



## AIME on steroids

SO much to say, so much to see, so much to do over just three days - it seemed impossible to get to everything.



It's only back in the office you begin to realise those people you missed or the stands not visited.


Abject apologies it we didn't catch up with you but the **BEN** team was out and about and I am sure one or the other of us would have connected.

For me, the Hosted Buyer Welcome Breakfast at the National Gallery of Victoria was an absolute standout, right from the prestigious venue itself, the Peter Rowland Catering through to Peter Jones' inspired Rock/Opera/Scottish piper extravaganza.

Presented to an audience left in raptures, I overheard one man exclaim, "I have never got up and danced before but that really made me want to dance."

Then there was the Saxton Ultimate Event Experience, which personally left me ready to take on the world with the inspirational line-up of James Morrison, Megan Quinn, Layne Beachley, Cool Energy ceo Nic Francis, Rob Hamill whose sad but moving story made us believe anything is possible, mind reader Anthony Laye and accepting challenges with the thinking woman's eye-candy Mark Bouris.

Then ending the presentation with a knockout performance by Darren Percival.

**BEN** has made an exclusive video wrap-up of AIME - click on the logo to view or see our website. Jill. 

## Today's BEN issue

**Business Events News** is today continuing its coverage of AIME with four pages of editorial and a full page of photos from the much talked about Accor function on Tuesday night - click for **Accor Hotels photo page**.

## McLeod named AIME "Person of the Year"

**ROSLYN** McLeod, managing director of Arinex, was awarded with the Industry Person of the Year Award at the AIME CEO Summit on Thursday.

Craig Moyes, portfolio director for Reed Travel Exhibitions and Karen Bolinger, ceo of the Melbourne Convention Bureau, acknowledged McLeod's position as an international leader in the field of business events and praised her contribution to the industry in Australia.

"Roslyn McLeod was one of Australia's first professional conference organisers when she established Tour Hosts, and as managing director of the company now branded Arinex, she remains a key player in the industry," Moyes said.

"Throughout her long career Roslyn has always shown a real dedication to contribute to the industry and through her involvement in a number of bureau-led bids, she has contributed to millions of dollars' worth of event business being won for Australia."



## Stand-out exhibitors

### RECOGNISING

excellence in stand design and presentation, the 2013 winners of the Asia-Pacific Incentives & Meetings Expo (AIME) Awards included the winner of the inaugural "best innovative stand" award, Business Events Sunshine Coast.



Adi Ben-Nesher, md of Event Skills, who judged the category, said he was looking for exhibitors that included originality, efficiency and effective use of space.

"Business Events Sunshine Coast really created engagement and interaction with their effective use of the space. It felt intimate and visually appealing, they really used the area in a smart way," Ben-Nesher said.

Other awards presented included Best Stand over and under 36sqm, Best New Exhibitor Stand and Best Environmentally Sustainable Stand, as well as a new award for Best Innovative Stand.

The Best Stand 36sqm and Under was awarded to Spicers Retreats Hotels & Lodges - with the team dressing in delightfully fluffy robes; India Tourism took out the Best Stand Over 36sqm Award, while Best New Exhibitor Stand went to City of Sydney.

AIME also recognised exhibitors

who have gone the extra mile to make their stand environmentally friendly.

For the second year in a row, the award for Best Environmentally Sustainable Stand was presented to Accor Asia-Pacific for their efforts in creating a stand with limited impact on the environment.

Some of the Business Events Sunshine Coast team are pictured above with their AIME award for best innovative stand.

## Spicers winner

**CONGRATULATIONS** to Lisa Goward from Cooper Grace Ward Lawyers who was the lucky winner of the recent Spicer's Clovelly Estate competition in **Business Events News**.

Lisa has won a two night stay at the luxury property in the Sunshine Coast Hinterland for her entry describing what sets Spicers Clovelly Estate apart from other retreats:

*Opulent luxury combined with a distinctly homely feel, a calming sanctuary where you can truly relax. And did I mention the cooking classes? Brilliant idea!*

If you didn't win, don't despair - there's another great opportunity to win a visit to Spicers Balfour Hotel in Brisbane on **page two**.

