



business events news

Only way to fly!

SHOULD the cost of a Diamond First class or Pearl Business class seat be



out of the reach of your pocket, Etihad Airways, the United Arab Emirates national airline, now has a means of making your arrival or departure from London a fitting one.

They are offering their signature Etihad Chauffeur service to Coral Economy class guests with a competitively priced service comparable to London's black cabs (a smooth run from Heathrow to London is around £70.00).

What's more the luxury ride includes all of the benefits of a personal limousine service, including chauffeur greeting at the arrivals hall; luggage assistance; kerb-side drop off and guaranteed BMW or Mercedes vehicles.

With a choice of executive, luxury or minivan vehicle classes, you can book at etihad.com/chauffeur and receive an instant price quote, book in advance and manage the booking online - Jill.

Get in quick for BEN's special packages

BUSINESS Events News is offering special packages for advertising booked before 31 January.

The deals are for placements within the issue made from now up until 30 April.

Don't delay in getting these bookings in or you will miss out on some amazing savings.

For a copy of the **BEN** media kit and the special packages email Christie-Lee or Chantel at advertising@businesseventsnews.com.au.

Today's BEN issue

BEN has three pages of editorial plus a full page showcasing the:

- Malaysia Convention & Exhibition Bureau

MyCEB grooms industry

DRIVING Malaysia's economy towards a developed nation status by the year 2020, international events was listed as one of the Entry Point Projects (EPP) provided under the Malaysia's Economic Transformation Programme (ETP).

In line with the undertaking, the International Events Unit (IEU), a component under Malaysia Convention & Exhibition Bureau (MyCEB) took the initiative to conduct an International Events symposium recently.

With the objective of building a sustainable events industry, 158 local industry players from various fields including events management and organisers, event marketing planners and organisers, venue owners and government entities, attended.

Prominent industry speakers included Kelly Dickson, deputy chief executive of Victorian Major Events Company (Australia), Gerald Seligman, executive director of National Recording Preservation Foundation and Guy Lundy, deputy chairman Wesgro, South Africa.

"MyCEB is focused on grooming our local industry partners to enable them to compete internationally through our workshops and symposiums," said Zulkefli Sharif, ceo of MyCEB.

"Since the IEU was established under MyCEB in 2011, we have seen progress in this segment.

"I am confident that with programs like this, it will definitely boost international confidence hence attracting more international event promoters to bring their events to our shore.

Guy Lundy said he was very impressed by the organisation and the attendance at the event.

"It is a clear indication that Malaysia, and the country's events businesses, are very serious indeed about creating a world class events industry.

"Malaysia certainly has the potential for it - attractive weather, geography, venues, culture and a host more, all of which come together to make it a very appealing events destination... I will be looking out for Malaysia's continually increasing presence on the world's events calendars."

90% of GIBTM space sold



A boost in bookings from new and existing exhibitors for GIBTM (Gulf Incentive, Business Travel and Meetings Exhibition) reveals bullish business prospects for the Middle East, reports Reed Travel Exhibitions, the organiser of the upcoming Gulf Incentive, Business Travel and Meetings Exhibition (GIBTM).

The show, which takes place at the Abu Dhabi National Exhibition Centre from 25-27 March, has already sold 90% of all floor space.

"We are well on target to achieve our increased floor space target compared to last year and should have several more exhibitors on board within the next few weeks explained GIBTM Exhibition manager, Lois Hall.

PillowMINT and The Welcome Group partner together



A new partnership offering European style to Australia and New Zealand MICE groups, has been formed by the destination representation agency PillowMINT and The Welcome Group.

The Welcome Group is a well-established European DMC who combine their creative programs with Italian flair and the precision of the Swiss in Italy and Switzerland.

Rebecca Easterman, managing director for PillowMINT said, "The Welcome Group understand their client's best interests and act to serve them while performing as a friendly, strong, team of talented individuals."

Dino Barile, director, production & operation for The Welcome Group, added, "Our ability to think laterally, combined with our can-do attitude means we can go beyond our clients expectations and deliver great results within budget..."



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*Terms & Conditions apply

Salamanca's new hotel



A contemporary, new boutique hotel has opened in Hobart - the Salamanca Wharf Hotel.

