



## Hot hotels

**UNDER** the heading of what will they think of next comes a range of innovative, odd and downright clever hotel concepts that are trending right now.



No better place to start than The Westin Chicago River North, which has installed a "treadmill desk" in one of their guest rooms. Created by desk manufacturer IMovR, the desk is basically an adjustable table with a treadmill base and spot for your laptop - allowing the user to stroll leisurely while on a conference call or finalising a proposal.

Making your next door neighbour's loud music a thing of the past, Peninsula Hotels is offering guest in-room Beat headphones, available at no additional charge.

And meanwhile, Serbia-based architects Salt and Water, who specialise in yacht design have come up with the Floating Hotel. For use on smaller, inland waterways and untapped natural surroundings, the first in expected to be located within a few hours drive from Belgrade.

Consisting of a central hub building, it will have services such as reception and dining in addition to the "apartments," which are individual catamarans sleeping up to four people.

Each catamaran or suite detaches from the hub and can float (motor assisted) to privacy and seclusion. *Jill*

## Team Fiji promotes MICE



**THERE** was a departure from the norm when Tourism Fiji together with a group of leading Fijian operators held their Sydney MICE Roadshow dinner in the impressive surrounds of the Queen Victoria Building's The Tea

Room, last Wednesday.

Instead of the the usual tabletop presentations operators and guests mingled together prior to dining at tables hosted by exhibitors who then moved during each of the courses.

### ICESAP 2015 dates

**THE** second annual ICESAP Conference will take place in Hong Kong 30 Aug-01 Sep, with an agenda "conceived to meet the industry's demand for an event that accurately assesses and addresses the hot topics affecting the MICE industry in APAC fight now".

The first day will include a packed program of keynotes, while day two will offer a series of in-depth concurrent workshops designed to link into the ICESAP IC&E Certification program.

See [conference.icesap.org](http://conference.icesap.org).

Exhibitors at the event included Sofitel Fiji, Mana Island Resort & Spa, Captain Cook Cruises Fiji, Rosies, The Warwick Fiji, Outrigger Fiji Beach Resort, Blue Lagoon Cruises, Fiji Airways, Shangri-La Fijian Resort & Spa, Sheraton & Westin Resorts Fiji and Pacific Destinations Fiji.

Tourism Fiji is making a concerted bid to boost its business events (**BEN 17 Jun**) including the recent launch of its [fijiconventionbureau.travel](http://fijiconventionbureau.travel) site.

**Pictured** above at the event are David McMahan and Carlah Walton from Tourism Fiji with Anna Cvjeticanin, Fiji Airways.

### Today's issue of BEN

**Business Events News** today has two pages of news plus a full page from JITO.



**SELFISH, Scared & Stupid** - does this describe you?

It probably does, and don't fight it, according

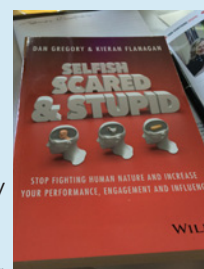
to Dan Gregory and Keiran Flanagan, co-founders of The Impossible Institute.

The pair's new book of the same name (**pictured**) was featured at last week's Oventions Breakfast Speaker Showcase at the Pullman Quay Grand Sydney Harbour.

The gathering was mc'd by ABC Radio and New Investors presenter James O'Loughlin, with other presentations from Kamal Sama whose book WinWin Conversations focuses on creating resilient leaders.

Next was Matthew Johnstone - a former "classic corporate high achiever, perfectionist and workaholic" who now helps others improve their mindsets, lifestyles and wellbeing.

Gregory and Flanagan wrapped things up, urging attendees to "stop fighting human nature" and increase their performance, engagement and influence.





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# business events news

13th July 2015

## Werner to One&Only

**ANDREA** Werner has taken up a new role with One&Only Resorts as its Senior Sales Manager - Meetings & Events.

Werner will showcase Kerzner and One&Only properties around the globe including Hayman Island and Wolgan Valley in Australia as well as Atlantis the Palm and other properties in Dubai plus resorts in Mexico, the Bahamas, Maldives, Mauritius, South Africa and Morocco.

