



jito COLLECTIVE

inspiring greatness... a series of stories of inspiring leaders in our industry

Jito is committed to challenging the status quo to help develop human potential. As advocates for equality and women in leadership, we are delighted to share with you this inspiring story of Katrina Barry – Managing Director of Contiki



See our other inspiring stories including Anthony Hayes and James Thornton

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This is one table you wouldn't want to sit at the head of...

Images have emerged online of tables arranged for a hotel dinner which have an awful likeness to male genitalia.

It's unconfirmed whether the likeness was intentional, but one imgur user has jumped to the defence of the image, writing "It's a functioning shape for a buffet. The head holds the plates, the shaft holds the food, and the balls a carving station".

The "functionally-shaped buffet" is pictured below.



Key trends webinar

EVENTBRITE is running a 30 min webinar titled '5 Trends That Will Shape The Events Industry in 2016' on 22 Dec at 11:00 AEST.

There will be a specific focus on technology and how the rapid development of new event technologies will impact event management in the coming year.

To register, [CLICK HERE](#).

AIME buyer educational program

THE Asia-Pacific Incentives & Meetings Expo (AIME) has partnered with the Professional Convention Management Association (PCMA) to offer educational sessions to AIME hosted buyers.

The program will run the day prior to AIME (22 Feb) and cover topics such as "Are Your Revenue Streams Being Challenged?" and "Rethinking Your Business With Data And Analytics".

Sherrif Karamat, coo at PCMA said "Event planners will learn how industry experts are interpreting economic changes, and Australian and international speakers will design solutions specifically for the business events community".

The program was prompted by feedback from hosted buyers in 2015, who said they were keen to explore education opportunities, but were kept busy with site inspections and exhibitor

appointments.

Karamat will give the opening keynote presentation and his session will focus on disruptors and external environmental factors that are impacting the industry.

"There is great variety in the program and the sessions will provide tangible examples that hosted buyers can take back to their teams. The content has been thoughtfully designed and will be of practical value," Karamat said.

TC Conf to Canberra

TRAVELLERS Choice will hold its Annual Shareholders' Conference in Canberra next year.

The conference will run 18-20 Nov, with delegates staying at Crowne Plaza Canberra, nearby the National Convention Centre.

DQ appoints mnger

DIANA Mendes will take up the role of brand and marketing manager for Destination Queenstown on 18 Jan.

Mendes brings 10 years of experience in marketing, brand management & communications to the role across a range of platforms and markets.

She has held senior marketing roles in Brazil, including chief marketing officer for apparel brand basico.com and brand and marketing manager for Brazil's answer to IKEA, Oppa.com.br.

Open Space speakers

MELBOURNE Convention and Exhibition Centre has announced Net-A-Porter co-founder, Megan Quinn and Australian criminal and human rights lawyer, Rabia Siddique will headline Open Space 2016.

Quinn will speak on how events can most effectively engage with attendees, while Siddique will aim to leave audiences thinking differently, for more info, see www.openspace.mcec.com.au.

Today's issue of BEN

Business Events News today has two pages of news plus a cover page from **jito**.

Timmins to Egencia

JACQUI Timmins has been appointed as Account Management director for Egencia. Timmins will lead the account management team across Australian and international accounts and will help Egencia clients to build and maintain travel programs.

Timmins has previously held senior roles with Reed Exhibitions, Qantas & Travelscene American Express and has served as an AFTA director and a director of the Travelscene American Express Advisory board.

Vale David Grant

INDUSTRY icon and events producer Vale David Grant has passed away, aged 55, from a brain tumour.

Grant won over 35 industry awards during his career, including MEA's "Australian Event Organiser of the Year" a record 10 times.

Simon Baggs, chair of the MEA board said Grant's "audacious and highly creative approach raised the bar for the Australian events industry" and "as a creative force, he genuinely pushed back the boundaries of what was possible, rewriting the event rulebook through his constant thirst for inspiration".



