



What next?

AN 'invisible tower' is being built in Seoul, South Korea.

The 450m high, glass-encased skyscraper called the Tower Infinity, will use LED lighting and cameras to create a 'reflective skin' on the exterior.

The optical illusion will make the entertainment-themed building seem to disappear, according to its designers GDS Architects.

Inside will be wedding halls, a roller coaster, water park and a range of restaurants.

It will also feature the world's

third-highest observation deck, at 392m.

What's more, it's being built in the Yongsan International Business District, near the busy Incheon International Airport.

Let's hope it will be visible to aircraft!
 - Jill.



HKCEC reaffirms its figures

THE latest figures released by the Hong Kong Convention and Exhibition Centre (HKCEC) reveal that during the fiscal year July 2012 to June 2013, a total of 1,180 events were held including 115 exhibitions and 30 conferences.

Seven of the year's 115 exhibitions were first time events, covering a wide range of industries including real estate, bakery, diving, resort, sports and interior design.

104 of the 115 exhibitions held in FY2012/13 were recurrent events and continued to be the backbone of the HKCEC's exhibition portfolio.

Twenty of the recurrent exhibitions recorded double-digit growth in terms of gross exhibition space compared to their previous editions.

Conference business remained at the previous year's level.

Among 30 conferences, 22 were international and 11 were new to the HKCEC.

Those conferences covered a diverse range of topics, from medical science, dentistry, and yoga right through to spinal care related subjects.

Managing director of HML (the

professional private management company responsible for the venue management and daily operation of the HKCEC), Monica Lee-Müller, remarked that the new exhibitions and conferences are a welcome addition to HKCEC's strong event and client portfolio.

"It proves that our commitment to enhancing HKCEC's competitiveness by HML's continuous investment in new technologies, new equipment, and new talent is recognised by event organisers."

A bit of a stretch



STRETCH Structures, a multinational company specialising in inflatable structures, stretch tents and stretch fabric creations, with an international reputation for "creative fabric engineering" solutions, has a special offer.

Up until 30 September they are offering 40% off freeform stretch marquees in red & black.

Their stretch tents are available in a range of sizes and shapes from 4.5m x 6m up to 20m x 30m, and they can also custom make tents to fit individual needs and requirements.

See www.stretchstructures.com.

McCann takes communications role

SALLY

McCann, the former destination publicist at Destination NSW has been appointed by Accor Asia Pacific as communications manager.

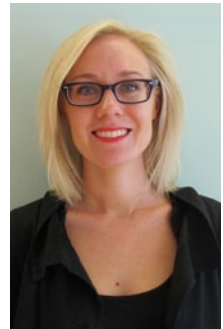
In addition to her role overseeing the public relations strategy for Pullman Hotels and Resorts, she will manage the publicity for Accor's hotels in Victoria, South Australia and Tasmania.

Prior to her new role, McCann also held the positions of public relations director at Four Seasons Hotel Sydney and public relations manager, Asia Pacific for Small Luxury Hotels of the World.

Accor's chief operating officer, Simon McGrath said "We are delighted to welcome Sally to the dynamic Accor PR team as communications manager."

"Her destination and industry experience, along with her contacts and enthusiasm are great assets for Accor."

McCann joins Accor's award-winning communications team, which consists of Rebecca Freestun, Angela O'Connor and Ginni Post, with Gaynor Reid currently based in Singapore.



Sheraton Noosa re-opens

TRAVEL industry VIPs were entertained at a lavish pool-side cocktail party on Friday 13 September, when the Sheraton Noosa Resort & Spa celebrated its grand re-opening after a \$10 million makeover.

Guests were entertained by X Factor winner Samantha Jade and jazz band Gregg Arthur and the Casper Tromp Quartet.

Celebrity chef, Peter Kuruvita, who recently opened his latest



restaurant, *Noosa Beach House* by Peter Kuruvita at the property, created the event's delicious canapés and gourmet tacos.

