



Happy talk

TALKABILITY and the issue of getting an event to be visible on social media on a global scale was solved by Staging Connection's new Event Tweet technology, allowing the hashtag of an Australian telco client to trend globally on Twitter.



An understanding of how it worked was revealed at a digital summit held by the client in late 2014. They needed technology that would give the audience in the room and around the world a voice to participate.

With the support of Event Tweet the conversation gained momentum, with the result that the event hashtag began to trend at number one nationally and number two globally on Twitter.

Highlight tweets and the event hashtag were also pushed through to the YouTube stream of the event during speaker breaks.

Attendees were highly engaged in the event, tweeting key insights, opinions and reviews.

Staging Connections said the client was seriously impressed with how Event Tweet was able to encourage and capture real event participation, with more than 3,000 tweets shared and accruing a reach of over 1.1 million.



'Melbourne effect' launch

THE Melbourne Convention Bureau has unveiled the new



positioning of the Victorian capital for business events. facilitate collaboration and deliver real outcomes," she said.

CEO Karen Bolinger launched "The Melbourne Effect" at the IMEX convention in Frankfurt, saying the new brand aimed to "encapsulate the city's strengths as a meetings, conventions and incentives destination and how this drives success for its clients".

She said The Melbourne Effect had been developed after extensive research across key market segments including international associations and corporate and incentive planners.

"What stood out was their desire for a city and bureau to not just tick the boxes, but to

The previous "Melbourne IQ" tag line which centred on the city's intellectual capabilities had worked well over the years, "however knowledge is just one of the many factors that entice planners to choose Melbourne," Bolinger said.

She said The Melbourne Effect would be rolled out across digital and print platforms over the coming months.

"Launching The Melbourne Effect at IMEX is just the start of what we believe will be a very powerful and engaging campaign to continue to market Melbourne as a world-leading conference, meeting and incentives destination," she said.

See themelbourneeffect.com.au.

Event awards open

THE Australian Event Awards has announced the appointment of Opera Australia ceo Craig Hassall as co-chair of judges, replacing John Allen who has stepped down.

Entries for the 20 categories in the 2015 Event Awards will be accepted for any event held in Australia between 01 Jul 2014 and 30 Jun 15, as well as any achievement in the events industry by Australians both here and abroad in the same period.

See www.eventawards.com.au.

Today's issue of BEN

Business Events News today has two pages of news plus a full page from ([click](#))

- Novotel Wollongong Northbeach

Wollongong winter

NOVOTEL Northbeach in Wollongong, NSW is offering day delegate packages from just \$25 per person.

There are also deals including overnight accommodation, internet access and breakfast from \$185 - for details see [page 3](#).

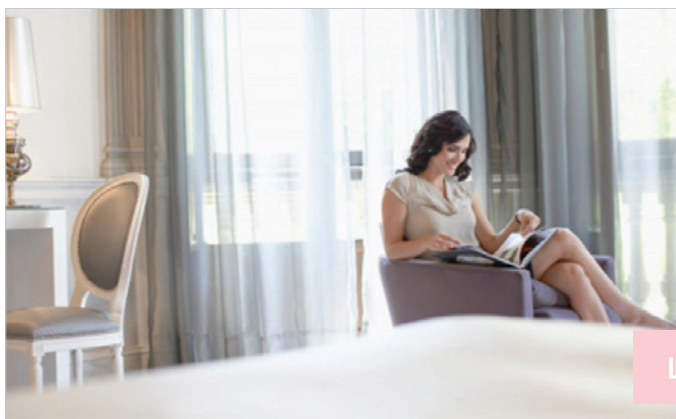
PCOA webinar

THE PCO Association will next week host a webinar on "the five secrets of irresistible marketing".

The online event takes place from 1.30-2pm AEST on Thu 28 May 2015, with presenter Brent Coker discussing viral marketing, self-enhancement, affinity, social positioning and herding instincts! Register by [CLICKING HERE](#).

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business events news

20th May 2015



crumbs!

THIS week **BEN** has been in New Zealand for the annual TRENZ industry trade show, where a host of intriguing team-building and corporate activities have been on show to buyers from across the globe.

