



# business events news

## Here's an idea!

**SHOULD** you have a lazy \$10,000, Sydney Company, My Sydney Detour, has a Valentine's Day special for just one couple.



It begins with a nights stay in a five star hotel, a champagne breakfast, romantic Detour to breathtaking vistas over Sydney, an extraordinary flight over the harbour, a fine dining lunch, a sailing experience on a 38ft yacht on the harbour until sunset with a yet to be revealed surprise.

A pause back at the hotel to freshen up and a cheeky cocktail before an exquisite fine dining 7 course degustation meal with accompanying wines and dessert and a late check out of the hotel.

Extras include a professional photographer to capture every priceless moment, a personal chauffeur and tour guide (driving the show piece 1964 EH Holden Premier) and available 24 hours during the unforgettable day.

*Australia Day comes first though so the next edition of BEN will be on Wednesday 30 January.*

Here's to a most enjoyable Australia Day - Jill.

## MEA presents Event Certificate

**IN** line with AIME and Business Events Week, MEA will run an event pro certificate in meeting and events management, on 24-25 February, at the Melbourne Conference & Exhibition Centre.

Designed for those with between one and three years meetings industry work experience and those who need an intensive training experience to move them further along.

This professional development opportunity for meetings managers working within the industry, earns 50 PD points towards Industry Accreditation and/or Associate-Fellow status.

Only limited space is available.

## AIMEing at Knowledge

A refreshed education program – AIME Knowledge - offering two streams of insightful personal and professional development sessions over two days, is to be the major focus of the 2013 Asia-Pacific Incentives & Meetings Expo (AIME).

The program features sixteen sessions during which high profile speakers and industry experts will present and lead discussions on a range of topics covering all aspects of the meetings and incentives industry.

These speakers include: Megan Quinn, renowned co-founder of Net-A-Porter, the world's premier online luxury fashion retailer; Nigel Collin, author and ceo of creative business development company, Thinkativity; and Freddy Sharpe, ceo of Climate Friendly, Australia's leading carbon management business.

Sally de Swart, Reed Travel Exhibitions (RTE) director for AIME, said she encourages meeting professionals and employers to take advantage of the value offered in this program.

"With such a wide range of speakers and topics, this is certainly one of the industry's most comprehensive education programs and if you compare the cost with other industry education sessions it is incredible value," she said.

Topics include how to maximise the effectiveness of communication strategies, how to productively communicate with industry partners and key suppliers, as well as how to embrace technology but not dilute the value of face-to-face meetings.

To run on Tuesday, 26 February, the program has been developed in partnership with the Association of Corporate Travel Executives (ACTE), with a specific focus on issues related to business travel.



Sally de Swart

Issues covered include employee travel and duty of care, the effect of carbon pricing, and the positive impact of the rise in mobile technology.

To view a full list of all the sessions visit - <http://www.aime.com.au/en/education/>.

Visitors can get unlimited access to all AIME Knowledge sessions for \$175 or pay \$55 per session.

For more information, to purchase education program tickets or to pre-register for AIME 2013 as a visitor for free, visit [www.aime.com.au](http://www.aime.com.au).

## CENTREing on Australia Day

**AUSTRALIA'S** largest corporate lunch is being held today, marking a double celebration this year as the Sydney Convention and Exhibition Centre hosts its 25th annual Australia Day Lunch.

A milestone in itself as it is one of the first major events to herald the Centre's 25th anniversary year.

It's a lunch that brings together 1,500 guests and involves a showcase of fine Australian cuisine created by the Centre's executive chef Uwe Habermehl.

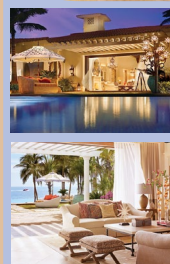
In preparation for the event, the Centre's exhibition halls have been transformed over four days to create sets and theming, while the expansive permanent kitchen and six separate satellite kitchens have been created in adjoining halls in order to prepare and plate the thousands of dishes being served.

### Today's BEN issue

**BEN** has three pages of editorial plus a full page. Click here for:

- Rendezvous Hotels

## 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 today:

Tell us which One&Only Palmilla venue you'd like to send groups to and why?

Email: [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au)

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





## Medina rebrands to Adina



**IN** a change designed to simplify the accommodation choice within the Toga Hotel group for guests when travelling across Australia and Europe, 17 Medina Apartment Hotels have been rebranded to Adina Apartment Hotels and four Medina

Apartment Hotels to Medina Serviced Apartments.