She was formerly Stamford Hotels group director of MICE sales (**BEN** 12 Jun).

## Get on your bike

**MAMILS** (Middle-Aged-Men In Lycra) will be thrilled at the news of the first ever Tour de France event to be held in Australia.

Secured by Destination NSW, L'Etape Australia by Le Tour De France will take place in the NSW Snowy Mountains in Dec 2016.

To be organised by Lateral Event Management and SBS, the three day tour will take in Jindabyne, Perisher and Thredbo in a route designed to replicate the "infamous mountain stages" of the Tour de France with up to 10,000 amateur cyclists taking part - [letapeaustralia.com](http://letapeaustralia.com).

## Associations Forum kicks off tomorrow

**THE** Associations Forum National Conference will take place at the Adelaide Convention Centre this week, with Governance New Zealand ceo Linda Noble appearing as one of the presenters.

Noble will attend courtesy of the Associations Forum and Tourism New Zealand which is aiming to raise its profile as a host destination for association conferences and events.

TNZ is also exhibiting at the event along with Conferences and Incentives New Zealand and eight other NZ business events partners.

## New Lumi event app

**REAL-TIME** audience insight technology provider Lumi has released Meetoo, claimed to be the first app of its kind to provide real-time polling and messaging in meetings of 1,000 participants or more anywhere in the world.

The cloud-based software aims to end "traditional one-way meetings with disengaged attendees" with facilities such as group chat, moderation, a Q&A forum and live reporting.

Free trials at [meetoo.io](http://meetoo.io).

# GENERating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**.

Topics will include new generation events and making events effective and valuable.



## Strategic Meetings Management (SMM) – The Myth

**THE** term & theory of Strategic Meetings Management (SMM) originated out of the USA some 10 years ago though has only recently gained a spotlight in Australia, originally spearheaded by event planning software StarCite (now Lanyon) and more recently, Cvent. Those of you not familiar with SMM, it has several definitions but I'll quote this one agreed to by Meeting Professionals International (MPI) –

"SMM is a disciplined approach to managing enterprise-wide meeting and event activities, processes, suppliers and data in order to achieve measureable business objectives that align with the organisation's strategic goals/vision, and deliver value in the form of quantitative savings, risk mitigation and service quality". Sounds terrific doesn't it. Let's look at this in layman's terms....

Providing you have sufficient meeting volume and if you consolidate the entire meeting spend of your organisation to just a few venues, global hotel groups and event suppliers, SMM can save you loads of money – by promising loads of volume to a select few suppliers and screwing them down on cost (lowest price wins). Somehow, this will help you to achieve your business objectives (whatever they are) and align them with your organisation's strategic goals (whatever they may be). All the suppliers your employees are then forced to use (based on price), will provide service quality to you and any event risks will be reduced.

On a good day, with a fair

wind and the sun at my back, I might, maybe, perhaps concede that consolidating all your organisation's event spend to just one or two single venues, hotel groups and suppliers may deliver savings. But this overlooks the fact that you may then be forced to place business into a venue that is not the right fit. It doesn't take into account specific event requirements or the needs of attendees. Aside from this and many other factors, here's the gaping hole and omission in SMM....

By and large, SMM is a story about cost savings. Sold on the idea, procurement managers may gleefully cheer as they roll out the deployment of their new SMM program promising that. But they've been hoodwinked. Since their existence and sole focus is based on saving costs, this is not difficult. SMM does nothing to improve the effectiveness, quality and outcomes of meetings. Only carefully crafted meeting design and tactics will deliver ROI, not SMM and event software promising cost savings. In classic Monty Python fashion, I empty my nose in the vicinity of SMM and fart in its general direction!

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact Max



Turpin at Conference Focus on 02 9700 7740 or visit the website at [conferencefocus.com.au](http://conferencefocus.com.au).

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