



Music to the ears

HATS off to Louise Barker, director Great Southern Oubound (GSO) who has been nominated in the Telstra Women's Business Awards.



Barker brings over 20 years of hospitality sector experience to her GSO representative business, one that provides sales and marketing solutions in the Australia/NZ market to global hotels and resorts.

Nominated in the startup category, the award recognises exceptional women for accomplishments in their respective fields, empowering them to set bold goals and achieve even greater success.

Louise said, "To be nominated for this award is a great honour for both myself and GSO."

"As a small business owner this recognition has strengthened my commitment to continue growing GSO and further contribute to Australia's inspiring community of professional female leaders."

Meanwhile, NSW Minister for Trade, Tourism and Major Events Stuart Ayres announced that the NSW Government through Destination NSW would debut the musical *Dream Lover*, The Bobby Darin Musical at a world premiere in Sydney next year.

The story of legendary American singer, actor and musician, it is estimated to attract more than 29,000 visitors to Sydney and inject around \$7.1 million in visitor expenditure, helping the NSW Government achieve its goal of doubling overnight visitor expenditure by 2020, Ayres said.

Destination NSW ceo Sandra Chipchase said, "It tells the fascinating story about the Grammy award-winning singer and Oscar nominated actor and feature a range of music genres including pop, rock, jazz, folk and country."

The show will be staged at the Sydney Lyric Theatre in September 2016 for a ten week run - can't wait! Jill

AIME gets industry on board

A **NEWLY** appointed Advisory Board has been appointed to provide input to AIME 2016, as part of a commitment to "enliven the event and deliver an engaging, and critically important, year round community for the business events industry".

The board met for the first time last month, comprising 16 members from across the region including corporate and association event buyers as well as senior representatives from event suppliers, hotels and venues.

Sallie Coventry, who's portfolio director of Reed Travel Exhibition's ibtm events division, said the initiative is born from an understanding that AIME is powered by the contribution of the events community.

The first meeting included "lively debate" and "honest feedback" after AIME this year, which saw a number of changes introduced, some of which were believed to not be well received by a number of stakeholders.

"We are proud to harness the passion for, and commitment to, the business events industry that they embody," Coventry said.

Melbourne Convention Bureau ceo Karen Bolinger said she wanted to continue to build AIME's leadership status across the Asia Pacific region.

"Taking a collaborative approach

with industry partners will propel that vision forward," she said.

"The Advisory Board will play a vital role in ensuring we evolve AIME for the benefit of the whole business events industry, and continue to create an innovative and engaging program each year in Melbourne that delivers true value to our diverse customer groups," Bolinger added.

The board will meet twice yearly to continue to develop ideas and strategies for AIME.

Members include Alannah Khodeir, Business Coaching Systems; Anine Leakey, BT Financial Group; Anna Case, Gold Coast Tourism; Anne Jamieson, MCEC; Elizabeth Georgopoulos, Accor; Jan Shaw, Urological Society; Karen Bolinger, MCB; Kate Smith, Waldron Smith; Lauren Hall, IVvy; Linzi Cavender, American Express; Nocolea Oborn, Crown Hotels; Patrick Scheiber, Rydges; Peter Jack, EMG; Shahnaz Bakhshay, TFE Hotels; Sharon Lam, Singapore Tourism; and Sallie Coventry.

Today's issue of BEN

Business Events News today has three pages of news plus full pages from:

- Club Med Incentives
- Travel Industry Exhibition

Stunning Club Med

CLUB Med is inviting incentive planners to consider its range of all-inclusive resorts as the perfect option to motivate and inspire their clients - see **page three** of today's **BEN** for details.

Vale Maggie White

SAD to learn through Tourism Australia's Essentials Newsletter, that Maggie White has died.

A much loved member of the travel industry and the Tourism Australia (TA) family, she worked with TA and its forerunner, the Australian Tourist Commission (ATC), for close to 25 years.

Among many achievements she spearheaded the ATC's international marketing efforts to leverage Australia's hosting of the Sydney 2000 Olympic Games.

Meetings wrap-up

EVENT Impressions has released a highlights video from the gala dinner at New Zealand's Meetings 2015 show.

The company transformed Auckland's Shed 10 into a fabulous venue featuring a "street vibe with an urban chic feel".

There's graffiti, glamour, grunge and gorgeousness, and the video is now available for viewing on the Business Events News website - click on the logo or see businesseventsnews.com.au/videos.





business events news

6th July 2015

Alison Taylor assumes new role



WELL-KNOWN industry stalwart and Aussie expat Alison Taylor, a 25 year Starwood veteran living in Singapore has been announced by Starwood Hotels & Resorts Worldwide to assume the role of senior vice president of Starwood's sales organisation.

Taylor will lead Starwood's business-to-business sales strategy and leverage her broad experience and connections with customers and within Starwood to grow their groups and meetings business and enhance the group's corporate, leisure and group segmentation strategies.

