



How it is

IN THE realm of you can't keep a good woman down, Valerie Percival, who retired from IBM after 38 years with the company (**BEN** 30 April), said at the time she planned to open her own company in 2015.



A legend in the field of creative event management, Valerie was seen this week in Sydney at the NT ConveNTions roadshow, dipping a well-manicured toe back into this industry that is hard to leave.

"This is my first event," she revealed conspiratorially.

You can contact Valerie at VIP Event Management on email: valerie.c.percival@gmail.com.

Onto the vexed question of how to store coffee - fridge, cupboard, airtight container?

At the Trippas White Group, Coffee Master Class on Tuesday, Vittoria's Matt Thomas who has been roasting, blending and tasting coffee for 28 years said, "Take the air out of the package and store your ground coffee in an airtight container, in a cool, dark place but never in the fridge or freezer!"

And if you wanted to know what the difference is between a single and double roast?

"It's just marketing spin," he said dismissively.

By the way, the InterContinental Melbourne The Rialto, which recently refurbished and relaunched its conference and meetings space, titled The Laneway Rooms, has been named Australasia's Leading Conference Hotel at the World Travel Awards. *Jill*



'Tis the conference season

'TIS apparently the season for conferences in Australia, with major events being held, or won, around the country this and next week.

In Adelaide, more than 1,000 delegates were expected to attend the 2014 Asia Pacific Oil and Gas Conference and Exhibition held in the Adelaide Convention Centre from 14 to 16 Oct, with the event expected to pump \$2m into the South Australian economy, the SA government said.

Kangaroo Island, meanwhile, has won the bid to host the 2017 International Small Islands Studies Association conference, which would see about 200 delegates attend the three to four day event.

This was estimated to pump about \$850,000 into the visitor economy, the Adelaide Convention Bureau said, which supported the island's bid.

Melbourne will see about 70,000 attendees at a conference for Jehovah's Witnesses, held at Etihad Stadium from today to 19 Oct.

Hotel operator Accor said it had seen "soaring demand" in hotel occupancies across the city, with overflows to regional properties,



thanks to the event.

Accor Victoria, SA and Tasmania vice president Adrian Williams said all Melbourne CBD hotels were full and the group was experiencing strong demand into suburban hotels, with bookings reaching out into the region as far as Geelong and Creswick.

Port Stephens is set to host the Australian Regional Tourism Convention from 20 to 23 Oct.

The event, which would be held at the Ramada Shoal Bay Resort (**pictured**), was estimated to pump \$150,000 into the region's economy, Destination Port Stephens said.

This was down from a previous estimation of \$240,000 (**BEN** 20 Aug).

Australian Regional Tourism Network chairman David Sheldon said the organisation had expected a greater number of delegates but regional industry was not spending as much.

More than 100 delegates were expected to attend, and the final numbers were dependent upon different programs, he said.

A Destination Port Stephens spokesperson said estimated impact was based on Association of Australian Convention Bureaux (AACB) regional delegate spend figures.

ICC IMEX preview

SELECTED IMEX attendees were given a preview of the International Convention Centre Sydney this week, which received an "overwhelmingly positive" response, ceo Geoff Donaghy said.

The Christmas Venue Guide

BUSINESS Events News

has launched a Christmas Events guide - check out **page three** for the best end of year function venues out.

The last few issues of the Guide are coming up so get in while you can to highlight your venue's unique features, like the ability to host a karaoke battle of 'We Three Kings - The Reggae Remix', to the business events industry by emailing

advertising@businesseventsnews.com.au.

MCB's new US director

THE Melbourne Convention Bureau (MCB) has appointed Maria Rivera as North America business development director.

Rivera was most recently with the Nashville Convention and Visitors Bureau, and had previously worked at Tourism Toronto, the Convention Bureau said.

Seeking ideas

THE City of Sydney is seeking expressions of interest from venue managers, creative organisations, producers, artists and musicians for ideas to lift the profile of Paddington Town Hall's Stapleton Hall as a live performance venue.

