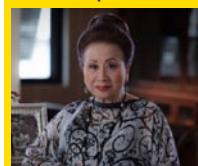




## Legendary grande dame

WITH another IT&CMA show closed and an early flight this morning from Bangkok, we said farewell to Thailand, until next time.



If you are not aware of the Sukosol Hotel in Bangkok and the legendary

grande dame of jazz, Kamala Sukosol, then you are in for a treat.

Especially if you engage her and the whole Sukosol extravaganza, 'New York, New York' for your event.

The Sukosol is where our gala dinner was held with entertainment by the whole Sukosol family, complete with a full orchestra and high-stepping dancers.

The star of the show is the 80+ Kamala Sukosol in fine voice and able to dance, act and sing like someone many years her junior.

The concert's line-up included songs from such classic Broadway hits as Les Miserables, The Phantom of the Opera, Wicked and Chicago, while highlights included a group of Rockettes performing high-kicks to the accompaniment of 'New York, New York', and the ensemble getting down to Psy's 'Gangnam Style'.

Not a bad way to end a well organised trade show.

On another note, I will be enjoying a long weekend in Sydney, checking out more than 40 warships, 16 tall ships and enjoying the harbour along with the 8,000 sailors from around the world.

The next issue of **BEN** will be sent out on Wednesday 9 October.

The Travel Daily Group including **Travel Daily**, **Pharmacy Daily**, **Cruise Weekly** and **BEN** are back in the office on Tuesday 8 October, should anyone want to get in touch with the team - Jill.

## NZ's first among equals



**BACKED** by Tourism New Zealand's three-year marketing plan, unveiled in June, comes the launch of a new web address – [www.businessevents.newzealand.com](http://www.businessevents.newzealand.com) and the rolling out of a mission to woo more

MICE business from the South-east Asia market.

This year marks the first time Tourism New Zealand has exhibited at IT&CMA and Mischa Mannix-Opie, regional manager – South & South East Asia of Tourism New Zealand had this to say about their destination marketing initiatives for business events and business travel.

"This is a big year for Tourism New Zealand in the MICE market, from 1 July, we have had significant increase in funding specifically to attract business events – incentives and conferences – to New Zealand.

"We will be doing so through our new brand 100% Pure New Zealand Beyond Convention, that represents what the destination has to offer, including a great variety of tourism experiences around the places that our business events take place, allowing delegates to enjoy a leisure experience before or after their event."

## Job seekers gain confidence

**ACCORDING** to Ben Carnegie, business manager of travel recruitment firm, inPlace Recruitment, the travel job market is looking increasingly buoyant post-election.

"After many months of questionable stability, companies are feeling confident to push forward with recruitment plans that had been on hold and job seekers are prepared to make a move.

"Job seekers are overcoming their fear of being the last person to be hired in uncertain times.

"They are now more confident to come out from under the rocks where they have been hiding and take the leap of faith to join a new organisation", says Carnegie.

New jobs are focused on front line to middle management roles across the travel, tourism and events sectors.

"People with strong industry networks are particularly sought after in sales, business development and relationship management roles to ensure planned growth strategies are achieved.

"As business grows, we expect to see an increase in operational roles to follow", Carnegie says.

Telephone inPlace Recruitment on 02 9278 5100.

## The power to pull

**ATTESTING** to the value of IT&CMA and CTW Asia-Pacific's as a platform to reach the international industry audience, a range of corporates, national tourism organisations and convention visitor bureaux such as Tourism New Zealand, Thailand Convention & Exhibition Bureau, Airports of Thailand, Dusit International, sky100 Hong Kong Observation Deck, Fukuoka Convention & Visitors Bureau, 3rd Planet, Taiwan Pavilion, Kenes Asia and Sukosol Hotels, were in attendance at this year's show.

## office\* right on track

**ORGANISERS** of the new office\* trade show, dedicated to bringing together a broad range of products, solutions and inspiration to office professionals, have fulfilled their floorplan intention with more than 100 exhibitors signed up.

To be held 16-17 October, they have formulated five reasons why it's a must to attend.

1. Free keynotes: Ita Buttrose, Donna Coulling and Chelsea O'Donnell.
2. Over 30 educational seminars and demonstrations.
3. More than 100 leading brands.
4. Pamper Parlour, Career Village and Event Connect.com and Village Clinic.
5. Networking drinks at The Star.

Entry is free by registering at [www.officeshow.com.au](http://www.officeshow.com.au).