Adina Apartment Hotels, which were established in 2005 by Toga Hotels in Europe and have a presence in Australia via Adina Apartment Hotel Sydney, Crown Street in Surry Hills, has since grown to become the leading apartment hotel brand in Germany.

Announcing the rebranding, ceo, Rachel Argaman said this is an exciting time for Toga Hotels "Our group is looking to the future of our apartment hotel brands and the ongoing accommodation needs of our guests.

"The distinction between Adina Apartment Hotels and Medina Serviced Apartments is clear - Adina is apartment style accommodation with full hotel service & Medina represents the traditional serviced apartment offering," Argaman added.

## Shangri-La's Ningbo apartments

**THE** Shangri-La Hotel, Ningbo, a seaport city in the northeast of Zhejiang province that borders Shaoxing to the west and Taizhou to the south, has unveiled its latest serviced apartments – Shangri-La Residences, Ningbo.

The serviced apartments are located on levels five through nine of Shangri-La Hotel, Ningbo and offer an exclusive selection of 57 apartments.

The largest five-star conference accommodation in the city, in addition to health and leisure facilities, restaurants and bars, executive accommodation and Horizon Club privileges, it has meeting facilities spanning 5,000 sqm.

Added to this is wireless connectivity, support services at a well-equipped business centre, and fully furnished private office spaces.

For more information visit the website at - [www.shangri-la.com/ningbo/shangrila](http://www.shangri-la.com/ningbo/shangrila).

## Food glorious food

**GARUDA** Indonesia, Indonesia's national carrier who continues to enhance their service offerings with the goal to becoming a five star carrier by 2015, has taken out another industry gong.

Winning Skyscanner's 2012 Long-Haul Asia Pacific Airline Food Award, a panel of over 200 international travellers and bloggers from Asia Pacific including Australia and New Zealand rated the quality of onboard meals of 23 airlines across the region.

The survey compared taste, presentation and choice of in-flight meals.

Bagus Y. Siregar, vice president for Garuda Indonesia Australia/SWP commented: "We're very honoured to receive this award, as it reflects our on-going efforts to deliver the highest standards for our passengers.

"When travelling long-haul, there is nothing more important than having a quality dining experience including a tasty meal.

"It just makes your flight this little bit more enjoyable."



**HOW** sweet it is.

According to a survey conducted by Kayak, a tech company focused on making online travel better, intending fliers should book exactly 21 days prior to departure.

The arrived at number is the result of sifting through an average of 100 million queries per month from January to December 2011, of more than a billion airfare searches, said a spokesperson for Kayak.

The number crunching also proved what many frequent fliers already know: Those who wait until the last minute will almost certainly pay more for their fare.

## Congrats Amanda

**AMANDA** Willet from cievents is the lucky winner of the Furama Resort Denang competition featured in **BEN** last week.

DMS and Unique Venues have chosen Willet as the winner of the competition because of her creative response and correctly answering the questions in BEN.

Willet will have the opportunity to spend three amazing nights in an Ocean Studio Suite at Furama Resort Danang, Vietnam plus breakfast for two and one Vietnamese body massage each.

Her creative response to "what makes Furama Resort Danang a great place for conference and incentive groups" was:

*Furama Resort Danang embodies the ultimate in luxury, relaxation and style with world-class facilities, impeccable service and access to Vietnam's best in history & natural beauty.*

DMS and Unique Venues is again sponsoring this week's competition this time giving away a three night stay in a Beachfront Terrace Junior Suite at One&Only Palmilla in Los Cabos, Mexico.

See **page 1** for more details and the website for past questions.

For more information about the property check out **page 3**.

## BridgeClimb's lion share

**IN** the lead up to Chinese New Year, Lion Dancers scaled to the summit of the Sydney Harbour Bridge on Wednesday

where they performed the first ever Lion dance accompanied by a drummer and three cymbal players.

The event in celebration of the launch of the Mandarin Climb, has been created in response to Australia's growing Chinese market and BridgeClimb investing more heavily in China.

Richard Evans, md BridgeClimb



Sydney, said, "The Sydney Harbour Bridge is a powerful symbol of Australia, and similarly the Lion Dance is an iconic symbol of celebration in China.

"It was great to see the two come together in such a striking performance."

For more information on BridgeClimb visit the website at - [www.bridgeclimb.com](http://www.bridgeclimb.com).

## One&Only's aspirational, inspiration

AS far as incentive destinations go, Mexico's One&Only Palmilla resort which lies where the ocean greets the desert and Pacific waters merge with the Sea of Cortez, is as aspirational as its description implies.