Congratulations also go to Carly Adler of Flight Centre Group Travel, who won two nights at the New York Waldorf Astoria in our AIME competition.

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# The Star keeps promises

**THE** Star's new Event Centre is in a place "to execute what we promised," with 80 to 100 companies making enquiries about the space since its opening five weeks ago according to The Star managing director Frederic Luvisutto at AIME this week.



The project "on budget and ahead of schedule" was soft launched by John Farnham at a spectacular New Years Eve party.

The Events Centre is "an incredible property for the business events sector," said Jakki Temple, gm sales and marketing and "we are really excited about the response we have received, and our future".

"The focus is on a variety of business sectors, with the highest level of interest coming from Asia," Temple added.

Gala dinners, award nights and single and multi-day conferences

are the style of events most requested in the new Centre.

Out of all of these enquiries 65% of people have also been requesting onsite accommodation at The Darling or Astral Towers plus dining appointments and private meeting areas.

**Pictured** above in Melbourne during AIME from left are The Star's Frederic Luvisutto, managing director; Jakki Temple, general manager sales and marketing and Nik Rollison, gm food & beverage.

**BEN's** own Jill Varley is one of several celebrities speaking about the new Star Events Centre in a launch video - to view click the logo.



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## Crown shows ability

**THE** flexibility and the range of movement that go into a Crown Events & Conferences event was demonstrated during AIME last week in a most unusual way.

Flexibility artists directed delegates to the MCEC prior to the opening of AIME, performing amazing displays of physical flexibility and contortion.

Additionally, Crown's Events and Conference team invited delegates to experience the importance of flexibility firsthand with a fun and interactive in-booth flexibility challenge.

Challenges were taken & prizes won - and what's more you can see it online by clicking the logo.



## Cairns advantages for delegates

**SPECIAL** deals are being offered to conference delegates at restaurants and retailers throughout Cairns in a new initiative to enhance their stay while they are visiting Far North Qld and the Great Barrier Reef.

Business Events Cairns & Great Barrier Reef director Rosie Douglas said the Cairns Delegate Advantage Program would provide a competitive advantage and an added reason to hold an event in the region.

"Delegates will benefit from the Program by receiving discounts and value-adds on a variety of goods and services throughout the city," she said.

The idea, a joint initiative of Business Events Cairns & Great Barrier Reef, the Cairns Convention Centre and the Cairns Chamber of Commerce, is designed to welcome delegates to the region and ensure an enjoyable stay.

Cairns Convention Centre general manager Ross Steele said, "Delegates will receive a flyer in their conference satchels with details on how they can access the offers which will be made available to all conferences held throughout the city."



## crumbs!

**THIS** will make you think twice before eating another lollipop.

The Murray Regional Tourism Board's stand in the Melbourne section of AIME earlier this week was handing out lollipops with bugs cooked into the middle of them (**pictured below**).

"It's something unique" said Carine Bourcier, marketing manager The Murray Regional Tourism Board.

The bugs have been "bred to be consumed" and they are found locally, "so what better way is there to promote the region."

The Murray Region boasts having the third longest navigational river in the world, the largest paddle steamer fleet and the biggest number houseboats in the world - and now thanks to scientists they also have edible bugs.



## La Vie opens at Crown

**AN** exclusive champagne lounge, La Vie, opens today at the Crown Metropolis, Perth.

Described as the perfect setting to start or end an unforgettable evening where the sophisticated can go to savour a glass of Dom Pérignon, Bollinger, Veuve Clicquot, Perrier-Jouët, Ruinart bubbles pre or post-show, unwind on a Friday with colleagues or friends, or get dressed up for a night of glamour.

The lounge is both intimate and decadent and offers a secluded meeting place of unparalleled luxury within this exciting, new entertainment destination.

Executive Sous Chef Sean Marco has complemented the premium beverage list with a stunning array of delicate canapés, oysters and caviar.