Offering apartment hotel accommodation in the heart of Hobart's entertainment precinct, it is located at 17A Castray Esplanade in Salamanca Place.

With 22 apartments comprising four loft penthouses, 15 one bedroom and three studio apartments.

Shane Pritchard, owner & gm says, "Discerning travellers who value a premium location and luxury finishes will receive a first class hotel experience with every attention to detail catering for their supreme comfort, whilst delivering an unparalleled ambience befitting this unique location."

Accommodation rates range from \$200 to \$500 per night depending on room type and time of year.

The Hunter Valley wins accolades

THE Hunter Valley, Australia's oldest winemaking region, is enjoying the recent tributes it has received from the Wine Enthusiast, in their 2013 Top Ten Wine Travel Destinations in the World and is also the recognition it has received as the top wine region in the South Pacific as voted by consumers of the leading travel website TripAdvisor.

Ruth Appleby, business tourism marketing manager of Hunter Valley Convention Bureau said today "We are very excited at these most recent accolades as they serve to underline just what a quality destination the Hunter Valley is and this quality extends through to the conference and incentive experiences available here which are enhanced by not only the great wine available but the infrastructure and experience identified by Wine Enthusiast magazine."



MCI takes on industry stalwarts

TWO highly respected MICE industry stalwarts, Lynn Fairbrass and Louise Harrison are to join MCI.

Fairbrass is to head MCI's

entire PCO and association relations portfolio, whilst Louise Harrison will undertake both association and corporate relations focusing on the Queensland market.

Announcing the appointments, managing director, Stephan Wurzinger, said both Fairbrass and Harrison represent the cream of the industry in terms of reputation and experience.

"With 25 years of MICE profile, much of it fostering relationships within the many levels of academia, medical and association leadership relationship Australia, the Asia Pacific and Europe, Lynn was the perfect choice to become the face of MCI Australia," he said.

"We really wanted to find someone whom the industry respects and takes seriously, and Lynn has got great street cred and

Accor's Brisbane accommodation deals

BOOK a conference at Brisbane's Novotel, Mercure and Ibis hotels, to be held in the first four months of this year and earn free accommodation vouchers.

The accommodation offer is designed to form part of an employee recognition program with the hotel's conference clients eligible for up to six vouchers depending on the size and budget of their conference event.



an excellent reputation as being client-centric and value-adding."

Fairbrass will draw on her detailed knowledge of the Sydney market, where she will be based, and will utilise her extensive national network built on a career spanning business development, destination development and client relations in the extremely competitive field of association conferencing.

"I'm thrilled to become a member of this professionally driven team," Fairbrass said, "especially as I already enjoy a strong working relationship with many in the company across Australia and the Asia Pacific regions."

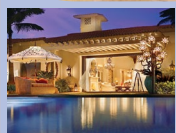
Harrison will also bring an international profile to her role, honed by local experience, which she will apply to develop the company's PCO and corporate client base in Queensland.

"Of major benefit to MCI's clients will be that Louise already knows the company well, having first joined MCI Brisbane in 2007 as a project manager."

Harrison's conference, incentive travel and event management background spans the UK, the USA and Australia.

In addition she is well credentialed in developing business and nurturing key client accounts, managing project/account teams and developing and implementing processes, procedures and strategic initiatives.

WIN a One&Only stay in Mexico



This week **Business Events News** is giving one lucky reader the chance to win three nights in a luxurious Beach Front Terrace Junior Suite at One&Only Palmilla in Los Cabos, Mexico including dinner for two at Aqua Restaurant courtesy of **DMS** and **Unique Venues**.



Set amidst swaying palms, One&Only Palmilla is an ideal location for every event from conferences, incentives to corporate retreats.

To enter, answer each question this week & submit your creative answer on Friday. Today's question is: **How many Kerzner properties are currently in operation?**

Email: comp@businessnews.com.au

Hint: uniquevenues.com.au [Click here for terms and conditions](#)





crumbs!

STRENGTH, how much can a koala bear?

An Australiana high tea at the Sofitel Sydney Wentworth is turning this chic French hotel decidedly Orstralian.

