



Brain strain

ACCORDING to a new study released in April by London & Partners, the official convention bureau for London, the events industry needs more creative thinkers.



More than 400 event planners were invited to put their brains to the test to gain insight into whether the planning of events is dominated by rational left-brained or emotional right-brained thinkers.

With fewer than 40% of respondents shown to be right-brain thinkers, the study highlighted that global event planners must push themselves to embed creativity within their workplaces in order to deliver bold, dynamic events.

The research also showed that while 53% felt under pressure to deliver innovative and pioneering events to stay at the forefront of the industry, less than a third said that risk-taking was encouraged by their organisation.

Leonard Sommer, ceo at SOMMER+SOMMER, the creative agency that developed the 30-Second Brain Test, said an event without an "extraordinary experience" had less impact as memory systems in the brain were not fully activated.

"To ensure an event leaves a lasting brand impression, event planners need to incorporate unique emotional experiences, both to make them memorable and to help overarching messages resonate."

To read more of the study, visit www.londonandpartners.com and if you're at IMEX Frankfurt on 19 May at 3pm, London & Partners will host a Creative Thinking session on stand F400.

Jill

Which side of your brain is more dominant?

The 30-Second Brain Test



Vic's \$80m events boost

THE first budget for the Andrews government will include a \$20m annual boost to secure major events in Melbourne and regional Victoria.

The \$80m injection would "cement" the state as the major events capital of Australia, helping it stay "at the head of the pack" against interstate competitors, the government said.

Premier Daniel Andrews said funding would ensure Victoria secured the "biggest and best" events, to keep the economy strong.

In response to queries about



Credit: Virgin Australia

Just the business

MAKING the most of its popular ECQ Bar, under utilised in the mornings, the Pullman Quay Grand Sydney Harbour has transformed some of this space on the mezzanine level of the hotel for business breakfast meetings.

The unique meeting venue joins the hotel's two other meeting facilities, and offers a new health-focussed menu designed by executive chef Daniel Simpson, which includes citrus cured ocean trout.


CLICK HERE to enquire.

whether this funding would include business events, a Victorian government spokesperson said the events boost would strengthen the Victorian Visitor Economy.

A review into the Victorian Visitor Economy (**BEN 11 Mar**), the first of its kind in 20 years, would be concluded by the end of this month and this would help map out where best to allocate the funding, the spokesperson said.

Victoria Tourism Industry Council ceo Dianne Smith said the organisation had consistently urged government to leverage the state's strength when it came to hosting major events and it was "thrilled" the state government was using its first budget to recognise the contribution tourism and events made to the economy.

This follows the NSW government's commitment of an additional \$123.35m to attract major events to the state (**BEN 16 Feb**).



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Events ben Calendar

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3-7 MAY

Business Events Australia South East Asia Showcase 2015; Jakarta, Indonesia; Kuala Lumpur, Malaysia; Singapore, www.businesseventsaustralia.com

24-26 MAY

MEA Conference 2015; Hamilton Island; for more visit www.meetingsevents.com.au

9-11 JUN

ibtm america; Chicago, USA; visit: www.ibtmamerica.com

10-11 JUN

CINZ MEETINGS 2015; Auckland, New Zealand; register as a hosted buyer: www.meetings.co.nz/Buyers

18-20 JUN

This Is Gold Coast Business Exchange 2015; for details: www.visitgoldcoast.com

21-25 JUN

Australia Tourism Exchange (ATE15); Melbourne Convention and Exhibition Centre; visit: www.tradeeventsaustralia.com

1 JUL

Asia Meeting & Incentive Travel Exchange (AMITE); Marina Bay Sands, Singapore; more info at: www.questevent.com/AMITE/2015/

9 JUL

ATAB Business Builders Conference; Pullman Hotel Hyde Park Sydney; details at: www.atab.net.au

16-17 JUL

Travel Industry Expo; Luna Park, Sydney; more info at: www.travelindustryexpo.com.au

18 JUL

2015 AFTA NTIA Awards; Dockside Pavilion Darling Harbour, Sydney; visit: www.afta.com.au

6-9 SEP

Luxperience; Australian Technology Park, Sydney; see: www.luxperience.com.au



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GOVERNMENT meetings in China now come with a caveat, thanks to a list of 21 tourist spots where civil servants are forbidden to meet.

