



## Thank goodness for Glenys

SHE'S often your first point of contact at AIME when you arrive at Melbourne Airport.



Wreathed in smiles, she can spot you from 100 paces and greet you cheerily with a "Jill Varley (enter your own name) welcome back," if you've been to AIME before.

It never fails to amaze me how she remembers us all.

This year, I determined to find out more about her and the organisation she works for and for the service I confess, most of us take for granted.

Well, this amazing woman's name is Glenys Stratford and she has worked for The Conference Connection for 25 years.

Of course, Glenys is not the only member of the team but she and her boss Joanne Alderman are standouts.

"We've been running logistics before it became the 'buzz' word," said Joanne, "and I can assure you very few people really have skills and knowledge, personality and persistence and dedication that Glenys shows every year to our clients."

Well, on behalf of those AIME travellers who are greeted by you on arrival at the AIME desk, soothed of their concerns and set on their way safely, we salute you Glenys Stratford – you're one in a million! *Jill*

## AIME adds business travel

THE organisers of the Asia-Pacific Incentives & Meetings Expo have this year for the first time ever moved to incorporate business travel in the show, as more and more exhibitors work across multiple sectors.

Sally de Swart, AIME director (pictured right), said the expansion is the result of direct feedback from previous shows, and claimed it would lift the return on investment for both

exhibitors and buyers.

"In 2012, 42% of Hosted Buyers told us they organised business travel and 15% were corporate buyers...adding business travel has allowed AIME to attract a wider range of buyers and visitors, including those responsible for the procurement and management of business travel programs," she said.

The move has also seen the expansion of AIME's education program, with a range of seminars being conducted in partnership with the Association of Corporate Travel Executives.

ACTE regional director Andrew Kelly said that previously regular business travel was organised by a different area within most organisations, separate to the events and meetings division.

"We are now seeing travel programs of corporate and government evolve to span both," Kelly said.

This year AIME has a total of 507 hosted buyers, including 226 from overseas.

Lots more news from AIME on **page four**, plus exclusive pictures from the fabulous AIME welcome reception on Melbourne's South Bank on **page five**.



## Pullman grows again

ACCOR'S Pullman five star hotel brand yesterday received a further boost in Australia with the rebranding of the former Sebel Albert Park Melbourne as Pullman Melbourne Albert Park.

The move coincides with a multimillion dollar refurbishment of the former Mirvac property, while the adjacent Citigate Hotel will rebrand as Melbourne's third Mercure property.

The new Pullman will include a business centre and "connectivity lounge" with complimentary wi-fi and business services.

It will also have a Pullman Executive Lounge, with the upgrades complementing the hotel's recently refurbished ballroom which can hold up to 1600 people.

The renovation of Pullman Melbourne Albert Park is scheduled for completion by August this year.

## Marriott Qld DOSM

MARRIOTT has named Amanda Elder as its new Director of Sales and Marketing, Queensland Cluster.

Elder moves to Marriott from an extensive career with Starwood Hotels and Resorts, where she was most recently Brussels-based Vice President Sales Europe, Africa and Middle East - as well as positions as gm of the St Regis Hotel in Shanghai and as Marriott's Regional Director of Sales & Marketing Australia Pacific.

In her new role she will oversee two of the largest hotels in Marriott's Australian portfolio - the Surfers Paradise Marriott Resort & Spa and the Brisbane Marriott Hotel.

Marriott Multi-Property Vice President Australia, Neeraj Chadha, who's also gm of the Surfers Paradise property, said the role of DOSM Queensland Cluster was a newly created position that "will eventually evolve into a pan-Australia sales and marketing role".



## Today's issue of BEN

*Business Events News* today includes five pages of news plus a full page from: ([click](#))

- Rendezvous Hotels

## NEW CLIENT PROMOTION NOVOTEL BRISBANE AIRPORT

SAVE  
up to  
20%\*

- Book an event at Novotel Brisbane Airport in 2013
- Save 10%\* off the total event bill
- Plus a BONUS 10%\* of the event value will be credited towards your next 2013 event

07 3175 3100

[novotelbrisbaneairport.com.au](http://novotelbrisbaneairport.com.au)



\* Valid for new clients with an event held in 2013. Event bill/value excludes accommodation & audio visual

## Team building. More fun in the Philippines



[facebook.com/itsmorefuninthephilippines](http://facebook.com/itsmorefuninthephilippines)  
 Visit [morefuninthephilippines.com.au](http://morefuninthephilippines.com.au)





# business events news

27th February 2013

## Uluru encounters

**VOYAGES** Indigenous Tourism has launched a new Indigenous Encounters Program which is offered as part of its Uluru Meeting Place conference facility.

