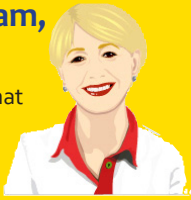




Spam, spam, spam!

KNOWING that Bitsy Kelley, a third generation Outrigger family member, would be attending the Outrigger showcase in Sydney last Thursday, I set out to get an introduction but couldn't find her.



In the meantime I busied myself taking photos and had set up a shot with Outrigger Resorts' Mark Simmons and Juliet Hudson when they invited a woman into the pic.

Somewhat miffed at the intruder, I took the shot and told her I would take a photo of her name badge so I would know who she was.

Focusing on the badge I read – Bitsy Kelley!

"Oh my God", I exclaimed, it's you!", at which she roared with laughter.

Chatting with her, she told me of the many annual festivals held in Hawaii that she considered perfect adjuncts to a corporate event.

"We sponsor events such as the Ukulele Festival, the Duke (Kahanamoku) Festival and the Waikiki Spam Jam, because Hawaiians love their Spam.

"It's a cultural tradition and an affection that started during WWII, when fresh meat was scarce so people became creative cooking with tinned Spam."

It's an affection that sees almost seven million cans of Spam eaten every year in Hawaii. *Jill*

Parramatta event space



PARRAMATTA is set to see a new functions and events centre, with the redevelopment of the Parramatta RSL on track to start construction in July.

In his ANZAC Edition ceo's message, Castle Hill RSL Club ceo David O'Neil said the redevelopment would include a multipurpose function and events centre, with an open air roof top function centre and bar and more than 70 metres of outdoor decks and entertainment areas.

The project was expected to take about 16 months.

O'Neil said the new facility would present a "serious option"

Post MEA 2015 famil

WHITSUNDAYS Business Events is inviting event organisers attending the MEA 2015 Conference on Hamilton Island to register their interest in a three-day fully hosted familiarisation (excluding airfares).

Aimed at showcasing the region, the famil immediately follows the conference.

CLICK HERE to register.

for the residential and business community in Parramatta, with approval of the development application hoped for in the next few weeks.

Design architect Matthew Greene said construction was on track to start in mid-2015, with the redevelopment representing a "significant opportunity" to design a purpose built hospitality facility on Parramatta's CBD edge.

Capri by Fraser, Brisbane postpones

CAPRI by Fraser, Brisbane has postponed its open house event on 31 Mar.

A spokesperson for the hotel said the hotel would still be in soft opening, with guests booked in from 01 Apr.

"Fraser's focus is on the guests booked in and then in a couple of weeks they will be ready to accommodate for the influx of public visitors."

The spokesperson said the event would instead be held on 17 Apr.

Quality Hotel CKS Sydney refurb

QUALITY Hotel CKS Sydney Airport has completed its \$3m refurbishment, which began in early December.

The 121-room hotel has a conference space measuring 24 sqm in total, with capacity for up to 20 theatre style, it said.

The conference space was also refurbished with new furnishings, and new paint and carpet, the hotel said.

iBeacons to be used at events

TOURISM and Events Queensland (TEQ) will install 150 iBeacons at 13 tourism destinations in Queensland.

The beacons would upload information to users of the 'This is Queensland' app (**BEN** 16 Jan) about top sights and activities in the area, and would also be used at major events to inform attendees about the event and region, Minister for Tourism, Major Events, Small Business and the Commonwealth Games Kate Jones said.

Beacons had been installed in several visitor information centres already as well as the Museum of Tropical Queensland, TEQ said.

The iBeacons, which used location-based technology, would be rolled out across airports, national parks and other tourism destinations, the organisation said.

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business events news

30th March 2015



VIA the Novotel Darling Harbour Twitter feed comes the news that for all those not-so-interesting conferences, there's a table that can cover your bases if you happen to nod off.

Gizmodo took a look at the Semantic Listening Table, out of the *New York Times* R&D Lab, which records a conversation through various microphones and allows those seated around it to press a sensor before and after a moment in conversation they felt was meaningful, with the table marking these places in the transcript.

For those worried about privacy concerns, the table reportedly "only listens when you want it to be listening" and wipes its database after 28 days, the publication reported.



Apparently, there are no plans to bring the table to market, so you may just have to think wistfully of it and watch a video by [CLICKING HERE](#).

PCO Conference presenters

THE Professional Conference Organisers (PCO) Association has invited those wishing to present at its eighth PCO Conference and Exhibition to email an overview of no more than 200 words to:

council@pco.asn.au

HKTB's My time

HONG

Kong Tourism Board (HKTB) Australia, NZ and South Pacific regional director Andrew Clarke

launched the 'My time for Hong Kong' brand direction last Wednesday evening at the Australian Museum, Sydney.

The new branding includes a complete overhaul and redesign of the HKTB website, new apps and a B2B interactive platform for travel trade partners, PartnerNet.

While the branding is not concentric to business events, the website's interactivity is a useful tool for event planners to stay up-to-date with all things Hong Kong.

"We feel it is a pretty exciting time for the Tourism Board to take significant steps to further advance the Asia World City theme that we have had now for about three years and to make a more personal connection with our respective travellers and to make it more experiential rather than product driven."



Korea business events training

THE Korea Tourism Organization (KTO) has launched a training program of three online modules.

Offered in Chinese or English, the program aimed to increase PCOS, DMCs and travel agents' knowledge of the nation's business events industry, it said.

Thirty graduates who completed the program by 31 Oct would be selected for a fully hosted 10 day famil, KTO said.

[CLICK HERE](#) to read more.



Face to Face

David McCarthy

Head of portfolio development
Exhibitions and Trade Fairs



Business Events News recently caught up with David McCarthy, head of portfolio development at Exhibitions and Trade Fairs (ETF), who has more than 15 years' experience in managing large international events on a global scale.

What's the first thing you do when you get into the office?

Get coffee. Without it, nothing gets done.

What analogy best describes being head of portfolio development for Exhibitions and Trade Fairs (ETF) and why?

I am like a chameleon that has learned to adapt to the environment in which it lives and thinks on its feet.

In this business, you have to be agile and meet every challenge. Is there room for growth in the creation of major trade shows and exhibitions?

What areas is ETF focusing on this year?

There are certainly areas for growth in the exhibition industry.

We work in an industry that highlights and drives change and innovation, so it is necessary for exhibitions to do the same.

Exhibitions and conferences play a significant role in emerging industries, providing a platform for companies to introduce new technologies/products/services and achieve business goals.

This is our key focus when looking at the potential for new shows, or partnering with associations.

What are you most excited about when it comes to holding the Travel Industry Exhibition at Crystal Palace? Does the face at the Luna Park entrance creep you out just a little?

No, not at all.

As the head of portfolio development I have been involved in bringing this exhibition to life from the very beginning.

The opportunity to deliver our show in a fun and intimate setting for the travel industry perfectly aligns with what Crystal Palace has to offer.

Have you seen the view?

What's the biggest headache about organising an event like the Exhibition?

I wouldn't say it's a headache; it's an exciting ride.

Challenges always emerge in exhibitions; often they present an opportunity to do things differently.

Will robots ever take over the business events industry?

No. We are always looking for ways to present events more easily or intelligently, but the human element is vital.

We are in the industry of bringing people together.

What's one historical meeting or event you wish you could have attended – and what advice would you have given the organisers?

On the 01 Jan 97, The English Test and County Cricket Board, the English National Cricket Association and the Welsh Cricket Council joined together.

Being Welsh, my advice would have been "don't do it, don't join them" - a very sad day.

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

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