Located on the tip of Mexico's Baja California Peninsula, it is set in 101 hectares

### MyCEB's best practice

**CONTINUING** in their efforts to raise the standard of Malaysia's business events industry, The Malaysia Convention & Exhibition Bureau (MyCEB) recently organised two seminar sessions for local industry partners, the Best Practice Site Inspections education program & Researchers Roundtable Session.

These highly attended sessions featured prominent international as well as local key opinion leaders such as Annabel Norris, director of sales, International Sydney Convention & Exhibition Centre, Mike Williams, senior consultant, Gaining Edge General and Sarawak Convention Bureau. "These engaging & educational sessions aims to update industry partners on best practices and research methods which can help in generating leads for events," said Zulkefli Hj Sharif, ceo MyCEB.

of a 364-hectare, master-planned community that includes private residences and a 27-hole Jack Nicklaus-designed golf course.

Elegantly appointed rooms, suites and villas are set alongside one of the few swimmable beaches in the region.

It would be remiss not to mention the resort's fabulous Villa Cortez, a one of a kind masterpiece where within its four bedrooms are private spa facilities; a 12 person private screening theatre; infinity-edge pool and Jacuzzi; leather panelled home office; full gym; and comfortable live-in butler facilities.

Additional to this, the resort has a 279 square metre ballroom for up to 180 guests and a sheltered patio foyer that serves as a pre-event space and leads to spectacular beach venues and infinity edged pools.

For your chance to check out this hotel enter our weekly competition now - see **page 1** for more details.

### Snazzy 44 year old revamp

**THE** exterior may say 1960's but on closer inspection the recently refurbished Royal on the Park Hotel Brisbane interior is where traditional elegance meets new age tech.

With eight function rooms, including a 400-seat banquet style pillarless Grand Ballroom; they have installed a fibre optic Internet pipeline to the hotel, with free access to their guests.

In addition to this are the iPads offered to all in house guests complimentary and the Nespresso machines, in the Royal rooms.

What's more, the hotel is moving to IPTV systems to increase connectivity and free to air options for guests, while RFID swipe and go room key locks are being installed.

### Rydges to manage The Esplanade

**ONE** of Western Australia's major conference, corporate and leisure hotels, The Esplanade Fremantle is to be managed by Rydges Hotels and Resorts.

Appointed by Primewest, The Rydges Group plan to bring about changes to the 300-room hotel, which will include the introduction of Rydges Dream Beds, a significant upgrade of wi-fi services and a renewed focus on the hotel's food and beverage offering.

It also sees one of Rydges longest serving, senior executives and the hotel's new gm David Bornmann, returning home.

### Moonshadow sails into Newcastle

**MOONSHADOW** Cruises is to have a vessel permanently berthed in Newcastle Harbour from 02 February.

They will operate dinner, luncheon and Harbour Sights and Sounds cruises every day from 04 February at 10.30am from Newcastle Cruising Yacht Club Marina returning at 12 noon.

The vessel will also be available for private charters, product launches, birthdays and other special occasions.

For further details or to make a booking email: [functions@moonshadow.com.au](mailto:functions@moonshadow.com.au).

**NEW** York City is one of the most diverse, dynamic and exciting cities in the world – it really does offer something for everyone. It resonates with delegates from all business sectors, from finance and technology to fashion and entertainment; and it is hugely aspirational, so holding an event or meeting in New York City guarantees strong attendance.

As a gateway to the USA, it is easily accessible via multiple routes from across the globe, which is another important factor for competitive pricing.

New York City has a reputation for excellent service and reliable infrastructure and the fact it is an English-speaking destination works in our favour for hosting meetings.

One of our main selling points remains the sheer choice that New York City offers. With new hotels, venues, products and activities coming online every week, it's a destination that delegates can visit again and again without losing any of the excitement they felt on their first visit.

NYC & Company is your one-stop resource for planning meetings, trade shows, conventions and events in New York City.

It's sales and service teams are here to help you take advantage of exclusive offers that mean greater savings for your attendees and organisation.

Our Destination Services department can help coordinate your VIP receptions, special events, spouse programs and group tours to area attractions.

We'll also connect you with NYC & Company member businesses that provide a broad range of venues, products and services.

For additional details about hosting events in New York visit - [nycgo.com/meetingplanners](http://nycgo.com/meetingplanners).

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

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From **\$269 NZD** single occupancy  
From **\$178 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



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\* 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. ^ Refer to the website for full competition details.

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Toll Reservations: Shanghai: +86 21 6171 5588 | Singapore +65 6336 0220  
[www.rendezvoushotels.com](http://www.rendezvoushotels.com)

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