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# business events news

4th October 2013

## THAI promotes MICE

**DULLAYAPOND**

Sukhanusas, vice president, Alliance & Commercial Development Department, Thai

Airways International, speaking on behalf of the airline and IT&CMA's official carrier, said the promotion of the MICE industry is crucial for enhancing and supporting economic expansion and development, as well as for positioning Thailand as a key hub of Asia for business, leisure and travel connections.

"2013 has been a remarkable and challenging year for THAI, with our management and staff all across the company having worked very hard in all areas to improve product and service standards, as well as developing new markets."



Sukhanusas also announced the operation of two new THAI Smile destinations in China – Chongqing and Changsha.

THAI Smile, the airline's new premium light regional unit has expanded from the first destination of Macau to ten destinations today.

"THAI is on forward track – we are doing many things for customer comfort for the enjoyment and convenience of air travellers," he said.

### Dubai to increase its 3 & 4 star hotels

A move to develop more mid-range hotels in Dubai, to swell the Emirate's supply of four and three star properties, has been given a financial incentive to go ahead.

The initiative is a result of a collaboration between government partners DTCM and Dubai Municipality and part of the Department of Tourism and Commerce Marketing's (DTCM) strategy to achieve Dubai's Tourism Vision for 2020, which aims to attract 20 million annual visitors to Dubai by 2020.

His Excellency Helal Saeed Almarri, director general of DTCM said, "In order to achieve our headline objective of 20 million visitors per year by 2020, we need to both increase the overall stock of hotel rooms in Dubai and widen the range of options for visitors.

"In recent years the number of three and four star establishments has increased, but it's vital that we continue to engineer the growth of this range."

In 2012, Dubai welcomed 10 million visitors for the first time; the Tourism Vision requires a doubling of this figure to meet the 2020 target.

## Langham offsets its conferences

A new program, Connect Conferences, that allows meeting, event and group travel planners to select sustainable options at Langham properties, has been launched by the Langham Hospitality Group, holders of the internationally accredited EarthCheck certification across the majority of its properties.

Each of the menu options was selected to offset the potential environmental or societal impact of any meeting or event.

These include: Participation in the "Guest Of The Earth" program, which promotes reduction of water & energy consumption; opting to use fair-trade products as welcome amenities and for use in guestroom mini-bars; selecting locally-grown, organic and seasonal food products on banquet and catering menus to reduce the carbon emissions caused by transportation and to encourage the use of natural resources; opting for filtered water to reduce bottled wastage; the opportunity to incorporate tailor-made activities into a schedule which gives back to the local community in which the hotel is located; waste management and recycling services are automatically implemented at all hotels and an online Carbon Emission and Carbon Saving Calculator, enables planners to find out the real environmental cost of an event. Planners can then select sustainable offerings that offset this.

### A fusion of flavours

**THE** Flavours of the Philippines 2013 is being showcased this month as part of *The Sydney Morning Herald* Good Food Month, at the Shangri-La Hotel's Café Mix.

The event, which attracted more than 1,400 diners in 2012, will feature the rich fusion that is Filipino cuisine with its Spanish, Malay, Chinese and American influences.

Three guest chefs from Makati Shangri-La, Manila have travelled to Sydney to create a buffet-style spread of classic dishes.

The event is being hosted by the Philippine Department of Tourism and Shangri-La Hotel Sydney, and runs from now until 15 October.



**CHILD-FREE** quiet zones on flights – a boon for some, an offence for others!

However, coming out on the side of child-free flights, 61% of 1,800 Australians polled by TripAdvisor on their preferences said they would pay more for a seat in a child-free section.

Approximately 21% said they would not, and 8% indicated they have no preference.

Slightly more than 11% of the respondents find the airline's policy offensive.

The survey comes in the wake of Scoot's recent introduction of child-free flights.

"The introduction of child-free zones on flights provides travellers with a choice.

"As suggested by the results of our TripAdvisor poll, the majority of Australian travellers are willing to pay a premium for the option to control their in-flight experience," said Andrew Wong, TripAdvisor's regional director for flights.




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**WIN A SYDNEY TALL SHIPS CHAMPAGNE CRUISE**

This week, **Business Events News** and **Sydney Harbour Tall Ships** are offering readers the chance to sail on either a Lunch, Dinner or Champagne cruise during the International Navy Fleet Review & Tall Ship Festival.

Today we are giving two readers the chance to win a double pass to a Champagne Cruise sailing on either 6,7,8 or 9 October.

Sydney Harbour Tall Ships offers a number of charter options for corporate entertainment and team building cruises.