Just about every venue offers bespoke packages for groups, but there are few more intriguing than Wellington's Weta Workshop - part of the "Wellywood" movie production area which has sprung up due to the success of the *Lord of the Rings* movies.

For something to really stir the imagination, take your group to a blood making workshop, where participants learn how to make realistic fake blood - surely suitable for the goriest of corporate environments.

For those who are a little more squeamish, Weta also offers classes in making realistic prosthetic limbs or even chain mail so guests can suit up for their next takeover battle.

Some of the workshop's specialties are being demonstrated below by gm David Wilks and the not-so-armless Jake Downing, head of tourism, who will be more than happy to tailor an activity for you on jake.downing@wetaworkshop.co.nz.



Starring at IMEX

THE Star Alliance is showcasing its "Conventions Plus" and "Meetings Plus" products at IMEX in Frankfurt this week, with a unique item on the stand - a check-in kiosk for travellers heading home on a Star Alliance member carrier.

Conventions Plus aims to offer simplified travel solutions to major event organisers, by providing access to the entire Alliance network through one of its member carriers.

Delegates and companions are entitled to fare discounts, and the overall product was revamped last year providing access to a wider range of fare classes - and the booking fee for the online tool was also eliminated.

Meetings Plus is another solution, which simplifies travel arrangements for most meetings of 50 people or more.

They're on booth F485 at IMEX.

ICESAP at APEC

THE Incentive Conference & Event Society Asia Pacific has been invited to attend the Asia-Pacific Economic Cooperation (APEC) Tourism Working Group meeting held on the Philippines island of Boracay.

ICESAP president Nigel Gaunt and newly appointed exec director Simon Bernardi will both participate, and make a presentation on their proposed Industry Accreditation Scheme.

The ICESAP scheme aims to foster best practices, professional conduct and financial integrity amongst the industry's 4000+ intermediary agencies, Gaunt said.

Formed in 1991, APEC's Tourism Working Group works to promote growth in travel and tourism across the Asia-Pacific region.

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Singapore roars

SINGAPORE has won the bid to host the 103rd Lions Clubs International Convention in 2020, which is anticipated to be the largest association congress ever held in the Lion City.

An estimated 20,000 foreign attendees are expected, generating more than S\$58 million in tourism receipts.

Singapore was one of six cities vying for the event, with key elements of the bid including its world-class hotels, restaurants and convention facilities as well as its transportation network, said convention committee chair Joseph Wroblewski.

BestCities brains trust

THE BestCities Global Alliance of partner destinations across the globe has announced the introduction of a new Client Advisory Board which will help guide its future direction.

Inaugural members include representatives of associations such as the International Osteoporosis Foundation, the South African Pharmacology Society, MCI Geneva and the World Toilet Organisation.

The group met for the first time in Frankfurt this week, with BestCities saying it will help deliver long-term business results via enhanced client engagement.

6 - 9 SEPTEMBER 2015

TRAVEL AND TOURISM - THE NEW BOOM

The Australian economy has been riding on the back of the mining boom for the past decade but, as the growth begins to subside, experts begin to wonder which industry is the next to watch. According to many, it's travel and tourism. The sector was hit hard by the global financial crisis but, seven years on, both domestic and international markets are experiencing a revival.

The mining boom was partly responsible for keeping the Australian dollar high, but a lower dollar makes travel more affordable for international visitors. At the same time the government is actively courting inbound travellers, establishing better connections between Australian gateway cities and emerging markets, such as China. According to Dion Hershman, Goldman Sachs Asset Management head of Australian equities, "international tourism is poised to increase for cyclical and structural reasons with the Australian dollar falling and the pending boom in the Chinese and Indian middle-class where tourism is in its infancy."

So what does that mean for MICE travel? It means that there has never been a better time to attract business travellers to Australia.

With Events by Luxperience, we are taking a proactive step within the MICE market. Rather than waiting to see trends emerge and responding to the market, we are anticipating the needs of the sector and presenting innovative, exciting options for business travel. It's a different way of looking at MICE travel, with new kinds of events, new spaces and inspiring ideas. We believe there is no other MICE event like it in the Southern Hemisphere.

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Part of the Travel Daily group of publications.

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