



Death by PowerPoint

IT HAS been written about so many times, organisers have repeatedly cautioned about its stultifying effects, but clearly not everyone is getting the message.



It seems that it's still open slather for a speaker with a laser pointer and a PowerPoint presentation to rabbit on while all around are losing the plot!

No names, no pack drill, but at a recent presentation I attended people were variously checking their mobiles, dropping off to sleep or just about ready to stab themselves in the eye.

What part of 'Death by PowerPoint' don't they get?

Frighteningly, the makers of PowerPoint claim that more than 350 presentations using the software are apparently given every second around the globe.

An article in *The Age* said that the problem with PowerPoint slides, and perhaps why they're so widely hated despite their prolific use, is that many use them as the presentation, rather than just as an aid to whatever it is they're communicating.

Yale University's Professor Edward Tufte, in his book, *The Cognitive Style of PowerPoint*, compares it to a pharmaceutical drug that promises to make you beautiful but instead makes you stupid, degrades the quality and credibility of a communication, turns you into a bore, and wastes your colleagues' time.

It's time to move on folks – take a look at the audience and not at the notes you are reading off the screen and please, please, if you must, keep it brief and to the point! *Jill*

Cebu adds flight

CEBU Pacific, which recently announced the launch of direct flights between Sydney and Manila on 9th September, will add a fifth weekly single-class A330-300 operation on the new route from 10 December 2014.

CIBTM targets Australasia

THE organisers of the upcoming China Incentives, Business, Travel & Meetings Expo (CIBTM) have highlighted the potential of the Chinese market for business events in Australia and NZ.

At last year's show more than 40% of hosted buyers said they were interested in placing business in Australasia, potentially representing US\$13.46 billion of the total budget.

Chinese outbound investment in the region is growing, with a total spend of \$4.2 billion in Australia and \$870 million in New Zealand.

CIBTM is the only business events trade show officially endorsed by the Chinese

government, and is co-hosted by the Beijing Municipal Commission of Tourism Development.

The show will take place 17-19 September, and includes a partnership with the International Association of Exhibitions and Events which will co-produce educational content at the event.

CIBTM is headed up by Jacqui Timmins, who also runs AIME in Melbourne each year.

Exhibitor, trade visitor and hosted buyer registrations for the show are still available - for more information see www.cibtm.com.

One&Only Hayman opens tomorrow

ONE of Australia's top resorts will once again be firmly on the map from tomorrow, with the 01 July reopening of Hayman Island.

To be operated by global brand One&Only Resorts, the return of the iconic property follows a major refurbishment which has seen the Pool Wing fully redeveloped with new all-suite living spaces.

Tomorrow's debut will be followed by a major launch event in conjunction with Qantas, which is also returning to Hamilton Island with thrice weekly flights commencing on Tuesday.

BEN will be on location at the official launch celebrations - see our issues later this week for all of the excitement.

Crown spa appoints

EMMA McGrady has been announced as the director of Crown Spas in Melbourne and Perth, with a key focus on Crown Spa and ISIKA Melbourne while providing support for ISIKA Perth.

Business Events Week for Malaysia

THE Malaysia Convention & Exhibition Bureau (MyCEB) has announced the inaugural Malaysia Business Events Week, which will take place in Kuala Lumpur from 14-21 August 2014.

MyCEB says it expects more than 200 delegates to attend the week-long program of innovation workshops, seminars and dialogue sessions.

The organisation's ceo Zukleflil Haji Sharif said the event would contribute towards the country's goal of becoming a top five Asia Pacific destination for international conventions, attracting 2.9 million business events visitors by 2020.

Malaysia BE Week is open to PCOs, destination management companies, hotels, convention bureaux, regional tourism officers and industry suppliers - for more info email bew@myceb.com.my.

Italia forms bureau

A NEW, privately funded convention organisation has emerged in Italy – the Italia Convention Bureau.

It follows on from a failed attempt to run a publicly run national convention bureau, one that closed after just a year of operation in 2012, owing to a lack of funds and political support.

The new bureau is being promoted by Italian meetings and events industry association Federcongressi&eventi, and four other tourism and hotel associations - Confesercenti-Assoturismo, Confturismo-Confcommercio, Federalberghi and Federturismo-Confindustria.

Established on 18 June, Carlotta Ferrari, one of the main architects of the new national convention bureau, is now its chair.

By mid-July the new bureau hopes to have sufficient support to build the product, create a website and introduce themselves to the global market.