For your chance to win, be one of the first two people to correctly answer the question below by emailing: [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au).

**What is the maximum number allowed to climb the mast during any one cruise?**

Hint: [www.Sydneytallships.com.au](http://www.Sydneytallships.com.au)





# business events news

4th October 2013

## Are you ready for The Experience?

ON 18 October, Podium Business Events is launching a new and dynamic partnership in conjunction with its airline partner Virgin Australia - The Experience - delivering event experiences that redefine engagement and deliver significant value.

"After working closely together with Virgin Australia for the last 18 months, we have come to realise that we have the combined power to do more and offer more to the business event customer," said Tony Bonney, md of Podium Business Events.

"This is at the heart of our approach.

"By staying focused on our customers' individual outcomes and by introducing them to the advantages of powerful partnerships, together with Virgin Australia we're delivering our clients real value with new levels of competitive pricing, new ways of approaching engagement, new ways of experiencing a fresh approach to product development; all delivered with our signature reputations for the

best service in the business," he said.

To celebrate the partnership, Podium Business Events and Virgin Australia are inviting 15 select event professionals to a launch event to experience how different business events can be.

The Experience, to be held in conjunction with its hotel partner, QT Sydney, is the first in a series of destination experiences being planned.

The event commences at 4.30pm at QT Sydney, 18 October, and concludes 20 October.

Interstate guests will be flown by Virgin Australia and accommodation supplied by the QT Sydney.

If you are delivering your company's events and think you would benefit from The Experience, email your expression of interest by 4 October to [team@podiumbusinessevents.com.au](mailto:team@podiumbusinessevents.com.au) with a short summary of how you would like The Experience to assist your business events.

## India's new MICE event

THE first IBTM India, launched by Reed Travel Exhibitions to complement its global portfolio of meetings industry events on six continents, was praised by both suppliers and buyers as an "excellent new forum for business and knowledge."

The new tabletop event placed more than 80 hosted buyers with 72 exhibitors last week over the course of three days at the Grand Hyatt in Mumbai.

The success of the one-to-one pre-scheduled appointment system guaranteed some 2,496 appointments, which meant an average of 34 per exhibitor.

Hosted buyers represented 16 countries and also came from eight key cities in India.

Suppliers represented 22 countries and 29 came from around India.

## Metro's new BDM Queensland & NT



**TONY** Coates has been appointed by Metro Hotels to the role of business development manager for Queensland and Northern Territory.

In his role Coates is responsible for maintaining and growing the domestic leisure, corporate and government business for Metro Hospitality Group's properties in Brisbane, Ipswich, Gladstone and Northern Territory.

Prior to taking up this position, Coates was regional sales manager for Virgin Blue Airlines.

# GENerating change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**.

Topics will include new generation events and how to make events effective and valuable.

This is the next instalment to a series of articles discussing the changes taking place in events. Max will explain these transformations, what's driving them and what it means for you.



## Getting fresh with events

One of the main reasons for hosting events is to share information and impart knowledge.

One of the main reasons why people attend events is to learn.

Therefore, a huge part of the value in events comes from their content, presentations and learning.

But it amazes me how little emphasis, care and consideration is given to presentation styles and learning techniques to maximise impact and optimise value.

Relating this to Gen Y, consider this...

They don't want to spend their time listening and they dislike lecture-style presentations.

You should never feed them content they could easily find themselves on the internet.

If you don't engage them and encourage interaction, they'll become easily bored, will lose focus and lose interest.

They like dynamic, interactive presentations.

They enjoy discussing things with others and peer-to-peer learning.

They want to participate in events, not simply be part of a passive audience.

They not only seek content but want contextual and experiential learning so the content becomes personally valuable and relevant.

They also like learning via games and entertainment.

They don't like sitting in the same seat for hours and they hate having their time wasted.

Understanding this should have a major impact on the design of your events, presentation styles, learning techniques and the set-up of meeting rooms.

Your speakers, whether internal or external, should be thoroughly briefed – no 40-minute lecture-style presentations, ask questions, seek interaction and encourage discussion.

Their content and visual presentations should be checked – increase visuals and limit bullet points and graphs.

The seating in your meeting rooms should be conducive to interaction and discussion.

Get people participating and moving around.

Focusing on these points will ensure you gain and retain the attention of the younger people attending your events.

And your more seasoned event participants will also love the change!

For more information on Conference Focus or to get in contact with Max, email [max@conferencefocus.com.au](mailto:max@conferencefocus.com.au).



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