The Chinese government's Central Commission for Discipline Inspection apparently posted pictures of the spots on its website last week, after issuing rules last year to crack down on public funds' wastage, *Reuters* reported.

Apparently, officials had sometimes used official business as an excuse to take government-funded holiday trips, the publication reported.

The sites include Sanya and the Badaling sector of the Great Wall.



Credit: Dolly442 at English Wikipedia.

On track

WHILE the Phillip Island Grand Prix Circuit sees significant action year round, it may not be generally known that it can be hired exclusively for conference or function rooms, for photographic shoots, product launches, driver training and corporate /client events.

As an example, there is trackside indoor seating space for up to 760 or 1,394 delegates seated theatre style.

Dubai MICE numbers up

DUBAI is celebrating a stellar year of tourism, with overall visitor numbers up more than 8%.

There was also a 10% increase in arrivals travelling to Dubai in 2014 for meetings, exhibitions, conferences and events.

One of those major events is the annual Arabian Travel Market (ATM), which starts today with about 23,000 delegates expected.

Dubai Tourism kicked off ATM this morning with the release of a new 'Dubai Annual Visitor Report', which confirms a total of 13.2m international overnight visitors stayed in Dubai in 2014.

Unlike previously announced statistics, the new report collates all international visitors travelling to Dubai and staying for at least one night in hotels, with friends and relatives, in holiday rental

properties and on cruise ships.

The overall 8.2% increase was "significantly higher than the global average" of 4.7%, director-general of the Dubai Department of Tourism and Commerce Marketing Helal Saeed Almarri said, showing Dubai's "broadening appeal among multiple geographies and audience segments".

Dubai aspired to be the "number one destination for both leisure and business travel", he said, with huge ongoing investment in hotels, attractions and other facilities to achieve the target.

The report confirms that Dubai enjoyed an average length of stay of 7.8 days, more than that of London and similar to New York.

"And there are numerous additions to the offering, across attractions, experiences, hotels and restaurants, due to open in 2015 and 2016."

ATM is taking place at the Dubai International Convention and Exhibition Centre, and has this year expanded into a sixth hall with around 2,500 exhibitors.

ATM is part of the 'World Travel Market' portfolio operated by Reed Exhibitions, which also runs AIME on behalf of the Melbourne Convention Bureau.

Warwick Vanuatu reopens

FOLLOWING the devastation caused by Tropical Cyclone Pam to Vanuatu in March, the Warwick Le Lagon Resort and Spa has said it is once again "open for business".

Warwick International Hotels Pacific senior sales manager Meliana Halim said the reinstatement of Le Lagon's grounds, facilities, bars, restaurants and activities over the past seven weeks had gone according to plan, resulting in the reopening.

"We are confident that all the hard work and determination from both management and the team has paid off and we are proud to be ambassadors of Vanuatu in ensuring the tourism industry grows from strength to strength."

Keane @ One&Only

AV PARTNERS has appointed Richard Keane as managing partner at One&Only Hayman Island.

Keane, who has more than a decade of experience in the audiovisual industry, honed his craft working in Sydney radio, concert audiovisual, nightclubs and events.

Qld to trial workshop

THE Queensland government will trial a small business workshop targeting Western Queensland and Darling Downs communities in Chinchilla, Warwick and Charleville on 13 May, looking to teach effective financial management and more.

CLICK HERE to learn more.

RVEF open for applications

THE NSW 2015-16 Regional Visitor Economy Fund (RVEF) is now open for applications from the regional NSW tourism industry.

CLICK HERE for more.

A day at CINZ

DOMINIC Bowden, host of New Zealand's The X Factor, is one of the drawcards at MEETINGS 2015, held at Auckland's ASB Showgrounds from 10 to 11 Jun.

Day buyers attending on either of the exhibition days have the opportunity to register for the Celebrity Speakers' Showcase, which follows a gourmet lunch at Logan Campbell Centre, courtesy of Millennium Hotels and Resorts.

Conventions and Incentives New Zealand ceo Sue Sullivan said MEETINGS would showcase all aspects of the country's business events industry and was a one-stop shop for people planning events.

"Registration is free and event organisers can attend as day buyers on either Wednesday, 10 June or Thursday, 11 June. They will have access to 180 exhibitors spread across two pavilions and can roam at their leisure."

Day buyers can register at www.meetings.co.nz/daybuyer.

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