She replaced Christie Hicks, who retired in March.

"Starwood remains committed to selling the way customers want to buy and providing best-in-class service," she said.

"To that end, I will work together with Starwood's divisional sales leaders Mary Casey, Nichlas Maratos, Alan Duggan and Asad Ahmed to align our sales force and deploy our teams and resources to match our customers' evolving needs in every segment where we do business."

She said Starwood planned to continue the expansion of its SPG Pro B2B loyalty program, and also remains focused on introducing new technologies like the recently launched ProMeetings app, which gives meeting planners the "personalisation and flexibility they need to deliver flawless experiences for their attendees."

18 Melbourne events

MELBOURNE is set to welcome 18 major conferences between 2016 and 2021 after a successful first half of 2015 in terms of bidding for association events.

The conferences will deliver more than 14,500 delegates and an estimated \$65 million in economic contribution.

"These 18 major conferences will attract thousands of world-leading academics, scientists and medical professionals to Melbourne and Victoria...and reinforce world awareness of Melbourne as a centre of excellence in science and medicine," said Melbourne Convention Bureau ceo Karen Bolinger.

Major wins include the 2016 IEEE Power and Energy Society Conference, the International Symposium on Biomedical Imaging in 2017, and the World Congress on Science and Football in 2019, with Club Melbourne Ambassadors playing a key role in securing some of the bid wins.

Trippus going global

SWEDISH-BASED on-line event registration system has launched a new partnership with international meetings consultancy SoolNua, which will aim to take the Trippus suite of solutions global.

SoolNua will help Trippus formulate and refine its strategy for global market entry, while utilising Ireland for pilot testing and market research.

Trippus has been growing organically in the Nordic countries for the last decade.

SoolNua's Sarah Kavanagh said there was an "exciting and creative start-up ecosystem developing around meetings and events, with new platforms and apps arriving every day".

She said Trippus was attractive to the company because it integrates significant functionality in a single platform, but still allows clients to licence each individual module separately.

Advertise with us

- Cost Effective
- Targeted
- Easy



For details call us today 1300 799 220

be top of mind

Andrews sues Luxperience

LUXPERIENCE says it will "vigorously" address statements of claim made by its former ceo Lindy Andrews, who has lodged a case against the show and its founder Helen Logas in the NSW District Court.

Andrews is seeking several hundred thousand dollars in damages after her contract as the show's ceo was terminated about nine months ago (**BEN** 10 Oct 14).

The formal statement of claim obtained by **Business Events News** provides insights into the operations of the business, and also reveals hopes that another industry player would ultimately purchase the show for several million dollars.

Andrews claims she was considering another senior role in the sector in early 2013 when she was approached by Logas who ultimately appointed her as Director of Sales for Luxperience 2013 with remuneration including a profit share.

After Luxperience 2013 Andrews says she was offered the ceo role with the show at an increased salary along with a percentage of any sale of the business - potentially netting a significant sum in the case of a sale.

However ultimately things didn't work out, with Andrews no longer the ceo effective from Oct last year (**BEN** 10 Oct 14)

Business events skills shortages

BUSINESS Events Australia ceo Penny Lion has highlighted the growing skills shortage in the sector, saying this needs "serious attention" by industry and govt.

Lion made the statements during a recent Industry Roundtable hosted by Tourism Australia, which brought the business events industry together to discuss how government agencies including TA and Austrade can assist when bidding for or leveraging from an international event.

and Logas taking the reins of the luxury experiential show.

At the time little detail was provided about Andrews' departure, but now it appears to have been an extremely acrimonious affair.

She's claiming 10% of the value of the Luxperience business plus various other sums relating to salary and expenses.

Luxperience has responded to the claims, saying it's unable to comment on the details or discuss the situation "to ensure we do not prejudice any outcomes."

"All statements of claim by Ms Andrews will be addressed fully and vigorously through the legal process," the show added.

The case is set down for mention in early Sep this year.



changing the face of
how we connect

job seekers
set up job alerts now

employers
reach a targeted audience
for as little as \$155

post a job

join network

view jobs



www.jito.co

jobs in travel, hospitality & tourism



business events news

6th July 2015

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.

So tell me about yourself...

WE'VE all been asked this question in an interview.

It's a perplexing question that it difficult to know how to

answer. You think "Do they want to know about my career path? My personal life? How much detail do I go into?"

Your answer can really help in establishing rapport quickly but how quickly you have been able to read your interviewer will often help determine what answer to give.

Human resource managers often want more of a career overview whereas as the department head that the role will report to will want to see some personality as well.

After all, they will be working every day with you (hopefully). Showing your personal side will help gain trust but try to tie it back into something that relates to the role of company.

Keep it short and once finished, your interviewer should know how much a polar bear weighs... Enough to break the ice!



