



Ifs and butts

APROPOS of Wednesday's launch of the Hyundai Fan Park Sydney



at The Star, guests were not only mesmerised by the dexterity of a football player's incredible soccer ball skills, we (and by that I mean both women and men) were transfixed by the twerking and the tightness of the Brazilian dancers' g-string clad butts.

It caused great admiration amongst a few of us who thought this sort of dancing, which will be seen throughout the FIFA Cup matches shown at The Star, might be the next best, get-in-shape, fitness craze.

MEANWHILE Sue Hocking's retirement, which was first announced in **BEN** (12 Feb & 11 Jun) means we are losing another gem from the business events industry.

Well known for her professionalism and her bright and cheery disposition, she was on the original staff of Australia's first convention centre - the Adelaide Convention Centre, where she stayed for 27 years.

In 2008, she joined the inaugural staff of the Oman Convention Centre in another sales and marketing role, before taking on her latest position at Adelaide's Royal International Convention Centre.

We wish you a very happy, healthy and well deserved retirement, Sue. *Jill*

Four Points for Docklands

STARWOOD Hotels & Resorts Worldwide has announced the new-build Four Points by Sheraton Melbourne Docklands.

Owned by Meteorite Land (Pearl River) Pty Ltd and operated by Singapore real estate group Hiap Hoe Limited, the hotel is set to open in January 2017 and be located in the Digital Harbour Precinct.

Starwood Hotels and Resorts Pacific regional director of sales and marketing Daniella Tonetto said the company was unable to comment on the cost of the hotel at this point but meetings and events were a focus in Melbourne, being the second most populous city.

"With the recent opening of the Sheraton Melbourne Hotel, we have increased our capacity for meetings and events in Melbourne and we are now seeing a very positive response from the market for this space."

The hotel will have flexible



meeting and function space of 530 sqm in total, including a ballroom and breakout rooms, allowing the hotel to cater to the business events market, she said.

"Four Points by Sheraton has been recognised as the brand that is best for business, so we hope a combination of the brand's values and the hotel's prime location will be a great advantage and appeal to this market when the doors open."

It will have 269 rooms including 18 suites, three food and beverage venues, and be located on the corner of Harbour Esplanade and Dudley St.

ATP night of opulence



THE Australian Technology Park (ATP) Exhibition Hall was transformed into an aristocratic Louis Vuitton mansion for a night of opulence last week at the 17th annual Sydney Children's Hospital Foundation's Gold dinner.

ATP hosted and supported the black tie event which raised more than \$1m for research into rare childhood diseases.

There were drapes and partitions depicting a Victorian portrait gallery, ice flower sculptures on each table and Persian rugs to complete the look produced by creative director Tony Assness and his team.

Aria Catering prepared a three-course meal while an opera performance and auctions were held.

Book and save

BOOK a conference for September at Apart'hotel Citadines on Bourke Melbourne and receive free use of the data projector and electronic screen.

The hotel has 380 apartments and a number of flexible breakout spaces and its Event Centre's Coromandel Place can accommodate up to 300 theatre-style - **CLICK HERE** for more.

Shaking a FIFA tail feather

IF THE launch function of the Hyundai Fan Park Sydney is any indication of what to expect during FIFA World Cup matches, then this truly is where all the footy action and fun is at.

The event on Wednesday at the Star's Sports Bar launched the Fan Park which will see all 64 matches beamed live from Brazil.

It started with much Brazilian drumming, acrobatics and the shaking of some very tight tail feathers on the energetic dancers.

Echo Entertainment general manager sales, marketing and entertainment Richard Howarth explained how The Star Event Centre would be transformed into the ultimate fan park, with live entertainment, food offers and some 2,000 spectators expected to fill the area.

"We are transforming two key venues - the state-of-the-art Event Centre and 24/7 Sports Bar



with one of Australia's largest LED screens, into a stadium-style viewing atmosphere."

The footy action in the Sports Bar starts today until 14 Jul while matches shown in The Star Event Centre start 14 Jun.

It is free of charge to revellers and there's also the chance to win a Hyundai i40.

Find out more at:

www.star.com.au/brazil.

Pictured from left is Howarth and Roger Gatchalian, The Star director of marketing in the Sports Bar.

**JOIN THE STAMPEDE
 APPLY NOW
 10 - 13 JULY 2014**

**ALICE 14
 STAMPEDE**

NT
 CONVENTION CENTRE



business events news

13th June 2014



crumbs!

MUSIC to the ears of those tired of ho-hum holiday souvenirs and experiences, Vienna has done something about it by creating kitsch-free zones.

The first is in the Viennastore, located in Vienna's first high-rise, built in the 1930s on Herrengasse and a short distance from the Hofburg.

Here you'll find high-quality design from the capital and the rest of the world, including Austria's famous Piatnik playing cards, the Melon service by Augarten-Porzellan (designed by Josef Hoffmann) and a set of bowls for preparing Wiener Schnitzel.

Then in Wienhandlung's hip and happening Freihausviertel in the fourth district is a store and bar selling Viennese wine from Christ, Edlmoser, Cobenzl and Wieneringer.