Available daily throughout summer until 10 March, the high tea is served on a tray decorated with Eucalyptus leaves and a toy koala to take home, while the Sofitel lobby and lounge has been transformed into a scene from the outback with miniature gum trees and native fauna.

Wrap your laughin' gear around lemon myrtle and Murray River salt caramel macarons, lamington eclairs, lemon bars on Anzac cookie crusts.

Then there's mini vegemite sambos and pavs as well as other Australian flora-inspired tucker.

Knock all this back with cocktails that include the 'Mick Dundee', the refreshing 'Green and Gold', the 'Royal Lamington' and the 'Backyard Cooler'.

At \$59 pp including a choice of two Australiana cocktails, it sounds like the place to head to on Australia Day.



Mii Spa treatment

THE Pullman Cairns International is offering conference organisers booking a multi day conference for 20 delegates or more a Mii Spa Pamper Treatment.

The organiser, booker or a delegate of choice can choose from a back exfoliation and massage, aroma facial or foot treatment.

For more information on the deal call 07 4050 2160.

Starwood Hotel's rewarding meetings

BOOK a meeting in one of Starwood Hotels & Resorts Asia Pacific participating properties by 31 March and receive lots of great prizes.

Double Starpoints with no limits are being offered throughout the promotion, as is, a mini tablet for individual group bookings above AU\$17,000, and a tablet for individual group bookings above AU\$23,700.

The special offer is valid for meetings held up until 30 June.

For information on participating properties visit http://www.starwoodmeetings.com/offers/117/?EM=VTY_SWM_DOUBLEREWARDS_PROMOTION.

Anantara opens its first hotel in Dubai



THE Minor Hotel Group is to expand its presence in the United Arab Emirates with the launch of its first hotel in Dubai, the Anantara Dubai Palm Jumeirah Resort & Spa.

Set amidst lush landscaping the five star resort on the crescent of Dubai's iconic Palm Jumeirah, is to open in September.

With 293 guest rooms and suites clustered in units of four to eight to maximise privacy, it features 130 guest rooms with direct access to 11,000sqm of lagoon pools, 12 Beach Villas, 18 Overwater Villas and three exclusive Royal Beach Villas.

An elaborate entertainment area will include meeting rooms with state-of-the-art audiovisual equipment, a ballroom accommodating 300 people while a private beach will provide an inspirational venue for events.

Grays' Say

Peter Gray, managing partner of Motivating People, presents a regular *Business Events News* feature on current issues in the MICE industry.



IS THIS PROGRESS?

WAY back when EIBTM was held in Geneva I attended one of the seminars which used to start each day of the show.

I say 'attended' but actually I came in at the end of a session just in time to hear the speaker say that he would never use a PCO or Incentive Practitioner that did not have a web site.

I was incensed with what I considered to be the stupidity of this statement but before I could respond to this remark the session ended.

I pondered on what the speaker had said for most of the day. I couldn't get out of my mind that someone would judge the quality of a professional simply by whether that person had a web site.

But then it dawned on me that there may be others who thought the same way and so I set up my company's first web site; in those days little more than an on-line brochure.

Since those dark days I have ensured my company keeps abreast of technical innovation

as it occurs but sometimes I have to wonder if much of it really achieves anything.

Cloud computing has been hailed as the way forward and yet without a fast internet connection (which might be the rule in some parts of the world but not in several others) most of the companies in this field fail to deliver.

Social networking, too, might well have benefits but do I really need to tell the world every time I move a muscle.

Communication is indeed essential in any business but not when it takes up so much time that it impedes everything else.

Peter Gray is an independent motivation consultant and Managing Partner of Motivating People

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The Pullman Brisbane transforms

THE Pullman Brisbane King George Square is celebrating a million dollar transformation with an earlybird special for the MICE market.

Conference organisers will receive an Apple iPad Mini and a complimentary 30 minute cocktail reception when booking a residential conference by 30 March with a minimum of 30 room nights.

For every 20 rooms booked organisers receive one free room.

Day delegate rates are \$74pp which includes lunch, refreshments, room hire and meeting essentials, while accommodation with breakfast start at \$235 per room per night.

