



Wainwright to lead AIME 2016



IAN Wainwright (pictured) has been appointed as the new Event Director for AIME, the 2016 Asia-Pacific Meetings and Incentives Expo (**BEN** breaking news).

Wainwright is a "global events marketing specialist with over 13 years' experience," according to Sallie Coventry, ibtm events Portfolio Director, Reed Travel Exhibitions.

She said Wainwright's appointment to AIME also includes becoming part of the core ibtm leadership team, alongside other event directors for shows in Barcelona, Abu Dhabi, Cape Town, Nashville, Beijing, Mexico City and India.

"Having experienced AIME for the past seven years and witnessing its many stages of transformation, I'm delighted and proud to now be at the helm: leading a talented and passionate team and working in tandem with the team at the Melbourne Convention Bureau to deliver a show that's integral to doing business in the events industry," Wainwright said.

BESydney \$1.5m injection

DEMONSTRATING continued confidence in the state's business & events sector, the City of Sydney has pledged another \$1.5 million into Business Events Sydney.

Announced this morning, the funding injection builds on the City of Sydney's (CoS) initial outlay of \$1.5 million which has delivered "lucrative incentive events".

BESydney ceo Lyn Lewis-Smith said the first bout of investment from CoS had supported securing 24 events worth more than \$70m in direct expenditure.

"Of the initial \$1.5 million investment by City of Sydney, the funds drawn on to date have achieved a return of more than \$90 for every \$1 invested.

"Int'l companies spanning insurance, pharmaceuticals, cosmetics, beauty, automotive and direct-selling have chosen to host an event in Sydney, which they've offered as an 'incentive' for staff to meet sales targets," Lewis-Smith said.

"To date BESydney has injected up to \$249 million into the NSW economy by securing more than 53,000 Asian incentive delegates over the past 3 years alone.

"We have confirmed 20% year-on-year growth from this sector which has contributed to BESydney's strong result," Lewis-Smith added.

CoS's first instalment of funds helped activate Sydney's city precinct during the development of the new Int'l Convention

Centre Sydney & Darling Harbour precinct, BESydney said.

City of Sydney Lord Mayor Clover Moore said the deal lures high yield overseas visitors who spend up to 6.5 times more per day than leisure tourists to the NSW capital.

"We are happy to work with Business Events Sydney to secure more events, which will help offset potential economic impacts of CBD light rail works and the Darling Harbour redevelopment."

City of Sydney's latest funding support covers the period from 2017 to 2021.

KICC/KQ MICE MoU

KENYATTA Int'l Convention Centre in Nairobi and national carrier Kenya Airways have inked a Memorandum of Understanding to promote the East African nation's MICE offering.

The partnership will see Kenya Airways offer overseas delegates attending major conferences in the country discounted airfares.

The KICC and KQ will collaborate on enhancing Kenya Airways' all-inclusive holiday packages (accom, transfers & safaris), with a focus on the MICE tourism sector.

Today's issue of BEN

Business Events News today has two pages of news and the latest **BEN** Christmas Venue Guide on **page three**.

Melb plans for future

THE Exhibition and Event Association of Australasia (EEAA) updated its Victorian members last week at a round-table event in Melbourne.

Members heard the latest news on the expansion of the Melbourne Convention & Exhibition Centre (MCEC), upgrades to the Royal Exhibition Building, priorities of the Melbourne Convention Bureau and the policies of the Vic Govt.

The MCEC project is on track with a building contractor expected to be locked in by Dec and work to commence late Jan/early Feb 2016.

The expansion is expecting to attract an additional 74,000 int'l visitors annually and provide a \$167 million boost to the economy.

Also presenting at the round table were reps from newly formed tourism & events company, Visit Victoria, Melbourne Convention Bureau and Museum Spaces.

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THE Exhibition and Event Association of Australasia (EEAA) Young Stars last week heard from Paul Constantinou, chairman and founder of Quest Apartment Hotels at the Young Stars & Leaders Table in Melbourne. Constantinou's message was that true success in any business is being able to genuinely

understand people's needs today, and know them so well that you understand what they need tomorrow.

