



## Shake your booty

WITH the Christmas and New Year festivities a thing of the past, the Sydney Festival 2015 swings into action.



And it's not just about arts and culture, it also includes major sporting events such as the AFC World Cup, all prime opportunities for the events industry to showcase its skills.

Neither is all the fun and festivities exclusive to the Sydney CBD, as they extend out west to Parramatta, with the opening party this Friday featuring Australian music legend Paul Kelly presenting his new collaborative project, The Merri Soul Sessions, with Dan Sultan, Clairy Browne, Kira Puru, f and Vika and Linda Bull.

Back at 'party central', the Festival goes into full roar on Saturday at The Domain where Seu Jorge features the hot hip hop flavour of South America, an event where en masse booty-shaking is guaranteed.

Meanwhile, the Sydney Opera Summer Season is also in full swing featuring La Boheme, The Magic Flute and Tosca.

So much choice, so little time.  
 Jill

## More event space for BNE



**BRISBANE** is set to see more new event spaces with the release of the two final proponents' design concepts for the Queen's Wharf project.

It looked to create an integrated resort development to attract tourism and investment to the city, the Queensland Department of State Development, Infrastructure and Planning said.

Greenland Crown's proposal (pictured) includes a "unique function space" with a transparent glass canopy and the capacity for up to 1,200 people.

It also proposes an 800 seat ballroom and function centre for the growing Brisbane convention and conference market.

Three hotels, including the city's first luxury six star hotel and two new five star hotels, are also floated.

The other proponent is the Destination Brisbane Consortium, which includes Echo Entertainment Group, Far East Consortium and Chow Tai Fook Enterprises.

Its proposal includes an integrated resort featuring a six star hotel and an elevated 'Horizon Deck' with space for functions and events, the Queen's Wharf Plaza for public events, with terraced seating areas, and a 'green wharf' know as the Landing, a series of grassy knolls and terraces which would be a "key event space" joining the resort, city and river, the Consortium said.

Several hotels, including a Ritz-Carlton and a Rosewood, have also been pitched by the Consortium.

To view a flythrough of the Consortium's proposal, [CLICK HERE](#).

The Department said a preferred proponent would be announced early this year.

To view designs, [CLICK HERE](#).

## MICE Asia Pacific demand

**ORGANISERS** of the MICE Asia Pacific Exhibition 2015 have said half the floorplan has been filled due to "unprecedented demand".

Due to be held from 10 to 11 Sep in Singapore, the updated agenda and floorplan have been released by Oliver Kinross.

[CLICK HERE](#) to register.

## Indonesia's MICE focus



WITH the creation of the Asean Economic Community (AEC), Indonesia has announced that it aims to be the preferred destination for the world's MICE tourists in 2015.

According to Indonesian Tourism Promotion Board (BBPI) data from 2013, MICE tourism contributed 40% to the total number of foreign tourists that year, the *Jakarta Post* reported.

"We personally hope that the number of foreign tourists in 2019 can reach 20-25 million and 275 million for national tourists," BBPI head Wiryanti Sukamdani said.

By 2019, it was hoped that international tourists would hit 20 to 25m, with 275m national tourists, Sukamdani said.

"That number can be reached by pushing forward the work performance of the MICE sector."

PT Pacific World Nusantara md Ida Bagus Lolec said one problem hindering growth was the lack of accurate data on the Indonesian MICE market, the publication reported.

## NZICC flythrough

**SKYCITY** Entertainment Group has released a flythrough of the New Zealand International Convention Centre (NZICC).

Viewers received the first glimpses of the building's interior, the company said, with the visualisation showing the exhibition space, pre-function areas and the theatre.

This follows the lodging of a resource consent application for the NZICC (**BEN** 05 Jan).

[CLICK HERE](#) to view.

## North Coast tourism boost

**THE** North Coast Destination Network will receive \$52,500 to drive visitation to the Legendary Pacific Coast, the route from Brisbane to Sydney.

The funding came from the Regional Visitor Economy Fund and would be used to help run a cooperative marketing campaign between the regional tourism organisation and Wotif.com, with the aim of upping visitor spend and overnighting along the touring route this year, Destination NSW said.

## Tourism NT in Italia

**TOURISM** NT has said it is now represented in Italy by two companies as of 01 Jan.

Giancarlo Truffa would work with Italian trade and AIGO would continue in the consumer sector with responsibility for PR, social media and digital platforms, Tourism NT said.

The move showed its desire to build on increases in Italian visitation to the territory, the organisation said.