Accessible Uluru

TRAVEL to Ayers Rock Resort is now much easier, with Jetstar yesterday commencing its much-anticipated new direct flights from Melbourne to the Red Centre (**BEN** 11 Mar) providing a non-stop travel time of just three hours and 20 minutes.

Jetstar has also boosted capacity between Sydney and Uluru, with the flights moving to a daily operation.



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business events news

30th June 2014

New Dubai Shangri-La

SHANGRI-LA Hotels & Resorts will expand its presence in the United Arab Emirates, with the signing of an agreement to manage a new hotel on Dubai's iconic Palm Jumeirah.

The 290-room property is set to begin construction as part of the new Nahkeel Mall and Hotel complex and will open in 2016.

It will be located on the first 18 floors of the 52-storey building with direct access to the mall and The Palm monorail.

Connecting with SCG Events

A NEW venue partnership has been announced between Staging Connections and some of Australia's most iconic sporting venues through SCG Events.

The affiliation means Staging Connections will provide a complete integrated event services solution for the Sydney Cricket Ground (SCG) and Allianz Stadium, Moore Park in Sydney.

Tony Chamberlain, managing director of Staging Connection expressing his delight at the agreement, saying the partnership will include the range of event spaces across both properties, from the heritage listed Members Pavilion to the newly built Noble Bradman Stand, which is due to open next month.

Malaysia Roadshow

LAST week, Tourism Malaysia took their Visit Malaysia Year 2014 roadshow to the travel industry in both Melbourne and Sydney.

Mohd Roslan Abdullah, director for Tourism Malaysia Australia, welcomed guests at dinners that followed the roadshows.

Australia is currently Malaysia's 8th strongest market, but he said more effort was still needed to boost the increase of 21.6% in arrivals they have already experienced this year.

"Each State in Malaysia has its own unique difference," he said - a difference that was apparent through the diverse range of exhibitors including Shangri-La, Starwood, the Istana Group, the Datai and The Danna Langkawi, Sutera Harbour, Hotel Istana, Bangkok Airways, AirAsia, Sabah Tourism, Penang Global Tourism and the Malaysia Healthcare Travel Council (MHTC).

MHTC gave a presentation on medical tourism that appeared to be of keen interest to many of the women in the room, while Miss Tourism Australia 2012, Monika Radulovic showed a film of her experiences in Malaysia.

Novotel Sydney's new spectacle

SYDNEY'S Novotel Darling Harbour - on the doorstep of the new Sydney International Convention, Exhibition and Event Precinct - has announced an upgrade of its dining offering including two "kitchen theatres".

The multimillion dollar project has now kicked off and is expected to be completed in early Sep, with gm Ruwan Peiris saying "we are looking to push the boundaries and move away from the traditional hotel restaurant and dining concept with this transformation."

"Novotel Darling Harbour has been an iconic hotel on the Darling Harbour skyline since it opened back in 1991 as Accor's first Australian hotel," he said, with the property once again leading the way with the refurbishment.

The upgrade is being spearheaded by executive chef Anthony Flowers, who's well known on the Sydney dining scene (think Level 41, Berowra Waters Inn) and who joined the hotel last Aug.

The new restaurant and bar



area will feature three distinct cuisine offerings: a cosmopolitan Wine Bar and Charcuterie plus Asian and OZ grill areas (pictured) where patrons can watch their meals being created.

"Both Western and Eastern cuisines will be seamlessly fused within the large open dining space in a revolutionary design that will also incorporate unique seating areas for an interactive social experience," Peiris said.

He told **BEN** the dining concepts will also be available for groups booking function rooms.

During the upgrade period it's business as usual at the hotel which will continue to offer 24 hour food & beverage services to guests, while the restaurant will temporarily relocate to the Terrace Rooms on level 1.



FAIRMONT Hotels & Resorts is bolstering its Fairmont Fit program with new fitness gear, running shoes and other sports apparel from Reebok.

The gear is being rolled out to all Fairmont hotels this northern autumn and throughout the winter for use by members of Fairmont President's Club, who are given access to the workout gear and footwear.

Items are delivered directly to their guestroom for use in-room, in the gym or outdoors.

Fairmont spokesman Brian Richardson said of the initiative, "By adding a partner like Reebok, one of the world's top sportswear companies, we're strengthening one of our key health and wellness offerings and making it easier for our guests to continue their workouts on the road."

What's more, guests can order Reebok ZigLite running shoes, a track jacket, performance t-shirts, and microfibre socks, while women can choose to have capris and sports bras and men can request pants or shorts.