Accommodation at the adjoining Mercure tower, rates start from \$195 per room per night and includes breakfast and internet access - www.pullmanbrisbanekgs.com.au.

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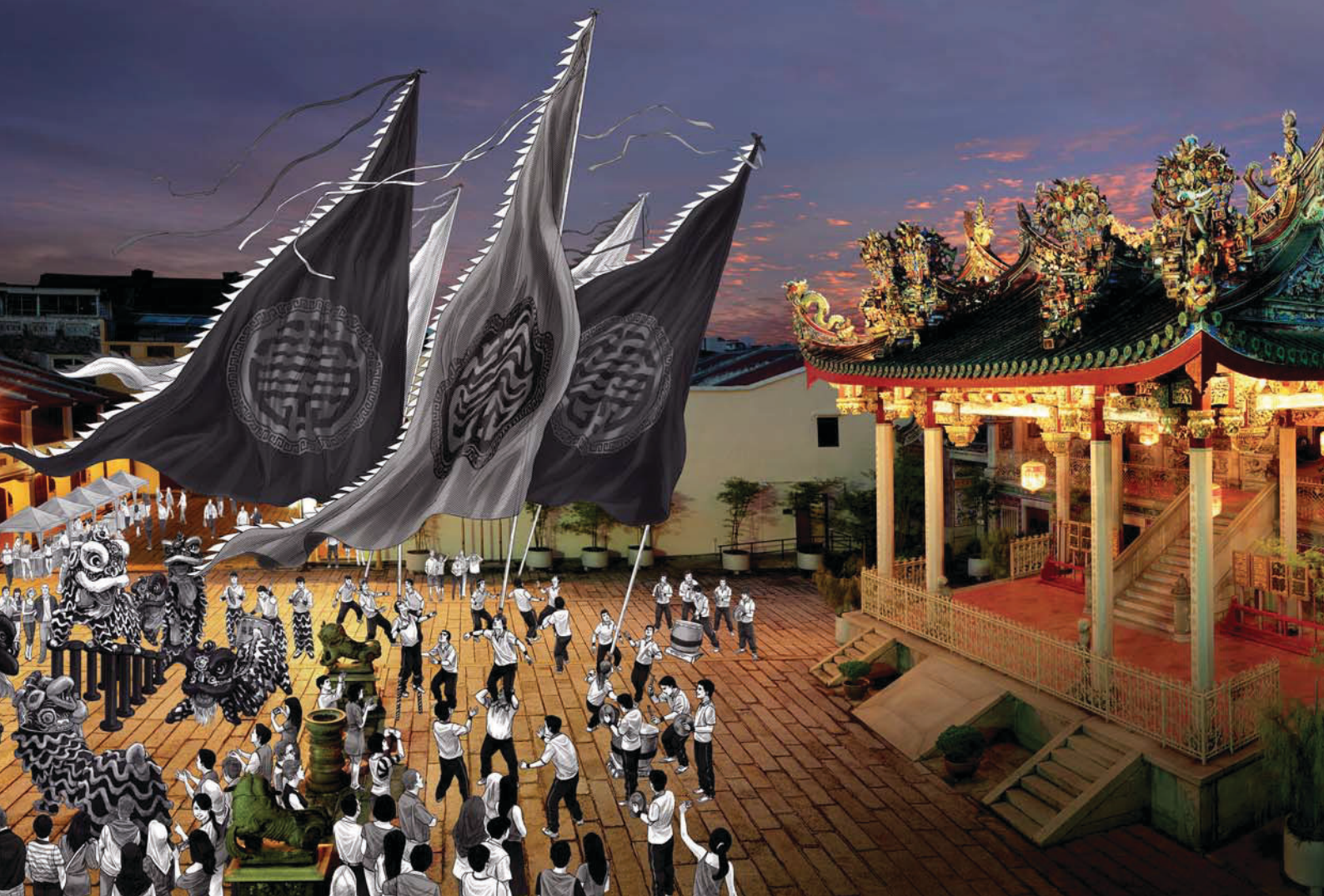
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Malaysia

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. Peddling 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 to request a complimentary copy today!

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