Truffa would be tasked with increasing NT product in Australian itineraries and to work with trade to increase dispersal and yield, Tourism NT said.

[CLICK HERE](#) to read more.



# business events news

7th January 2015



## crumbs!

**FOR** all our readers who run their own events business and have to submit tax returns, did you get it in on time last financial year, or did you use a business-events related excuse to wangle an extension, like 'I organised an Accountants Convention, so it felt like I'd already done it, I swear'?

Well, don't worry, because whatever excuse you might have employed can't be worse than those on the UK's HM Revenue and Customs top 10 worst excuses people have used for filing their return late.

According to the *Telegraph*, these included "I've been traveling around the world, trying to escape from a foreign intelligence agency", "I was up a mountain in Wales, and couldn't find a post box or get an internet signal" and "I live in a camper van in a supermarket car park".

To read the full list of whoppers, **CLICK HERE** and if this story has given you small twinges of panic and doubt, **CLICK HERE** for the Australian Taxation Office.

## Stamford Plaza Adelaide gm

**STAMFORD** Plaza Adelaide has a new gm in Atanas Botev.

Botev held management positions at London's May Fair Hotel prior to the appointment, and was previously gm of the Radisson Blu Hampshire Hotel, Stamford Plaza Adelaide said.

He would oversee the final stages of the hotel's refurbishment, it said.

## Boost for Brumagen

**THE** UK's Marketing Birmingham, which promotes the area as a leisure and business tourism destination, is expecting a bumper year.

Birmingham saw record visitor numbers last year with 34m coming to the area and spending more than £5b, the organisation said.

Director of marketing services Emma Gray said visitors from far and wide were being drawn to the Birmingham area, with an upward trend over the last six years culminating in record figures over the past two.

"Our retail offer, foodie credentials and vast array of heritage attractions, sites and landscapes have broad appeal and we have seen growing interest from foreign markets.

"Last year Birmingham saw the largest increase of international visitors in the UK, growing its market share by 32%, compared to the capital's growth of just 8.9%."

## NZ on show to Oz association execs

**TOURISM** NZ and the Australasian Society of Association Executives (AuSAE) hosted nine Australian association executives in NZ recently, showcasing it as a place to hold more Australian events.

The executives from various Australian associations including the Australian Institute of Office Professionals and the Australian Veterinary Association, attended the NZ AuSAE Leadership Symposium for three days in Rotorua and then followed bespoke itineraries in Auckland, Wellington and Queensland, Tourism NZ said.

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## HTA's new ceo search

**THE** Hawai'i Tourism Authority (HTA) is looking for a new president and ceo.

Atlantis Adventures ceo and president Ronald Williams was appointed interim president and ceo in November, following the departure of Mike McCartney to become chief of staff for Governor-elect David Ige.

HTA said key to the new position was development of partnerships to attract tourism in Hawaii.

## Free WiFi 'no brainer'

**VIRGIN** Hotels has said free WiFi for guests is a 'no brainer'.

The company, set to open its first property in Chicago next week, has said it would offer free WiFi with unlimited bandwidth to all guests in all areas of the hotel.

Ceo Raul Leal said the company believed bandwidth was a right, "not just a revenue stream".

**BEN** columnist Peter Gray has previously made the case for free hotel WiFi (**BEN** 23 Apr 14).



## How to integrate social media into your event

When social media is incorporated into an event, it can be hugely impactful and influential. Here's how to integrate social media into your event effectively.

### 1. Plan your event with social media in mind from the outset

Finding out how your audiences use social media, which channels they visit, the content they engage with and the conversations they are having there – otherwise known as social listening – can provide valuable information to tailor a social media strategy for an event. Clever social media interaction with attendees prior to an event can also work to enhance the event experience. Attendees can also be incentivised with social media based competitions that engage, increase relevance and build anticipation.

### 2. Provide good, relevant content

For social media to be successfully incorporated into an event, delivering content that is worth sharing is key. Participants will share exclusive, insightful and expert information, but also fun and entertaining material. Early planning will ensure this content is relevant and accessible.

### 3. Facilitate participants to become

advocates

Here are some ways you can encourage engagement and advocacy with participants:

- Select a simple hashtag and consistently promote it.
- Post live throughout the event.
- Incorporate innovative technologies, such as event apps with social media integration, that make it easy, engaging and fun for attendees to share.

Social media can take your event to the next level. Ensure you receive the right advice and are fully aware of the technologies that exist to leverage it properly.

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*audiovisual technology, expertise and a tailored approach*

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