EEAA's July line-up

AGRIWORLD Australia – a first-of-its kind, two-day business-to-business conference and exhibition, which will take place at Sydney Showground, Sydney Olympic Park 15- 16 July, is, says the EEAA, just one in a line-up of exhibitions and events from the health, advanced manufacturing, food and agribusiness sectors, to take place in July.

An inaugural Reed Exhibition Australia's event, Agriworld Australia will bring together the entire agribusiness value chain, from 'farm to fork' and built on four defined pillars: Agriinvest – investment services (finance, legal & tax support, business services), Agritech – farm production (field technologies, animal management), Agrinext – processing (technology, generation solutions, equipment) and Agritrade – trade services (transport, storage, smart technology, export services).

Other EEAA member shows include the Australian Triathlon Endurance & Cycling Expo, Good Food & Wine Show Perth, Security Exhibition & Conference, The Sydney International Boat Show, and Perth GPCE Exhibition & PNCE Conference.

Royal Pines app

AVPARTNERS has released a new events app which can be utilised by meeting planners at RACV Royal Pines Resort on the Queensland Gold Coast.

Events@RPR is designed to work on all smartphones, and combines social media tools, surveys, live polls and "gamification" with up-to-date event information.

AVPartners was awarded the AV contract at the property this year.

TNZ business events appointment

TOURISM

New Zealand has announced the appointment of Lisa Gardiner to the newly created role of Manager, International Business Events and Premium.

Gardiner (pictured) will join TNZ late next month, moving to the organisation from a senior marketing role with Microsoft in the UK.

She will return home to NZ after eight years working abroad.

The new role has been created following the departure of Tourism NZ's previous business events manager, Bjoern Spreitzer, who has taken up the role of GM Europe and Americas.

Tourism NZ has also merged its International Business Events and Premium teams, with the new role sitting on TNZ's Extended Leadership Team.

Kevin Bowler, Tourism NZ ceo, said he was thrilled to attract someone of Gardiner's calibre.



"We received additional government funding exactly two years ago, specifically to increase the value of international business events and premium travellers to the economy. "We have made significant

inroads into these sectors and achieved some excellent progress, but with Lisa's arrival we expect to enhance our performance even further," Bowler said.

Gardiner will be based in Wellington, reporting to Rene de Monchy, recently appointed as TNZ's director of Trade, PR and Major Events.



FANCY an event in a castle?

Travel group Collette has announced a new series of "castle-stay" tours - especially for people who "dream of walking with princes, courtiers and kings".

The company's additions in France include the Chateau D'Augerville which "will see travellers lounging in lavishly-appointed drawing rooms with drapes of velvet and gilded furnishings, wandering through splendid gardens and dining like nobility in the magnificent grand hall".

There's also the fabulous Fontevraud L'Hotel which was favoured by royals such as Henry II, Richard the Lionheart and various Counts of Anjou.

And in Ireland Collette offers stays in Bellingham Castle and Dromoland Castle while taking in the spectacular countryside.

However the itinerary doesn't mention whether a pea might be found under your mattress.

Hilton inspiration

HILTON Brisbane has just unveiled two rejuvenated event spaces, bringing the property's complement to 19 purpose-built meeting rooms and 2,500 square metres of flexible space.

The new Victoria's and the Pool Terrace cost around \$700,000, part of a total \$10m investment in the property since 2010.

Hilton Brisbane gm Chris Partridge said he believes the upgrades give the property "one of the most up-to-date products available in the Brisbane marketplace".

Victoria's is an intimate space with capacity for up to 56 guests, while the chic Pool Terrace is perfect for social events and functions for up to 160.

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

Sign up for a free subscription at www.businesseventsnews.com.au.

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)

Part of the Travel Daily group of publications.

Business Events News is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter 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. Responsibility for editorial comment is taken by Bruce Piper.

Publisher: Bruce Piper

Editor: Jill Varley info@businesseventsnews.com.au

Advertising and Marketing: Sean Harrigan and Magda Herdzik advertising@businesseventsnews.com.au

Business Manager: Jenny Piper accounts@businesseventsnews.com.au

Travel Daily

CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV



reward
MOTIVATE & INSPIRE



☎ 0 800 258 263
www.clubmedgroups.com.au

Club Med 
GROUPS & INCENTIVES



Australia's only exhibition for the travel industry

Discover the world of travel

- > CONNECT with travel suppliers
- > DISCOVER new travel products
- > NETWORK with industry professionals
- > LEARN about the future of travel

REGISTER NOW:

travelindustryexpo.com.au

Thursday 16 - Friday 17 July
Luna Park, Sydney

**THE
TRAVEL
INDUSTRY
EXHIBITION**

TRAVELINDUSTRYEXPO.COM.AU



Industry supporter

ATAS

travel accredited