## 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@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au)

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

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## Stick to Bindi



IF you were in the vicinity of the Northern Territory or Voyages stand at AIME, you may have noticed or even picked-up one of the colourful, hand designed paper bags with signs to "please take one." (above)

Then prior to AIME, the colourful NT Extraordinary Meeting Place ads which featured the artwork of Bindi artists.

Based in Alice Springs, this cross-cultural organisation provides employment opportunities for adults with disabilities.

Not only do they provide an inspiring resource that produces high quality corporate and conference merchandise, they also enable a Corporate Social Responsibility (CSR) element to be woven into any business event.

Bindi produce corporate merchandise including hand-made name badges, delegate conference bags and screen-printed tote bags, calendars, embroidered caps and shirts, as well as table centerpieces.

Creative artworks are also available for sale for VIP and conference speaker presentations.

They also hold the Qantas Headset Refurbishment contract for Alice Springs.

## Bophut renovates

A \$5 million renovation to the Anantara Bophut Resort & Spa Koh Samui, will see the luxury retreat close for seven months between 16 April and 15 November.

During the closure the majority of the hotel's 106 room types will be changed and the spaces refurbished, and the majority of the resort's facilities upgraded.

## ENTECH & ACETA's new initiative

IN confirmation of their commitment to Australian manufacturers of commercial and entertainment technology, ENTECH together with the Australian Commercial and Entertainment Technologies Association (ACETA) have announced in a new initiative that the ACETA Hall of Australian Manufacturers will be located at the ENTECH 2013 - Australia's Live Technology and Installation Show.

To be held from 23-25 July at Sydney Convention & Exhibition Centre, the ACETA Hall of Australian Manufacturers will be a dedicated space for visiting international and local industry professionals to see first-hand innovative products and services offered by leading Australian designers and manufacturers.

Frank Hinton, ACETA president said that Australian manufacturing is producing some amazingly clever and innovative gear.

"The Hall at ENTECH will provide the resources manufacturing companies need to help their businesses grow.

Stephen Dallimore, event manager, Exhibitions & Trade Fairs (ETF) - owners of ENTECH 2013, is hoping to turn the tables on the representation of manufacturing businesses to the country and the world.

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

## OSC wows Guangzhou

THE Off-Site Connections (OSC) team has started 2013 with a series of heavily themed events, taking décor and styling to another level with themes ranging from chic underground, Rio Carnival to the Oscars.

For instance the W Hotel Guangzhou's underground parking area was transformed during a sneak preview of the hotel before its grand opening that showcased the Starwood funky brand's passions: fashion, design and music.

# LVCVA's overhaul plans



A \$2.5 billion Global Business District plan has been unveiled by the Las Vegas Convention and Visitors Authority for the Las Vegas Convention Center and the surrounding area.

Expected to be completed in phases, the Las Vegas Global Business District will incorporate major renovations to the Las Vegas Convention Center that include a World Trade Center building and a multimodal transportation centre.

"I truly believe this is a transformative project," said Rossi Ralenkotter, president/ceo of the Las Vegas Convention and Visitors Authority.

"Las Vegas is known for defining moments that change the hospitality industry, and this project will be the next defining moment.

"This is more than a project, this is a vision that will launch Las Vegas forward ahead of the competition for decades to come," Ralenkotter said.

In the first major expansion of the 54-year-old Centre, initial plans will focus on renovating the Las Vegas Convention Center and creating a convention district campus, building additional exhibit space, meeting rooms and general session space; upgrading technology; adding new food and beverage outlets; and, creating a grand concourse connector with more lobby space.

Outside the convention centre, outdoor public and gathering spaces and various design elements are planned to enhance the neighbourhood and establish a cohesive business centre district.

The Convention Center was designated as a World Trade Center site in 2010 and the second area will see an expansion of this facility and provide the LVCVA with opportunities to

market Las Vegas to business travellers around the globe under the World Trade Center brand.

The third key element will see a centralised transportation hub to connect the resort corridor and improve the overall customer experience.

MEANWHILE, Las Vegas report welcoming a record 39.7 million visitors in 2012, approximately a half-million more visitors than the previous high of 39.2 million set in 2007.

Last year's record visitation generated more than \$40 billion in economic impact for the city.

