

WHERE WILL YOU BE NEXT YEAR?

WE KNOW.....

AIME MELBOURNE, 24-25 February 2015

**OVER
\$252 MILLION**

**POTENTIAL ESTIMATED
HOSTED BUYER AND
VISITOR EXPENDITURE**

TOP REASONS TO ATTEND AIME 2015

93% of **Exhibitors** agree
AIME offers a good
return on investment

93%

94%

94% of **Visitors** agree
AIME is a must
attend event

98% of **Hosted Buyers** agree
AIME is very important to
their business

98%

What to expect at AIME 2015



Total Visitors: **3000**

Total Hosted Buyers: **550**

Total Exhibitors: **750**

MANAGE ALL YOUR EVENT NEEDS IN ONE PLACE

Achieve a year's worth of business in just two days

MEET AND NETWORK

Make invaluable business connections

BE THE FIRST TO KNOW

Discover innovative solutions, event trends and new suppliers

GAIN INVALUABLE INSIGHTS & KNOWLEDGE

Immerse yourself in a year round event planning community

AIME KNOWLEDGE

Attend AIME's education program

GAIN KNOWLEDGE - BE INSPIRED - NETWORK & CONNECT - GROW YOUR BUSINESS

You can attend AIME as a Hosted Buyer, an Exhibitor or as a Visitor. Find out more at aime.com.au

AIME IS PART OF THE REED TRAVEL EXHIBITIONS MEETINGS, EVENTS AND BUSINESS TRAVEL INDUSTRY PORTFOLIO

AIME IS OWNED BY MCB

AIME IS MANAGED BY RTE



THE GLOBAL MEETINGS &
EVENTS EXPO
18-20 November 2014 • Barcelona, Spain





Dig this!

IT'S getting to that creepy time of the year when apparitions of ghouls and ghosts roam free at Halloween.



Viator.com, a leading resource of researching and booking tours, has dug up, if you'll excuse the pun, some Halloween-themed tours, and we've added one of our own.

Number one must be Sydney's Q Station, a great place to scare the pants off your conferencing delegates staying at the resort.

They have an extreme Ghost Tour that reveals the raw accounts of horrible and bizarre stories that occurred during its time as a Quarantine Station.

You can explore Melbourne's haunted past on three nighttime walking tours in Old Melbourne, Williamstown or Pentridge Prison, and you can even include dinner before being scared witless during the latter two.

At Port Arthur Historic Site, with its ruins, remote location and history as a penal colony, you enter a haunted world on a lamp-lit, after hours tour.

Supposedly one of the most haunted locations in Australia, there have reportedly been more than 2,000 paranormal experiences encountered since ghost tours began 25 years ago.

Perhaps topping them all is the New Orleans Cemetery and Voodoo Walking Tour, where you get to tour one of the city's most haunted cemeteries, St Louis Cemetery No. 1, and visit the tomb of the Voodoo Queen of New Orleans, Marie Laveau, find out about the unique above-ground burial custom and receive an in-depth overview of the fascinating evolution of voodoo.

Jill

Three pages today

BEN has two pages of editorial plus a full page from (click):

- AIME

Illawarra investment



THE Illawarra draft plan has said one of the focus areas for possible infrastructure investment is tourist and recreation facilities, including convention facilities.

The plan, released last week, said while no specific projects had been identified, economic themes for which infrastructure could be prioritised had been established.

These could be used to identify projects to support growth.

One such area was tourism and recreational facilities.

Investing in convention facilities, accommodation services and attractions to support tourism could increase visitor nights and longer stays in the region, the draft plan said.

A NSW planning and infrastructure spokesperson said these types of investment

had been identified as those the region may wish to consider that could provide economic opportunities.

Feedback is open until 07 Dec. **CLICK HERE** for more.

Chinese planners look to price

THE latest China MICE Buyers' report from CIBTM has found Chinese meeting planner respondents had more of a focus on price and a match to business interests compared with last year.

The online survey received 213 responses from Chinese meeting planners in early summer 2014.

Almost 60% of respondents said price was very important when choosing a destination for a meeting, followed by a match to business interests (51%).

Attractiveness for tourism was third at 44% of respondents.

CIBTM said the responses suggested a "more pragmatic and business like mood" among Chinese meeting planners, since more emphasis was placed on price and a destination match than last year.

In the 2013 survey, which had 165 responses, the destination's climate was the top feature of consideration when choosing a destination, with price second to last.

In this year's survey, 68% of respondents said location was very important when choosing a venue, followed by price at 65% and staff service at 31%.

Last year, respondents similarly rated location first, but price last when it came to features when choosing a venue.

\$85,000 conference

AUSTRALIAN Aged Care Quality Agency has said the budget for its Better Practice conference is \$85,000 (**BEN** 10 Oct).

EOIs are now sought.

CLICK HERE for more information.

Mid West Blueprint

THE Mid West Development Commission Regional 2050 Blueprint is open for public comment, with tourism identified as a significant economic driver for the region, Tourism Western Australia said.

Industry is invited to comment via the Mid West Development Commission Facebook page, so **CLICK HERE** to have your say.



The Christmas Venue Guide

BUSINESS Events News has launched a Christmas Events guide and it's booking out fast, so get in while you can.

The events guide promotes venues perfect for holding Christmas events and festivities, whether it's a decorous cocktail party to farewell the year or a karaoke sing-off of 'Jingle Bells'.

To highlight your venue's unique features to the business events industry and **BEN's** readers and social media channels, email advertising@businesseventsnews.com.au.



Events Calendar

BEN's calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au.