The program includes a range of Indigenous themed tours and activities, and follows what Voyages described as a "constant stream of enquiries from both PCOs and corporate clients alike".

Options include interactive cultural dance performances, spear and boomerang throwing lessons, didgeridoo playing, traditional weaponry, Aboriginal yarns and much more.

The encounters also include a Bush Tucker Tasting Tour with an Aboriginal host who teaches guests the secrets of how the locals lived in the hot climate. Voyages md Koos Klein said the program can be tailored to meet a group's individual requirements.

"Its offering of authentic Indigenous experiences is unique in the professional meeting marketplace," he said.

## Finding gold in Ballarat



**BEN** took part in a pre-AIME tour of the Victorian countryside, discovering the delights of Sovereign Hill - a re-creation of the Ballarat goldfields during the mid-19th century.

We panned for gold, descended into a mine and enjoyed the fresh country air - all the while being treated to the best business events activities and venues that the region has to offer.

# WIN a tropical holiday

Visit the Cairns & Great Barrier Reef stand #2414 to enter.

**BUSINESS EVENTS**  
CAIRNS & GREAT BARRIER REEF  
The natural place to meet



**MELBOURNE** Lord Mayor Robert Doyle should probably think about accentuating the positive when talking about the Victorian capital's many benefits for conference organisers.

Guests at the AIME opening press conference were somewhat bemused at a speech made by Doyle where he contrasted Melbourne with its other rival destinations in Australia.

"We don't have a beautiful harbour or Opera House.

"We don't have the Great Barrier Reef or a stunning red rock as a backdrop.

"And people ridicule our climate," he said.

However Doyle managed to bring the group back on message when he delivered the punchline, which was that "All of that means Melbourne has had to work much harder on making itself Australia's leading destination for business events".

## Macao five year itch

**BOOK** and hold your event at the Sheraton Macao Hotel, Cotai Central, by the end of this year and they will extend the exact same offer for the next five years.

Events for subsequent years must be contracted within 12 months of your 2013 event with similar dates, stay pattern and size, with special offers for 100+ rooms - [sheraton.com/macao](http://sheraton.com/macao).

Malaysia  
Asia like never before



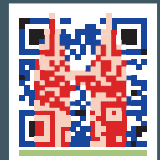
Imagine building team spirit while you partake in lion dancing and the lively Chingay procession of flags within the ornate grounds of a Chinese clan house. Competing in a cook-out of Malay cuisines using exotic spices and herbs. Pedalling your way on a trishaw to unravel Penang's colourful past. Or fuelling your adrenaline at the F1 Sepang International Circuit. All designed exclusively to motivate your high achievers.

Discover more exhilarating team building activities in our new Corporate & Incentive Guide. Visit [www.myceb.com.my](http://www.myceb.com.my) to request a complimentary copy today! For enquiries, please contact:

**MALAYSIA CONVENTION & EXHIBITION BUREAU (MyCEB)**  
Suite 14.3, Level 14, Menara IMC, No. 8 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia.  
Tel: +603 2034 2090 Fax: +603 2034 2091 Email: [sales@myceb.com.my](mailto:sales@myceb.com.my) Web: [www.myceb.com.my](http://www.myceb.com.my)

**AUSTRALIA & NEW ZEALAND REPRESENTATIVE**  
30A, Eliza Street, Black Rock, VIC 3193 Melbourne, Australia.  
Tel/Fax: +613 9885 6932 Mobile: +61 (0) 403 892 289 Email: [jackie@myceb.com.my](mailto:jackie@myceb.com.my)

Scan this code to visit our website



Malaysia - Asia's Business Events Hub



# business events news

27th February 2013

## A sparkling Sofitel Soiree

**SOFITEL** Wentworth Sydney last week unveiled the latest addition to its upmarket offerings, with a new lunahce named 'Soiree'.

