key messages on to those with ADD who lost interest after the first paragraph.



For more information about Andrew and what he can do for you at your next conference email [andrew@lunch.com.au](mailto:andrew@lunch.com.au) or visit his website at [www.andrewklein.com.au](http://www.andrewklein.com.au).