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business events news

17th December 2015



Centara thanks the industry



CENTARA Hotels & Resorts representatives toured across Australia last week to host a number of 'Centara Appreciation Lunches' in Sydney, Brisbane, Perth and Melbourne.

"Australia is currently Centara's number three market and we would like to thank our travel industry partners for their ongoing support that has helped us achieve yet another year of

growth and success" said Charlie Ridout, sales and marketing rep for Centara in ANZ.

Between the lunches, the delegation took the time to meet & train travel industry professionals in retail, wholesale, MICE, corporate, airlines & NTOs.

Pictured: The Perth Appreciation lunch at Riverbank Estate Winery and Restaurant.

Dreamtime a wrap

MELBOURNE, Sydney, The Gold Coast and Cairns all welcomed incentive agents for three days last week as part of Dreamtime.

Highlights of the Melbourne trip included a helicopter ride to Campbell Point House private mansion for lunch, a Street Art tour and a themed lunch and a meet-and-greet with Australian tennis player Todd Woodbridge.

Sydney showed off its incentive credentials with an action-packed program, from quad biking, a net session with legendary cricketer Glenn McGrath and a farewell on board the luxury MV Epicure yacht on Fri night, complete with a fireworks display.

Staging Con dazzles

STAGING Connections put on a visually impressive show for the Australian Hotels Association Awards for Excellence on 01 Dec.

The event at The Star Sydney included a 20m x 5m hard projection set (**pictured**), intricate styling, technically advanced projection mapping and video content.



Christchurch heats up

CHRISTCHURCH is set for a big summer, with major events and art exhibitions lined up.

Christchurch and Canterbury Tourism chief executive Tim Hunter said "there's always something happening in our re-energised city, with lively restaurants and bar precincts, pop-up stores, vibrant street art, outdoor festivals and galleries".

Street Art festival SPECTRUM has opened at the YMCA until Apr and Christchurch Art Gallery Te Puna O Waiwhetu will re-open its doors 19 Dec.

GBTA rego opens

REGISTRATION has opened for the GBTA Convention 2016, to be held in Denver, Colorado, from 16-20 Jul.

See convention.gbta.org.

Builders short-listed

THREE top-tier contractors have been short listed to win the tender for the 20,000 msq expansion of the Melbourne Exhibition Centre.

Infrastructure developer Plenary Group has narrow the potential builders down to Brookfield Multiplex, Probuild and Watpac.

Contractors will be chosen in the coming months with construction expected to begin in the first half of 2016 and the expansion to be opened in 2018.

Red Bull Air Race 2016

THE Red Bull Air Race World Championship has released its 2016 Race calendar, with the event to kick off 11/12 Mar with the traditional opener in Abu Dhabi before heading to Spielberg. See www.redbullairrace.com.



4 ways to use social media for your event

SOCIAL media can be used to build a buzz before, during and after an event. Engagement levels are higher when social media is utilised for events, with popular platforms such as Twitter, Facebook, LinkedIn and YouTube used to build communities and brand awareness.

The impact social media has on repeat business is a major one, so use these tips to start building a relationship with delegates and then extend that relationship afterwards for ongoing engagement. Here are our tips for integrating social media into your event.

Be active early - Incorporate social media activity early. Ask your audience which events or speakers they would like to see to build rapport and excitement. Promote early bird discounts, speakers and other milestones via social media in the lead up.

Advertise on social media - Advertising on the social media platforms your audience use will

grow your reach and build your brand's influence.

Make it sharable - Help your audience tell the world about the event by pointing to your social media profiles, building discussion about the event, publishing speaker's social media profiles and publicising any associated hashtags.

Embrace real time - Have someone share social media updates and photos, retweet others' tweets and encourage attendees to do the same at your event in real time.

Kris Licari is the partner at Esplanade Hotel Fremantle - By Rydges with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly-tailored approach.
www.avpartners.com



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