Urbane sixties style was the order of the evening, with guests donning suave lounge suits and cocktail outfits (little black dresses of course) for the launch.

Soiree aims to evoke a gentler time, taking its inspiration from the Sofitel Wentworth's architecture and the swinging 1960s, when the Wentworth Hotel was launched with a fanfare as Sydney's first five-star property.

A cool band provided the musical backdrop and Taittinger champagne quite literally flowed freely - as evidenced above by hotel general manager Ian Alexandre at the launch.



## Expo Direct growth

**SYDNEY-BASED** exhibition and event supplier Expo Direct has relocated to new premises in Marrickville, consolidating its NSW operations into one site.

The three storey facility includes a warehouse and production areas, as well as design and admin offices.

See [www.expodirect.com.au](http://www.expodirect.com.au).

Visit Ben & Peter at AIME on stand 1906 and ask them about jobs in your industry.



02 9278 5100  
[inplacerecruitment.com.au](http://inplacerecruitment.com.au)



## MEA innovation

**MEETINGS** Events Australia is inviting young members to attend a "unique immersive event" at the Swissotel Sydney on Tue 12 Mar from 6pm.

Dubbed Innovation in Events, MEA has challenged participating suppliers to break out of their usual mindset and "showcase creativity and inventiveness" - more info [events@mea.org.au](mailto:events@mea.org.au).

## New Carlson leaders

**CARLSON** Rezidor Hotel Group has named K.B. Kachru as its chairman in South Asia as well as the appointment of Raj Rana to succeed him as ceo.

Both will report to Simon Barlow, Carlson Rezidor Hotel Group president Asia Pacific who's based in Singapore.

Kachru is the founder of Carlson Rezidor's hotel business in India, while Rana will move from his current role as Minneapolis-based vice president Radisson Franchise Operations, Americas.

## Tasty InterContinental



**INTERCONTINENTAL** Hotel Sydney last week saw its chefs join forces with four local producers in a "gourmet market-themed experience" to launch a stunning new 'Taste of' dinner series.

Truffles, hand-churned butter and even maroon crayfish were some of the fresh local ingredients on show, with guests sampling the delights as they wandered through the market stalls.

The new *A Taste Of* degustation menus are served in the hotel's Cafe Opera restaurant, with four menus between now and Nov each celebratig a different producer in four courses and canapes, with matched wines.

Prices start at \$85 per head or \$115 with wines - 02 9240 1396.

## Groups with benefits.

We're halving your workload and sending you shopping.

Book a group of only 10 and get a free seat\*. And you'll be rewarded with \$200 worth of shopping vouchers.

Offer ends 30 June 2013.

To book, call **1300 727 340**  
Or email our dedicated groups team  
[sydney.groups@fly.virgin.com](mailto:sydney.groups@fly.virgin.com)



virgin atlantic

Terms and conditions apply. \* Free seat applies to economy class group bookings only.



# business events news

27th February 2013

Come and visit us at AIME on stand 1322



ben

WIN a stay at the Waldorf Astoria, New York

## 2013 Asia-Pacific Incentives and Meetings Expo

### Townsville success

**TOWNSVILLE** Enterprise Convention Bureau says it's already confirmed more than \$9 million in conference and event expenditure for the region during the financial year to date.

Conferences include a range of sectors such as medical, professional and associations, and will attract "a high number of delegates," according to Townsville Enterprise gm Tourism & Events, Patricia O'Callaghan.

Last year Townsville released a Meeting Planner's Guide, and also attended the 2012 Professional Conference Organisers Conference on the Gold Coast to raise its profile.

Meet the Townsville team on AIME stand number 2426.

### Bend over backwards

**CROWN** Events & Conferences is inviting AIME attendees to demonstrate their flexibility, with a "fun physical challenge" at their AIME booth no. 2200.

The innovative promotion is in line with Crown's "open-minded and fluid approach" as well as inspirational event concepts - right across the Crown portfolio of properties which feature diverse facilities and function spaces combined with stunning entertainment and award-winning food and beverage options.

Crown has been pushing the message further via special "flexibility artists" directing delegates to the Melbourne Convention and Exhibition Centre each morning during AIME.