A member of Sydney's Unique Venues Association, the 700 seat Stapleton Hall has operated mainly as a community venue, hosting concerts, conferences, gala dinners and wedding receptions.

Proposals need to take into account the building's heritage status, existing technical infrastructure and backstage facilities, and the activities of the hall's other tenants and neighbours.

The EOI is open until 11 Nov.

Centara website

CENTARA Hotels and Resorts has launched a dedicated business events section of its website.

It is divided into three sections of corporate for meetings, conferences and exhibitions, romantic, for weddings, and social, for events including gala dinners, company retreats and team building.

Such a site had become a vital service due to the range of venues available in the Centara portfolio, sales and marketing senior vice president Chris Bailey said.



business events news

17th October 2014



crumbs!

IT'S that ghostly time of year again, when you can expect to see all number of Halloween themed business events, incentives and tours - we've already touched on some of these (**BEN** 13 Oct).

So if you're looking to get into the spirit at your next event, HalloweenCostumes.com has gathered the most popular costumes this year for your ectoplasmic edification.

Trending costumes include the woman who claimed to have a third breast implant à la Total Recall (which got Snoped pretty quickly, considering the lady in question once filed a stolen baggage complaint listing a three breast prosthesis), Spider Dog (**CLICK HERE** to view) and takes on Disney's 'Frozen', while the F movie classic Sharknado is apparently a popular theme again in the US, due to sharks along the North Carolina coast.

CLICK HERE to read more.

NZICC completion date extended

SKY CITY has extended the deadline for completion of construction of the New Zealand International Convention Centre (NZICC) to mid-2018, from the previous date of mid-2017.

The company's annual report said it had taken "longer than expected" to lodge resource consent applications and finalising preliminary design.

IBTM Africa buddies up with MICE

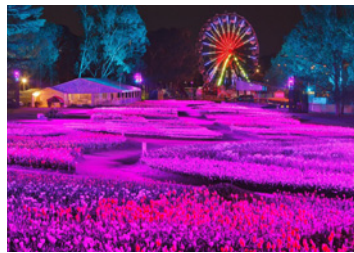
IBTM Africa has partnered with the MICE Academy to allow the first 20 exhibitors at next year's event an annual subscription to the Academy's web portal.

This would provide access to the Academy's continuing professional development program for events and meetings professionals, IBTM said.

The subscriptions would be funded by Reed Travel Exhibitions and the IBTM Portfolio of Events, it said.

CLICK HERE to read more.

Largest Floriade crowd



FLORIADE attracted the largest crowd in the event's 27 year history this year.

The 481,854 strong attendance over the 30 day festival in Canberra was an increase of 7.3% on last year's numbers, and was almost 10,000 more than the previous highest attendance record of 471,979, posted in 2010, organisers said.

Held from 13 Sep to 12 Oct in Commonwealth Park, last year's event had direct expenditure of \$39.5m, up 30% year on year.

Coffee tasting with Trippas



THE Trippas White Group held a Coffee Master Class in Sydney's Botanic Gardens Restaurant.

Born of the event industry's appetite to come up with something different for clients and an informative and challenging event for a team building exercise, it received an enthusiastic response this week.

Espresso Martinis and Champagne set the scene for the more serious and wholly enjoyable task of coffee sniffing, slurping (the noisier, the better,

to take in the necessary air), and tasting with Vittoria Coffee quality assurance manager Matt Thomas, who taste tests 150 cups of coffee a day, and Vittoria coffee college manager Sean Cooper.

The guests tasted three different types of coffee and learned that Oro, a lighter roast, was the most popular food service coffee.

Pictured from left is Angela Thompson, Trippas White, Cooper, Renay Farrell, Trippas White, Thomas, and Emily Hosking, Trippas White.



CONFESSIONS OF A COMPULSIVE CONFERENCE-GOER

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

What a Load of Bullet!

AT SCHOOL, my young daughter was taught to "use your words" if someone is doing something you don't like and tell the perpetrator, "Stop it, I don't like it". So to all the presenters out there using torrents of bullet points in your presentations, "Stop it, I don't like it".