## EEAA on events week

STEPPING up the opportunity created through the inaugural Business Events Week 2013, the Exhibition and Event Association of Australasia (EEAA), spotlighted the importance of the exhibition and event industry.

"We have only just begun to scratch the surface in understanding the extensive reach of expos and it is important that we continue to collect valuable evidence that sheds more light on the power of exhibitions," said EEAA general manager, Joyce DiMascio.

EEAA released robust figures on the health of the exhibition industry at AIME as the industry prepares for major change in planning to transition a large number of exhibitions to Sydney Harbour Expo@Glebe Island.

"Our latest research shows a 35% increase in new shows for 2013. This will set a challenging year ahead for the industry and government to ensure the growth rate of the industry continues as we prepare to transition major shows from the Sydney Convention and Exhibition Centre to Sydney Harbour Expo@Glebe Island," she said.



## Pan Pacific's star event

**PAN** Pacific Hotels showcased its boutique hotel group earlier this week during AIME, to an intimate group of 110 of its clients as well as **BEN** during a dinner at Circa@thePrince in St Kilda, Melbourne.

GM Craig Bond spoke highly of the new



refurbishment of the newly opened Parkroyal Darling Harbour following the conclusion of the \$11 million transformation and official launch last week.

The hotel group has 30 properties worldwide including four in Australia - Parkroyal Darling Harbour, Parkroyal Parramatta, Parkroyal Melbourne Airport and Pan Pacific Perth.

Bond also mentioned that the Parkroyal Parramatta will have

some "big news" within the next couple of months.

Keep an eye out in **BEN** and we will keep you in the loop.

But the main event of the night was a private performance by Australian singer, Kate Ceberano.

Ceberano was a hit with the Pan Pacific guests and is **pictured** above with Craig Bond.

## Club Med Guilin to open

**CLUB** Med is about to soft launch its eighth property in Asia and second resort in China - the Club Med Guilin on 1 May, with an official opening set for the beginning of November.

The new property will offer another option for event organisers to take their delegates to China, with five conference rooms and a ballroom that can cater for up to 400 people.

Another option is Club Med's "Rent-A-Resort" where companies can take over with groups sizes from as low as 20 and as high as 700 delegates.

The four trident property offers 212 rooms divided over two areas - The Chateau and The Courtyard.

Team building activities include indoor and outdoor trapeze; Tai chi/meditation; rock climbing, tennis, fitness, archery, bungee bounce, hiking and biking

Club Med Australia and New Zealand's business development manager Joey Templin told **BEN** that the company is trying to

## Carlson tops Market Metrix

**CARLSON** Rezidor Hotel Groups has announced that their Radisson brand topped the list in the upscale category in Market Metrix 2012 Top 10 Brands by Customer Satisfaction, achieving an impressive 83.6% ahead of its competitors – the highest customer satisfaction scores among hotel brands in Asia Pacific.

According to Market Metrix, "Radisson, Asia Pacific's top-scoring brand is finding success with new room concepts, new restaurant concepts and a series of new service concepts that focus on the guest experience."

Simon C. Barlow, president, Asia Pacific, Carlson Rezidor Hotel Group said, "Customer satisfaction is a priority at all our hotels and having claimed the top spot based on detailed guest feedback reaffirms that we have the right strategy and people to deliver a great guest experience.

"Our hotel teams have delivered yet again by successfully living up to the Radisson service philosophy and we look forward to welcoming even more guests into the World of Radisson as the brand continues to grow in Asia Pacific," he said.

engage the business market by "changing the perception" of event organisers and planners.

"We don't just cater to the leisure and family market we also offer the MICE sector, 4 to 5 trident rating experiences".

In Asia, Club Med offers speciality restaurants for groups and new conference facilities.

The group currently has eight properties in Asia - two in China, and the same number in Japan, and one each in Malaysia, Phuket, Thailand; plus Bali and Bintan Island, Indonesia.



As the hub for Alaska's Interior and the Arctic, Fairbanks is a perfect meeting destination for planners and attendees from around the state, the region and the world. For much of the year the northern lights shine brightly here. In summer, the midnight sun will boost your energy when the day's work is done.