There's also Ottakringer beer, vinegar from Gegenbauer, Viennese honey, Vienna books and Wienerlied CDs.

Ah, Vienna!

CONTACT US:

Editor
Jill Varley

Contributor/Coordinator
Alex Walls

Advertising:
advertising@businesseventsnews.com.au

P: 1300 799 220
F: 1300 799 221

PO Box 1010 Epping, NSW,
1710

Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly and Pharmacy Daily.

Disclaimer: While every care has been taken in the preparation of *Business Events News* no liability can be accepted for errors or omissions. *BEN* takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed.

MEETINGS satisfaction

MEETINGS 2014 opens on 18 Jun with new elements thanks to more space at the new venue, the ASB Showgrounds, Auckland.

MEETINGS events manager Jeanette Stanton said in 2013 all 185 hosted buyers found the exhibition met or exceeded their expectations and she was confident the 222 buyers this year would be equally happy with what was on offer.

There would also be another 400 day buyers this year, MEETINGS said.

With every region of New Zealand represented by the 185 exhibitors, each of the country's regional convention bureaux will present a series of updates and seminars on 19 Jun.

More than 620 conference and event buyers will be in attendance.

For more, visit
www.meetings.co.nz.

Aircalin's inaugural

WHEN 30 guests boarded Aircalin's inaugural Melbourne to New Caledonia flight on 06 Jun, the event was maximised through social media with participants posting their favourite moments.

The celebrations were followed by a traditional New Caledonian welcome by local Kanak musicians at Noumea's Tontouta Airport and a VIP reception hosted by Le Meridien Noumea.

An eventful itinerary was enjoyed over the next four days, which included accommodation at the Chateau Royal Beach Resort and Spa and the Hilton La Promenade Noumea, shopping at Port Moselle Markets, day trips to the Isle of Pines and L'Escapade Hotel and beach relaxation, ending with a cocktail party hosted by the President of New Caledonia, Madame Ligeard at the Chateau Royal.

Aircalin's new services depart twice weekly from Melbourne on Tuesdays and Fridays in both directions and will increase to three services per week from late October.

AVPartners Crown

CROWN Perth has appointed AVPartners as in-house audiovisual service provider to deliver the audiovisual support for events and conferences as well as professional technical assistance for delegates.

Crown Perth chief operating officer hotels and entertainment Andrew Hill said AVPartners had grown from a start up to a market leading provider of event services in Perth.

He said AVPartners' "dynamic and innovative" approach to providing audiovisual and event support would complement Crown Perth's current offering.

NEXT Brisbane

THE world's first NEXT hotel in Brisbane has started taking bookings, with its open date set for September.

Formerly Chifley at Lennons, the redeveloped hotel's rates start from \$199 Monday to Thursday and \$179 Friday to Sunday, valid from 01 Oct to 12 Nov.

The 304 room hotel will offer complimentary WiFi, a multi-functional club lounge accessible at all hours of the day for no extra charge and meeting facilities available at the executive studios, Silverneedle Hospitality said.

Visit nexthotels.com/brisbane for more.



GETTING MY JUST DESSERTS

Andrew Klein, director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

IN LAST month's column, I outed myself as a hotel snob, spoilt rotten by the conference industry which puts speakers up in beautiful hotels and as such, when travelling with my family, I find it hard to stay in less than 5 star accommodation. Pathetic, yes – but judging by the number of emails I received in response from fellow hotel snobs, I realised I'm not alone.

So let me out myself again - this time as being a conference goer who finds it hard not to ferociously feast at the conference lunch buffet, especially on the often extensive dessert options.

Like most people, when not at conferences I eat a basic, modest (and quite healthy) lunch. A sandwich and a piece of fruit and not only am I happy, but I'm full. I don't crave dessert after lunch. Actually, I rarely have dessert after dinner. So lunch dessert ("lussert") is simply not on the menu - not that there is a menu as I work from home, so the "menu" translates to "whatever is in the fridge."

But somehow when I'm at a conference (which worryingly for this 40-something with high cholesterol is very often), I simply can't ignore the often dizzyingly delicious dessert delicacies dutifully displayed on the lunch buffet table.

Cheesecake, little lemon meringue-pies, chocolate brownies laid out especially for us delegates, surrounded by a few lonely pieces of melon to make us feel that we are also balancing our diet with fruit. To NOT indulge in 'lussert' would be, well un-Australian, against the spirit of the conference, a waste of our registration fee (Okay, I know, I am a paid speaker so didn't pay the rego, but the principle is the same).

Strangely, at conferences I feel hungrier than usual. I NEED dessert. And if we don't eat the dessert, it will probably get chucked out. Surely the good folk of Oz Harvest are not going to schlepp out here to this remote island resort to collect a few pieces of apple crumble cake? So eating another few slices is helping everyone. A community service, shall we say?

Now all of this is fine for those of you who attend one or two conferences a year. Your waist lines and cholesterol counts are unlikely to be affected.

But spare a thought for us ever-expanding compulsive conference-goers. And while you're at it, pass the Lipitor.



For more information about Andrew and what he can do for you at your next conference email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.