For more details see [crowneventsandconferences.com.au](http://crowneventsandconferences.com.au)

### MCEC stars at AIME



**ABOVE:** High Opera met wild, wild rock, in a stand out performance at AIME's Hosted Buyers Welcome lunch on Monday at the Melbourne Convention and Exhibition Centre.



The stunning show bore all the hallmarks of Peter Jones' brilliant madness.

It was accompanied by an amazing meal of local Victorian produce, with the appreciative attendees raving about the attention to detail - particularly the delicate vegetables (left) in the delightful entree - of course accompanied by Victorian wine.



MEET WITH MARRIOTT FOR TRIPLE REWARDS

AND INSERT YOURSELF HERE

REWARDS



### Sydney shining bright

**BUSINESS** Events Sydney (BESydney), in partnership with twelve Sydney and NSW's co-exhibitors, is shining the spotlight on Sydney's spectacularly bright future at AIME.

You'll find them at the Destination Sydney stand (#1522), showcasing the scope of the state's unique opportunities for event planners.

Also on show, will be Australia's largest convention and exhibition facilities, while the planned International Convention Centre Sydney (ICC Sydney) will have its own stand (#1422), where a model of the current design can be seen and visitors can talk to the consortium that will build and operate the facilities when they open in late 2016.

Other new developments include The Star's multi-million Event Centre, designed to host A-list acts, conferences, exhibitions and awards functions, and Royal Randwick's \$150 million redevelopment (opening in August), which includes a four-

star hotel, ballroom and outdoor amphitheatre, as great locations for upcoming business events.

Construction is also currently underway at Barangaroo, the former container port being transformed into a \$6 billion extension of the city with office space, residential apartments, public parks and event spaces, and a hotel, cafes and shops.

BESydney ceo Lyn Lewis-Smith says, "The venue options are abundant and the redevelopment of Darling Harbour is the perfect opportunity for Sydney to showcase its diverse venues and the agility and flexibility of its suppliers."

"Also, many national conferences are literally getting out of town and benefitting from the unique activities and specialised knowledge hubs in regional NSW locations such as the Hunter Valley and Wollongong," Lewis-Smith said.

NSW welcomes almost half of all international business arrivals to Australia.

### Fly to Event Planet

**LAST** year's Event Manager of the Year winner at the Australian Event Awards, Event Planet, has taken a room at the A LIST Guide Open House at AIME.

Adjacent to stand 1538 the team are showcasing how Event Planet can produce any type of event across a diversity of genres including experiential marketing campaigns, product launches, brand experiences, parties, conferences and govt forums.

Other like-minded housemates that won't get voted out include eddixonfooddesign, encore, hirestyle, pro light & sound, iBranded and oneill photographic, TSD, CoSport, Theme from Jak and event landscaping solutions.



## AIME 2013 kicks off with a bang



**ABOVE:** Melbourne Convention Bureau ceo Karen Bolinger takes a shamless selfie with Sam di Agostino and Rebecca Elliott, Melbourne Convention Bureau.

**THE** welcome reception for the 21st annual Asia-Pacific Incentives and Meetings Expo on Mon night was a typically lavish affair, with AIME attendees from around the globe making the most of the networking opportunities - alongside great entertainment and stunning food and drink.

Special guest performer on the night was Aussie music legend Jon Stephens, and guests also enjoyed some fireworks which sparkled in the Melbourne night sky above the South Wharf venue.

**BEN** took these photos at the event - lots more online at [facebook.com/BusEvNews](http://facebook.com/BusEvNews) and also at [businessesnews.com.au](http://businessesnews.com.au)



**ABOVE:** AIME director Sally de Swart with AIME events manager Rebecca Caines.



**ABOVE:** Rebecca Goodfield, Navarra Venues; and Yvette Peverell, Mantra.

**BELOW:** Jane Scribner, Kenneth Wong and Miryana Power, all from the Hong Kong Tourism Board.



**ABOVE:** Mike Smith, Macau Tourism; Jo Palmer, Las Vegas Convention and Visitors Bureau; and Tourism Australia md Andrew McEvoy.