He told the Young Stars to succeed as a leader you need a healthy dose of passion and skill.

Pictured are: Paul Constantinou with EEAA Young Stars in Melbourne.

Amex tips meetings growth

MEETING activity in Asia Pacific is earmarked to increase in 2016, with Australia tipped to be a front runner in terms of growth.

According to the latest American Express Meetings & Events 2016 Global Meetings Forecast, positive economic trends & international expansion of companies will drive continued growth for the sector next year.

All regions gauged are predicted to see an increase in the number of training and internal meetings as businesses invest in bringing employees face-to-face for talks.

Senior vp & gm Amex Meetings & Events Issa Jouaneh said: "The resurgence of meetings & events over the past few years has allowed meetings professionals to demonstrate the strong value that face-to-face meetings continue to offer globally.

"Unlike the 2015 predictions, Australia stands out with a higher

number of expected meetings than the regional average and the largest average numbers of attendees for sales & marketing meetings globally," Amex said.

Small increases are tipped for other areas of Asia Pacific, incl diverse destinations such as Indonesia and South Korea.

"China remains a top focus for global companies due to the size of its economy & the prevalence of manufacturing."

Singapore is flagged as the top destination in Asia Pacific for 2016 meetings, followed by Shanghai, Hong Kong/Macau, Beijing and Sydney in fifth.

Amex's 2016 Forecast identified three key areas of interest among PCOs - compliance, incentives and using mobile and social media for events - all of which are likely to continue to shape the meetings industry going forward.

CLICK HERE for more details.

VenueShop supports

BUSINESS event and venue sourcing specialist, TheVenueShop gathered its clients last month to support Wear for Success, an organisation that helps the unemployed transition into the workforce.

There was a business card drop and an activity, where guests vied for a further two prizes of a Visa Gift Card, and the major prize, a package at the winner's choice of Art Series Hotel including Smart Car use for a day and welcome bubbles on arrival.

Raffle ticket holders can win two nights' accom at QT Sydney plus \$1,000 spending spree, flights and more, valued at \$2,500.

To purchase raffle tickets before tomorrow's deadline, head to www.rafflelink.com.au.



MEETING organisers wanting to create an event with a difference should consider the new Outback Adventurer Cafe at the WILD LIFE Sydney Zoo in Darling Harbour.

Featuring "state-of-the-art interactive bug displays," the venue is being described as one of the unique spaces in Sydney.

Although creepy crawlies aren't actually on the menu, delegates can experience such delights as Giant Burrowing Cockroaches and the home-grown Sydney Funnel Web Spider - all safely behind illuminated glass.

The new Outback Adventure Cafe launches early next month - see wildlifesydney.com.au.



Take your event to the next level with event styling

EVENT styling is one of the most impactful and cost-effective ways to add that wow factor to your event. At AVPartners we've helped create nearly every event theme or style you can think of - from the Oscars, to Great Gatsby, Moulin Rouge, Masquerade and many more.

Event styling incorporates furniture, decor, centrepieces and table layout, props, audiovisual and digital elements. It takes your guests on a journey, showcasing your theme, your branding and your ideas.

You want to make sure that your event is hitting the mark and delivering your desired event message to your guests. How can you be sure that your event will do this successfully?

Begin by confirming the reason for the event, and why you are gathering together. This is the message you want to get across. Think about the power of your message and how you can convey this to your guests.

Next you will want to look at what new, fresh ideas are available for your event, to impress, inspire and connect your guests. These days, event styling and theming draws heavily on technical production with content displayed on digital screens, unique lighting and other audiovisual elements creating a dynamic, immersive experience.

By combining traditional styling with bespoke ideas, themes and modern, digital options your event can really make an impact.

Jarum Rolfe is the partner at RACV Royal Pines Resort with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly-tailored approach
www.avpartners.com



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

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Christmas Venue Guide

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