15 OCT

ACTE Brisbane Networking Reception; NEXT Hotel Brisbane; www.acte.org

21-23 OCT

Walk21 International Conference on Walking and Liveable Communities; Luna Park Sydney; www.walk21sydney.com

22 OCT

ACTE Sydney Networking Reception; PARKROYAL Darling Harbour, Sydney; www.acte.org

23-25 OCT

Quest Serviced Apartments National Conference 2014; Melbourne Convention & Exhibition Centre

30-31 OCT

Ovum 2020 Telecoms Summit; Sydney Harbour Marriot; www.ovum2020.com.au



business events news

13th October 2014



IF YOU'RE looking for ways to make more of a marketing impact for your venue or event, maybe take a leaf out of the book of group 'LALSH', which has created a viral buzz by apparently taking a polar bear for a walk across the Shibuya Scramble crossing in Japan.

The story's made the rounds on Twitter and various news sites, and a YouTube video of the perambulating polar bear, led by a blonde woman wearing a 'LALSH' shirt, has clocked in at 1.3m views - you can watch it by **CLICKING HERE**.

Apparently, there's a reveal at Shinjuku later this month about who and what LALSH actually are, *Orange News* reported, but as Reddit users pointed out, the polar bear's gait is very suspicious, with one commenter saying that, for anyone who thought the bear's walk was real, "I know a Nigerian prince who has millions of dollars waiting just for you".

CONTACT US:

Editor
Jill Varley

Deputy editor
Alex Walls

Advertising:
advertising@businesseventsnews.com.au

P: 1300 799 220
F: 1300 799 221

PO Box 1010 Epping, NSW,
1710

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Destination trends

GLOBAL DMC and event management organisation Pacific World has released its latest Destination Index which showed that South Korea, China and Singapore are the most popular meetings and events destinations in Asia.

China appeared in five out of the six Destination Indices, with Beijing, Shanghai and Xi'an the most popular cities for pharmaceutical conferences and meetings, Pacific World said.

Its growing interest was due to the presence of international companies and continuous changes in the country, it said.

In the European, Middle Eastern and African region, Portugal came out tops for corporate meetings, South France for finance, high tech and automotive segments, Italy for incentives, meetings and sport events and UAE for medium-sized incentives and conferences.

IHG takes off



IHG'S annual Race Around the World event, in aid of its disaster relief program IHG@Shelter In a Storm, took place from 22 to 29 Sep

The event saw more than 177,000 people from IHG's corporate offices and hotels across 67 countries carry out activities and give nearly 170,000 pledges.

For each activity, IHG made a donation of US\$1 to the Fund.

In Sydney, activities pledged by the corporate office included a Botanic Gardens walk and a delicious baking competition dubbed **The Cake War (pictured)**.

The Crown Plaza Newcastle and InterContinental Sanctuary Cove Resort hotel teams nominated a day to run or walk to work.



FACE : FACE

Simon Ambrose
CEO

Sunshine Coast Destination Ltd



Business Events News recently caught up with Simon Ambrose ceo of Sunshine Coast Destination Ltd (SCDL) just as he was celebrating his first anniversary in the role. He represents the tourism industry on a national level as the deputy chair of the Australian Regional Tourism Network and as treasurer of the Association of Australian Convention Bureaux.

What does your role entail?

I lead a multifaceted organisation with over 750 members, 25 staff and 300 volunteers that is structured to lead the management, marketing and development of tourism on the Sunshine Coast.

What's the first thing you do when you get in the office?

I really like to keep abreast of local, state and national news, so after saying "Hi" to my team, I check out the topical issues of the day. I can then respond as appropriate to issues that are affecting the Sunshine Coast and provide feedback and direction to the team and our members.

What is the most challenging aspect of your job?

The Sunshine Coast is different from some other destinations because we have such a wide diversity of attractions. Noosa is already well known, but my job is to ensure that the Glasshouse Mountains, the Hinterland, Gympie and all our superb beachside locations get equally well-represented. Mind you, it's a good challenge to have.

Dealing with new technology - bonus or headache?

Our most recent advertising campaign used drone technology to capture its most spectacular aspects, so although I often feel like saying, "Put away the smartphone/camera and just soak in the atmosphere", sometimes technology does have its benefits!

What would you be doing if you weren't CEO of SCDL?

If I wasn't leading a similar type of go-getting organisation I would be very happy to be driving a tractor, mending fences and shearing sheep.

What makes a great conference?

Delegates need to be able to escape the concrete jungle, and open up their minds. Therefore they need a really refreshing and invigorating atmosphere. I think that's what the Sunshine Coast offers – plus incredible

ease of access.

How is the business events sector in the Sunshine Coast doing things better than the rest of Australia?

What could it improve on?

We pride ourselves on collaboration, partnership and looking for niche opportunities that help to grow our product and our reputation. We have a lot of capacity for mid week growth and need to continue to work to bring opportunities to the region to capitalise in this area.

Will robots ever take over the industry, or will the business events sector fight back against a robopocalypse?

As the past gm of the Asia Pacific Multimedia Festival, I had many opportunities to dwell on the opportunity for robotics and their importance in our future; however robots will never replace a human's touch and empathy.

Who has inspired you?

My most memorable mentor was Dame Elisabeth Murdoch AC DBE who I worked very closely with when I was in Victoria. She was the most humble, yet one of the most powerful people that I have ever known. I met her when she was in her early 90s and spent several years having weekly meetings with her. She was generous with her time, had an amazing intellect, sharp wit, canny eye and lovely self-deprecating humour.

What one change in the industry would make your job easier?

A major new five star hotel and conference facility on the Sunshine Coast.

What's the weirdest business event you've ever attended?

The weirdest business event that I ever attended was a multimedia conference in Ottawa, Canada, two weeks after 9/11. The conference was consumed by concerns regarding security, it was closed down due to suspicious activity and was really confronting. It would have been a disaster for the PCO.