Fairbanks offers over 175,000sqf of meeting space, from rustic to modern, as well as over 3,300 guest rooms.

Whether you are planning for the incentive experience of a lifetime, a corporate retreat or a large international convention, the Fairbanks Convention & Visitors Bureau is here to assist.

Many of our services - such as lead distribution, bid packet creation and promotional materials - are offered free of charge.

We want to make your job easier and will support your efforts before, during and after your event.

Fairbanks offers people an opportunity to have experiences that are vibrant, rewarding and profound. Visit with a dog musher and her team or enjoy Shakespeare in an open-air theater.

Music and dance, concerts, symphonies, art classes, flightseeing above the Arctic Circle, walking tours, visiting a rural village where you'll be met by Alaska Native people, bird watching or golf beneath the midnight sun.

The question is not "What is there to do?" but rather "How can I decide what to do?"

Your first step on this adventure is to contact the Fairbanks Convention & Visitors Bureau Meetings & Conventions Department online at [www.explorefairbanks.com/meetings](http://www.explorefairbanks.com/meetings).

## How suite Cape Panwa is

**THEY'VE** played host to celebrities and VIPs such as Leonardo di Caprio, now in fitting style Cape Panwa Hotel's new Absolute Suite goes on to offer the ultimate in luxury with a private spa room, an infinity pool and a chef on-hand to whip up whatever you fancy.

The new two-bedroom, two-bathroom sprawling glass-encased penthouse offers awe-inspiring 360-degree views across the beautiful Andaman Sea, allowing guests to feel a world away from home.

Located on the quiet southeastern point of Phuket and part of the prestigious Cape Hotel Collection, prices start at THB 35,000 (approx AU\$1,150) a night, with complimentary sparkling wine, afternoon canapés and private in-suite breakfast by a personal chef.

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# Accor jumps through hoops for meeting planners!



ACCOR kicked off AIME 2013 on Monday night with an exclusive gathering to celebrate and recognise its Le Club Accorhotels Platinum Meeting Planners.

Accor's top business events clients were whisked away from South Wharf Promenade to the luxurious Sofitel Melbourne on Collins hotel for a French-inspired cocktail party.

Over 200 guests filled the Sofitel's Grand Ballroom, which was glamorously transformed into a Parisian mansion with pretty gardens, intimate Moulin Rouge-themed stages, a fashion shoot set, hair and makeup booth and icons of Paris including the Eiffel Tower.

Electrifying acts and provocative performances by seductive burlesque artists were led by star of the show, Moria Finucane and Jackie Smith, from the house of Finucane & Smith.

Guests enjoyed Cointreau cocktails on arrival followed by flutes of French Veuve D'Argent Sparkling complemented by French-themed food stalls serving delicate portions of mouseline of foie gras on brioche, croque monsieur, cassoulet, French cheeses, crepes and mini desserts.

The participants did not leave empty handed, being marked as VIPs on their departure via a gift of two Platinum Le Club Accorhotels luggage tags, presented in a little black box.



RIGHT: Guests loved being part of a fabulous fashion shoot.

BELOW: Graeme Wilson and Tess Tu'ipulotu from Accor.



RIGHT: Accor Pacific chief Simon McGrath with Sarah Rumpff, Novotel Manly.



LEFT: Penny Lion, Business Events Australia; Henrik Berglind of Accor Asia-Pacific; Natalie Simmons and Caroline Gair, CiEvents; and Aileen London from Oracle.



ABOVE: Accor's Jenifer Dwyer-Slee (left) and Kerry Healy (right) with the CiEvents team.



LEFT: Joyce Weir of Qantas with David Lowe, Sebel Pier One.

RIGHT: Kate Wehlack of PwC with Laura McDougall, MCI.



ABOVE: Michael Eggers, Lyn Meharg and Adam Morgan-Monk, Conferencedeals, with Kirsty Forbes, Accor Asia-Pacific.

Lots more photos online on our website and at [www.facebook.com/BusEvNews](http://www.facebook.com/BusEvNews)