Pictured above are: Judy Hart, Dee Nicholas, Hayden Mitchell, Simone Field and Lisa Mitchell.

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business events news

18th September 2013

'The importance of long term loyalty'

LEADING performance improvement specialists, 212°F has a new website which not only gives a detailed overview of the business and the services they offer, they also provide helpful case studies on some of the many successful programs they have run and informative articles like - 'The importance of long term loyalty.'

All businesses want customer loyalty, but some don't realise how relationship marketing strategies can encourage their clientele to connect with them and rank them highly.

Loyal customers provide more financial benefits than new clients.

It is five times cheaper to retain a current customer than it is to acquire a new one, according to research from TARP worldwide.

Then there are the financial incentives loyal customers bring to a business.

Loyal customers spend more than new ones and can provide free advertising.

If clients are happy with your brand, they are more likely to recommend it, bringing in more clients through word of mouth.

Despite this, many businesses still focus on acquisition rather than customer retention.

The best way to maintain customer support is by creating a loyalty program, according to a recent whitepaper by marketing support services group GI Insight.

The organisation suggests this is a particularly important strategy



to have while the economy is weak.

As well as providing an incentive for the customer to remain loyal to your business, information gathered through a loyalty program can help your business track patterns across the board.

"Any company which does not believe that the precise targeting, tailoring and personalisation made possible by database marketing - especially initiatives supported by loyalty schemes - are necessary in today's unsparing business environment is destined to struggle," the report states.

Some industries find it harder to create strong relationships with customers because they don't have as many opportunities to connect with clientele.

For example, car manufacturers have a tougher job than supermarkets, which deal with customers on at least a weekly basis.

However, it also means there is plenty of room for growth in these industries - they have the potential to become leaders in their field for customer loyalty programs.

See - www.2one2f.com.

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Commemorating JFK PRESIDENT

John F Kennedy's assassination in Dallas, Texas, 50 years ago, is even today keenly felt.



Fort Worth, Texas where he gave his last two speeches and spent his last night, will commemorate the 50th anniversary of his visit, commencing on 22 November with a breakfast at the Hilton Hotel, formerly known as the Hotel Texas.

It is where Kennedy gave a formal address at the Fort Worth Chamber of Commerce breakfast held in his honor.

Prior to the commemorative breakfast, FWCC attendees will hear the Texas Boys Choir perform selections from the repertoire they sang at the 1963 breakfast.

While the breakfast is expected to sell out to FWCC members, the public is invited to gather at the JFK Tribute in General Worth Square, where a permanent open air exhibit built within a 1.5 acre site, has been erected and where the President presented his last speech to the general public.

Bob Jameson, president and ceo of the Fort Worth Convention & Visitors Bureau said, "President Kennedy's historic visit to Fort Worth is one that has resonated within our city and residents since that monumental day.

"We are proud to recollect the positive impact JFK had on Fort Worth and commemorate his fateful visit."



IF you really and truly 'want to be alone,' in the unique surroundings of Denmark during the 1940's, the Central Hotel and Café in the Vesterbro neighbourhood of Copenhagen, purports to be the smallest hotel in the world.

With just one double room, the 12sqm small apartment is located on top of a small café.



Its unique interior design and beautiful handcrafted details, is guaranteed to make even the pickiest boutique hotel aficionado feel right at home.

The story of the small apartment goes back to 1905, where it served as a shoe repair store through until the beginning of World War II.

Fresh flowers, fruit and wine are included in the rate with breakfast served at the Granola Café, situated under the hotel.

De Waal correction

ALEX De Waal has been appointed new chief executive officer of Tourism Tropical North Queensland ['Who else but Mark Waal' (BEN 16 Sep)].

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business events news

18th September 2013

Metro expands in Gladstone



A growing demand from corporate travellers for more choice and flexibility in apartment accommodation in Gladstone, has seen Metro Hotels expand and diversify its holdings in the city this year.