Workout over and the guest simply leaves them in their room when they check out, or they can call to receive a fresh set.

If they really like the gear, they can decide to purchase new items at a 15% discount - and what's more, guests are provided with pre-loaded MP3 players upon request to use during their workout.

A Tropical Recipe for Event Success!

Business Events Cairns & Great Barrier Reef invites you to attend our annual showcase and discover the tropical recipe for event success.

BRISBANE
Tuesday 22 July 2014, 12:00pm – 2:00pm
Customs House, 399 Queen Street

SYDNEY
Wednesday 23 July 2014, 12:00pm – 2:00pm
Star Room, above IMAX, Darling Harbour

MELBOURNE
Friday 25 July 2014, 12:00pm – 2:00pm
Eureka 89, 7 Riverside Quay, Southbank

A cocktail lunch will be served. PLUS one lucky guest at each event will WIN a trip for two to Cairns & Great Barrier Reef.

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Sunshine Coast "Food Trail" app

THE Queensland govt has provided new funding for several projects on the Sunshine Coast, including the development of an interactive food trail smartphone app and mobile website.

The move will see visitors able to create personalised itineraries connecting with more than 400 food businesses, festivals, local producers, growers and markets across the region.

Funding is also being provided to further develop the 'Australia's Nature Coast' concept alongside the Fraser Coast and Gympie, as well as to extend the successful domestic campaign Make the Most of the Moment to also incorporate promotion of the destination to Kiwis, in conjunction with the direct Air NZ flights which debut this week.

PCOs all smiles in Fiji



ABOVE: These professional conference organisers recently experienced Fiji's Natadola Bay courtesy of InterContinental Fiji Golf Resort & Spa.

The three day trip saw them experience the property as well as a range of creative options available to groups, such as a visit to local primary schools, discovering the PGA championship Natadola Bay golf course, a *kokoda* cooking class and even a special guest appearance by world champion surfer Kelly Slater (**centre**).

New hotel for SYD

SYDNEY Airport has proposed the construction of a new 430-room hotel near its T2/T3 domestic precinct to service surging demand for accommodation near the airport.

It's part of a \$300m plan which also include "transformative road works," a ground transport interchange and car parking.

A preliminary draft development plan covering the T2/T3 works is on exhibition until 22 Sep - see www.sydneyairport.com.au.



Getting to Know: Vienna

by: Jenny Piper

AUSTRIA'S capital offers a host of options for incentives and meetings, with a recent visit by *BEN* highlighting the potential of the destination for an unforgettable experience for groups. Vienna is easily accessible from Australia, with one-stop Qantas/Emirates flights via Dubai, while Etihad will also offer a one-stop connection in conjunction with its partner Airberlin from later this year.

Tourists visit from around the world to see the famous Vienna Boy's Choir as well as the Lipizzaner stallions in the Spanish Riding School, and it's possible to combine both in a unique private viewing - including an up close and personal visit to the horse stables. Customised tours of the city's stunning museums and palaces are also available, with a plethora of amazing art, architecture, design and culture available at every turn.

Groups of up to 100 can take part in a cooking class at the Wrenkh Wiener Kochsalon, which offers culinary workshops, showcasing classic Austrian cuisine from vegetarian and meat dishes through to traditional Viennese Apfelstrudel.

The Palais Todesco - a stunning home on Vienna's famous Ringstrasse boulevard - is available for private events through the Gerstner Imperial Hospitality Group, evoking the glamour of the mid-1800s Austrian Salon where artists, scholars and members of Viennese society gathered to listen to music and discuss the issues of the day. Travel there in style in a 'Fiaker' horse-drawn carriage which can be found on many street corners.

Another stately home, the Palais Coburg, has been converted into an amazing hotel which boasts an incredible Wine Archive comprising more than 60,000 bottles from across the globe. The recipient of *Wine Spectator's* Grand Award annually since 2007, the cellars are available for private tours hosted by the hotel's sommeliers during which visitors can view rarities from four centuries.

No visit to Vienna is complete without a visit to the city's Opera House, where a different performance is staged every night, while the city also boasts scores of other venues showcasing traditional and modern musical performances.

For something different, take your group on a 'PolaWalk' - a creative activity where participants capture Vienna's sights and streetscapes with old-style Polaroid cameras to create an unforgettable souvenir of the destination. A bike tour utilising the city's many cycleways is also a must-do.

A range of resources for meeting and events planners are available from the Vienna Convention Bureau - see www.vienna.convention.at.