**LEFT:** Angelya Vassiliadis-Balaguer, Dubai Tourism with Diana Schinella, Rocky Mountaineer.



**ABOVE:** The team from DBT Corporate: Owen Arthur, Samantha Bartels, Mike Richards, Donna Meads-Barlow and Brian Meads-Barlow.

### WIN a two night stay at Spicers Balfour Hotel



This week **Business Events News** and **Spicers Retreats, Hotels & Lodges** is offering one reader the chance to win a two night weekend stay at Spicers Balfour Hotel including breakfast. Positioned in the fashionable Brisbane suburb of New Farm, the boutique, Spicers Balfour Hotel offers a sophisticated, chic inner-city accommodation experience, perfectly suited for small board meetings and exclusive use events.

To be the lucky winner of this prize:

Tell us what is included in the accommodation rate at Spicers Balfour Hotel, and how this will benefit your clients?

email: [comp@businessesnews.com.au](mailto:comp@businessesnews.com.au)

Hint: [spicersgroup.com.au](http://spicersgroup.com.au)

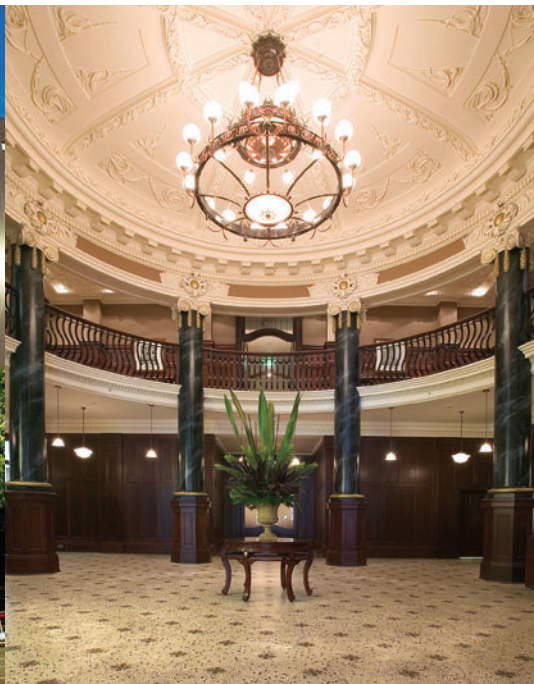
[Click here for Terms and Conditions](#)



**RENDEZVOUS**

HOSPITALITY GROUP

# Make Your Next Meeting A Smart Meeting



Book your next event at Rendezvous hotels and choose from a portfolio of 13 hotels in 10 key locations across Asia Pacific. Select from our Smart Meeting offers available at all Rendezvous hotels. Simply enquire now at [www.rendezvoushotels.com](http://www.rendezvoushotels.com) and go into the draw to win a \$5,000 holiday to Singapore<sup>^</sup>.

**Receive 25% off when you confirm a Smart Meeting Residential Conference in Auckland, Melbourne or Perth\*.**

### Rendezvous Grand Hotel Auckland

From **\$249 NZD** single occupancy  
From **\$169 NZD** twin share occupancy

### Rendezvous Grand Hotel Melbourne

From **\$249** single occupancy  
From **\$169** twin share occupancy

### Rendezvous Hotel Perth

From **\$285** single occupancy  
From **\$185** twin share occupancy



\* Rendezvous Grand Hotel Auckland and Rendezvous Grand Hotel Melbourne bookings must be confirmed between 01/12/12 and 31/07/13 and held by 31/12/13. Rendezvous Hotel Perth bookings must be confirmed between 01/12/12 and 31/03/13 and held by 31/12/13. Offer is only applicable to new bookings with a minimum of 30 Smart Meeting Residential Packages and cannot be combined or used in conjunction with any other special offer or promotion. The discount will be applied on payment of the final invoice. The offer is subject to availability, rates may change and blackout dates may apply. <sup>^</sup> Refer to the website for full competition details.

Toll Free Reservations: Australia 1800 088 888 | New Zealand 0800 666 777  
Toll Reservations: Shanghai: +86 21 6171 5588 | Singapore +65 6336 0220  
[www.rendezvoushotels.com](http://www.rendezvoushotels.com)

Adelaide | Auckland | Brisbane | Christchurch | Melbourne | Perth | Port Douglas | Shanghai | Singapore | Sydney