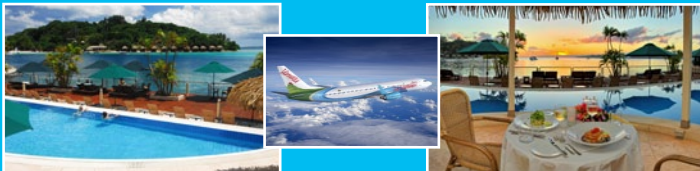
Metro Hotels is managing 18 two-bedroom apartments and one three-bedroom apartment in the brand new 97-unit G60 development, while its existing Gladstone property, Metro Hotels & Apartments has 51 one-

bedroom apartments.

According to property manager, David Robinson, approximately 90% of the property's occupancy is corporate-based, flying in and out from Gladstone Airport, with the majority of large business and government workers staying for two to three days.

"We are broadening and diversifying our holdings in Gladstone to give more choice and flexibility to our clients, at a more affordable price," he said.

WIN A TRIP FOR TWO TO VANUATU



During the months of August and September, **BEN** is giving one lucky reader the chance to win an amazing holiday for two people to Vanuatu, courtesy of **Air Vanuatu and the Grand Hotel & Casino.**

The prize includes Air Vanuatu return airfares from Syd/Bne/Mel to Port Vila, and five nights accommodation in a Harbour View Room including breakfast daily at the Grand Hotel and Casino.

Air Vanuatu offers daily flights from Australia, just over 3 hours away. Complimentary inflight service and the friendliest smiles in the Pacific!

Grand Hotel and Casino offers a relaxing yet sophisticated setting, in a prime waterfront location in the heart of Port Vila. The hotel is central to Port Vila's business and entertainment district and just 200 metres to the markets. The Grand's business facilities cater well for small groups and conferences. With water views from every room, the hotel also features an outdoor pool, Aromessence Day Spa, Crystals Restaurant and Hemisphere Bar. The Grand Casino also offers the very best in gaming facilities.

Q17. Bislama is an official language of Vanuatu. What does "Tankyu tumal!" mean?

Email each of the daily questions and the final creative response by Friday 20 September to:

vanuatu@businesseventsnews.com.au

Click here for terms & conditions Hint: www.vanuatu.travel/



tony wragg's

tech talk

Technology made simple for small business

Samsung releases Galaxy Gear watch

Wrist watches, smart or otherwise, are simply not for everyone — there are more smartphone users in the world, many times over, than there will ever be smartwatch owners.

Despite the limited market for such a device, however, Samsung's decided it's time to join in on the fun.

The centerpiece of the Galaxy Gear is its 320 x 320-pixel, 1.63-inch AMOLED touchscreen.

There's a speaker and a pair of mics for recording and playing back video content and communicating with a caller via the built-in dialer, which works with the native phone app in your connected Galaxy device.

The Gear includes an 800MHz processor, a 315mAh battery, and an autofocus camera lens mounted in the wrist strap that's tasked with capturing 1.9-megapixel stills and 10-second video clips at 720p, 640 x 640 or VGA resolution with sound.

As can be expected with many first-generation devices, the Gear has quite a few shortcomings, some of which likely have yet to come to light.

The prototype devices were noticeably sluggish and occasionally unresponsive, S Voice is not entirely hands-free,



and battery life has been pegged at a full day, at best.

Perhaps the biggest setback, however, is that the Galaxy Gear is only compatible with the Note 3 and the new Note 10.1, and while it will likely work with the GS4 once that device gets an Android 4.3 update, we don't expect that it'll ever function with non-Samsung smartphones and tablets.

The Gear will cost US\$299 when it starts shipping in October.

No release date has been announced for Australia.

Story adapted from an article in Engadget.

To check out the latest tech news for small business visit Tony Wragg's TechTalk at: www.tonystechtalk.com.au.



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