



## on location in ben Adelaide

Today's issue of *TD* is coming to you from Adelaide, South Australia, courtesy of Tourism Australia which is this week hosting Dreamtime 2015.

**INTERNATIONAL** business events buyers and media from 10 key markets descended upon Adelaide last night for the start of Tourism Australia's biennial events showcase, Dreamtime.

International and local media were treated to a scrumptious dinner at rooftop venue, 2KW before heading back to Adelaide's newest five-star boutique hotel, The Mayfair.

The hotel boasts a rooftop bar, Hennessy, which opened to the public in on Fri after new management refurbished what was previously a guests-only space.

The 170-room hotel is nestled within the refurbished 1930's CML building opposite the city's shopping precinct, Rundle Mall.

This morning delegates headed to the Adelaide Convention Centre for a day of Business Sessions, with the promise of a flash Welcome Event at Penfolds Magill Estate Winery tonight.

Tomorrow will see the all-sectretive Adelaide showcase unveiled, with delegates simply told to "dress comfortably".

## TA ramps up incentive focus

**TOURISM** Australia's biennial business events showcase, Dreamtime was declared the largest yet as it opened this morning at Adelaide's renovated Convention Centre.

The second Dreamtime to be held in Adelaide, the event welcomed 95 buyers from 10 key markets, all ready to do business with over 70 Australian sellers.

"Dreamtime is basically the way to show the world that there really is nothing like Australia for business events," Frances-Anne Keeler, deputy ceo Tourism Australia told *BEN*.

Tourism Australia has the spotlight on incentive travel and are consequently ramping up their efforts in three key markets: NZ, China and the US - which is doing "particularly well".

"There's a lot of potential. We always get a steady stream out of New Zealand and...there's a lot of big incentives being won for Australia out of China at the moment."

Keeler said food and wine is a huge drawcard for events coming into Australia.

In New Zealand, where delegates can often be more familiar with Australia than other markets, TA's strategy is to bring the unexpected and constantly reinvent their messages.

"Kiwis tend to sometimes think

they've been there, done that, so it's very much about new news. Our content strategy in NZ is more information heavy rather than just beautiful images," Keeler told *BEN*.

"The US market the food and wine is very important but we're also going to be launching aquatic and coastal messaging next year and really capitalising on Australia's great assets."

Selling Australia's food and wine experiences to China is slightly different, with a heavier focus on "paddock to plate" experiences, Keeler says.

"For them it's more about fresh produce rather than the restaurants because they really appreciate that blue sky, fresh quality."

More from Dreamtime on **pg 2**.

## MEA directors chosen

**AFTER** a contested election Meeting & Events Australia's ceo Linda Gaunt has announced the return of Anne Jamieson from MCEC and Susan Ryman Kiernan from Wise Connections to the MEA board of directors.

The pair will serve for two years and will join Kate Smith, Simon Baggs and Ian Whitworth who are entering the second year of their term on the board.

Simon Baggs was re-elected as chair of the board, Anne Jamieson as vice chair and Susan Ryman Kiernan as treasurer.

## New AACB role

**THE** Association of Australian Convention Bureaux is advertising for a new communications manager as the result of a "recent shift in strategic focus" which has created the new senior role - for details **CLICK HERE**.

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We don't want you to miss out - so we have increased the prizes for this last week.

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# business events news

7th December 2015

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## Vivid curators in US

**THE** Australian curator of Vivid Sydney's famous light walk as well as Christmas lighting in the NSW capital, AGB Events, will be delivering *Lights of Boston* in the USA later this month.

The façade of Boston Public Library in Copley Square will be illuminated with 3D digital animation this month.

Director of AGB Events, Anthony Bastic, said he was "thrilled" for his company to be sharing its creativity and celebrating the magic of the holiday season with the people of Boston.

## Delegate dream team in Adelaide



**INTERNATIONAL** and local media were last night given a taste of Adelaide at rooftop restaurant, 2KW.

A three course meal was accompanied by wine from special "Barrel Thieves" batches - all exclusive to the restaurant.

Naturally, the menu showcased South Australian seasonal produce, with highlights including Haloumi from Kangaroo Island

and Herb and Lemon Roasted Spatchcock.

**Pictured** above enjoying the view are: Timothy Boundy, business development manager - international, Adelaide Convention Bureau; Jenny Aitken, country manager NZ, Tourism Australia; Lani Strathearn, business development executive, Adelaide Convention Bureau and Lene Corgan, business events manager UK & Europe, Tourism Australia.

## Floor plan released

**THE** floor plan has been released for The Event Show in Sydney in August 2016.

You can pick your preferred location **HERE** on the Meetings & Events Australia site.

Complete your application form and confirm payment by 31 Jan to save \$1000 on your spot.

## New AV supplier

**AUDIO** Visual Dynamics is the new AV supply partner to the Pullman & Mercure Melbourne Albert Park Hotel.

This further strengthens AVD's close business relationship with the Accor Hotel Group.



**GROUPS** visiting the iconic Angkor Wat temple in Cambodia are being advised to make sure they comply with a new code of conduct which includes banning "selfies" with the local monks.

The UNESCO World Heritage site is managed by the Apsara National Authority, which has issued the code which aims to "prevent negative impacts on our temple, our environment and our culture".

As well as the selfie ban, visitors are also asked to wear modest clothing, along with not smoking, touching ancient carvings or entering restricted areas.

And generous tourists are also asked to dispense their largesse to local charities rather than giving gifts directly to the locals.

"Giving candy or money to children encourages them not to attend school but to beg," notices around the site now warn.

The code of conduct has been developed following several controversial "naked selfie" incidents which have reportedly caused uproar across Cambodia.

## Ben on BEN



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's perspective to help job hunters find the perfect job.

Ben has over 15 years working in five star hotels and the MICE industry and has worked on some of Australia's biggest events.

## Networking tips

### CHRISTMAS

is upon us and no doubt you've all attended a few Christmas parties already with a few more to go.



It's prime networking season so here are my top 5 networking tips.

1. Start the conversation first. Most people are relieved to have someone introduce themselves. Get in there!

2. Be where you're at. Don't talk to someone whilst scanning the room for others. It's rude!

3. Be aware of your body language. Don't cross your arms, make sure you smile and maintain eye contact.

4. Use the name of the people you meet. It makes them feel good!

5. Never be afraid of who you are! If you're getting bad vibes, move on. There's no shortage of people to meet.

Finally, always remember, it's not about how many cards you give out or get back. It's developing a quality relationship.

Follow these tips and people will be coming to you instead. Merry Christmas!

**Business Events News** is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

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**Postal address:** PO Box 1010, Epping, NSW 1710 Australia

**Street address:** 4/41 Rawson St, Epping NSW 2121 Australia

**P:** 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

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**Editor:** Bruce Piper [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au)

**Contributors:** Guy Dundas, Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

**Advertising and Marketing:** Sean Harrigan and Magda Herdzik [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au)

**Business Manager:** Jenny Piper [accounts@businesseventsnews.com.au](mailto:accounts@businesseventsnews.com.au)