As a Presentation Skills trainer, I've been raving on for years about the misuse of PowerPoint. I'm not alone. There is a huge movement to encourage presenters to present differently, using photos and stories to interact and engage with the audience. Despite this, the PowerPoint abuse just gets worse. Anyone who has attended a conference in the last 25 years knows what I'm referring to. It's gotten out of hand.

PowerPoint itself (or Apple's Keynote) is not the problem. Used properly with a large word or two per slide or better still, a large photo, its impact can be strikingly effective. But as those of you who, like me, frequently loiter at conferences would know, the problem arises when presenters show slide after slide, each containing endless identical looking bullet-point paragraphs.

I remain to be convinced that this is (or ever was) an effective way of learning.

So what can be done? Whose role is it to urge clients to prevent their speakers from presenting information in a style that is ineffective? Who should be suggesting more effective ways to keep conference audiences engaged and awake? I think it is all of ours.

I know this is not easy. Most of us are not consulted about the content of the presentations. It's out of your hands. But does it have to be?

We all want our conferences to be effective, so where possible, I would argue that we all take a proactive role and at least suggest that the content is delivered differently. We wouldn't allow presenters at our conferences to speak without a microphone. We wouldn't allow our lunches to be delivered on paper plates. We wouldn't dream of allowing our AV companies to use overhead projectors. And we wouldn't expect our delegates to register for the conference by mailing in a hard copy registration form. These methods were all fine once, but they are now either outdated or inefficient. Bullet points were probably never effective but we continue to allow them to whizz by endlessly at each conference.

I defy anyone to prove that endless lines of bullet points is an effective way to deliver conference messages. So, let's bit by bit do our bit and try to rid conferences of bullet points.

I've long held the view that whoever invented the concept of the PowerPoint Bullet Point deserves a bullet. He or she has a lot to answer for. Ready, aim, fire.

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.



CONTACT US:

Publisher	Editor	Deputy editor
Bruce Piper	Jill Varley	Alex Walls

For advertising enquiries email Sean Harrigan & Katrina Ford: 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 & 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.

Christmas Venue Guide

Looking for a Christmas venue or staff celebration?
Business Events News guide to 2014/15 Christmas venues is the place to showcase!
To feature here email advertising@businesseventsnews.com.au.

MV EPICURE

Sydney, NSW

MV EPICURE is a brand new, state-of-the-art luxury motor vessel sailing Sydney Harbour. Impress your guests with sensational food and wine against the best vantage points on the harbour.

Custom built for luxury events, MV EPICURE can cater 300 for sit-down and 450 for canapés across three stylish levels. The modern neutral interiors play host to a range of Christmas events.

Celebrate Christmas in style onboard MV EPICURE starting from \$159.00pp.

www.mvepicure.com.au



Sheraton on the Park

Sydney, NSW

Whether it be a Christmas lunch, cocktail party or full scale gala dinner event in our grand ballroom, Sheraton on the Park is the perfect place to host your Christmas event this year.

Our meeting rooms cater for up to 1,000 guests and can accommodate any style of event you have in mind.

Christmas Packages start at \$125 per person.

www.sheratonontheparksydney.com

Royal South Yarra Lawn Tennis Club

Toorak, Victoria

Founded in 1884 and recently redeveloped and refurbished throughout, the extensive clubhouse offers striking contemporary décor and modern facilities, with flexible function spaces ready to accommodate your next event.

Perfect for corporate events, cocktail parties, weddings, anniversaries, engagements and all types of celebrations.

Book your event now and ensure a memorable experience for all your guests.

www.rsyltc.org.au



Tangalooma Island Resort

One hour from Brisbane, Queensland

Reward your staff with a beach themed Christmas party this year.

Yummy food, delicious cocktails, lots of fun activities for all the family and beautiful ocean breezes. Why not stay overnight and make this a truly great break?

Day cruises and overnight packages available. Come and hand feed our beautiful wild dolphins. Action starts at sundown.

Contact corporate@tangalooma.com for further information.

www.tangalooma.com