



### Today's issue of BEN

*Business Events News* today has two pages of news.

### MICE promo at FRHI

**CONFERENCE** organisers can receive every tenth delegate for free or a private drinks reception as part of a new incentive released by FRHI Hotels.

The offer is valid at FRHI hotels in Europe for events placed into order books by the end of Oct.

As an added bonus, confirmed bookings at selected properties earn an entry into a draw for an exclusive catered hotel party for up to 50 guests - for more details, see [www.frhi.com/eumeetings](http://www.frhi.com/eumeetings).

### NZ hot events ticket

**CONVENTIONS** and Incentives New Zealand has released figures showing Australia as the strongest incentive market for NZ, making up 65% of all arrivals for events.

The latest results for the month of Jul showed a 20.9 increase, with 3,792 Aussie delegates crossing the ditch over the month.

## Luxperience 2015 kicks off

**DELEGATES** from across Australia and the world have gathered in Sydney this week for Luxperience 2015 at the Australian Technology Park.

The show was opened in style last night with a gala Thought Leaders Forum and welcome cocktail party attended by more than 500 lucky guests.



Founder Helen Logas (pictured) kicked off proceedings, with presenters including Anouche Newman from the Customer Service Institute of Australia, digital marketing expert

Matthew McDougall and award-winning cinematographer Corey Baudinette from LUXHD.

An inspiring debate on the "paradoxical perceptions of high cost events" was followed by the unveiling of the latest research into the luxury sector from MyTravelResearch.com in association with Luxperience.

Today the first formal day of the three day show saw the start of more than 30,000 meetings between buyers and exhibitors.

### DMelb tourism push

**DESTINATION** Melbourne launched its new brand and marketing campaign last week, Melbourne Now.

The campaign has been created with regional Victorians in mind, who are a significant visitor market for Melbourne.

*Melbourne Style* magazine has been rebranded *Melbourne Now* and a website has been launched. See [www.melbournenow.com](http://www.melbournenow.com).

### TCEB ibtm partner

**IBTM** Events has continued to sign up localised event partners, with the latest - the Thailand Convention & Exhibition Bureau - to become the latest Global Partner for its portfolio of events on five continents worldwide.

Through the link, TCEB will become visible to the global IBTM business network of event planners, who will be able to better consider Thailand as a potential event host destination.

## ben Events Calendar

*BEN's* calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au).

### 6-9 SEP

Luxperience; Australian Technology Park, Sydney; see: [www.luxperience.com.au](http://www.luxperience.com.au)

### 9 SEP

Show Me Wellington 2015; TSB Bank Arena and Convention Centre, Wellington; details at: [www.pwv.co.nz](http://www.pwv.co.nz)

### 10-11 SEP

MICE Asia Pacific Exhibition 2015; Suntec Singapore Convention & Exhibition Centre, Singapore; more info at: [www.miceasiaexhibition.com](http://www.miceasiaexhibition.com)

### 21-23 OCT

ITB Asia; Marina Bay Sands, Singapore; details at: [www.itb-asia.com](http://www.itb-asia.com)

### 17-19 NOV

ibtm world; Barcelona, Spain; see: [www.ibtmworld.com](http://www.ibtmworld.com)

### 18 NOV

Pacific Area Incentives & Conferences Expo (PAICE); SKYCITY Auckland Convention Centre; Auckland; more info at: [www.paiceexpo.co.nz](http://www.paiceexpo.co.nz)

### 29 NOV-1 DEC

8th PCO Conference and Exhibition; Adelaide Convention Centre; more info at: [conference.pco.asn.au](http://conference.pco.asn.au)

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Thanks to HOYTS Corporate Solutions you can win two tickets to see any film at your nearest HOYTS cinema. Valid until November 2015 you have plenty of time to see a film of your choice.

To win, be the first person to answer the question correctly. Send your answers to [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au)

What types of corporate events can you hold at HOYTS?

Check here on Thursday for Monday's winner.

**HOYTS CORPORATE SOLUTIONS**



# business events news

7th September 2015

## Cosmos in training for WYD 2016



**GLOBUS** family of brands member Cosmos recently hosted a group of 37 Pilgrimage Coordinators from Catholic Dioceses and Religious Orders from around Australia as it prepares for a major exercise in coordination ahead of World

Youth Day in Poland next year.

The famil allowed the group to gain some first-hand knowledge and experience in Poland as well as some of the religious sites which will host scheduled events.

Starting out in Warsaw, the delegation visited the Marian Shrines, Auschwitz, Saint John Paul II's childhood home, St Mary's Basilica and many more.

In what will be one of the largest exercises in human organisation in the company's history, more than 3,000 young Australians will travel to Poland for the event.

Cosmos was recently selected as the official Australian Tour Operator for the World Youth Day event in Krakow in Jul 2016.

The group is **pictured** above at the Jasna Gora Monastery.

## Star Sydney revamp

**THE** Star Sydney is spending \$130 million on a refurbishment which it says will take it above the five-star standard in Sydney.

Due for completion mid next year, The Star says the works will elevate the property alongside offshore integrated resort rivals in Macau and Las Vegas.

Astral Tower & Astral Residences will take on new technology aimed at different market sectors.



**CONFERENCE** organisers are always looking for something new and unique for their guests, and Indonesia's Harris Hotels chain has come to the rescue.

Harris Hotel & Conventions Malang has introduced the mouth-watering 'Pizzalicious Package' based around the brand's signature Italian eatery Harrisimo Pizzeria.

The promo is valid for bookings by 30 Nov and includes one night stay in a Harris Room, breakfast for two, Harris signature fruit juice and a traditional wood-baked Italian pizza, priced from IDR808,000 per night (A\$81.78).

Harris Hotel & Conventions Malang DOSM Rusli Arsyad said the package was designed for guests and delegates to bond over "sweet chit-chat" and mouth-watering bites of pizza.

Do you have the **BEN** app?

ANDROID APP ON Google play

Download on the App Store

## Hobart population health conference

**OVER** 750 delegates from around the world have converged in Hobart this week for the third annual Population Health Congress, on from 06-09 Sep.

The conference theme of 'One vision, many voices' aims to foster constructive discussion on population health thinking.

Plenary sessions will cross with social occasions, with topics on the agenda including Advancing Healthy Public Policy, Research & Knowledge Transfer and more.

## IJF focus on engaging

**VISITOR** engagement was at the centre of planning the 2015 Sydney International Jewellery Fair, which was held 29-31 Aug at Sydney Exhibition Centre @ Glebe Island.

There were over 6,000 qualified buyers and almost 200 Australian and international exhibitors.

"Trade shows are serious business but they also need to be exciting," said SEC@GI gm Malu Barrios.

The fair featured 30min educational sessions through the day and the inaugural Jewellery Design and Manufacturing Championships, where jewellers across several categories competed within set time frames.

There was also a host of competitions and a themed New York Pizza and Paella bar.

"To enhance Expertise Events initiatives, the Centre team focused on delivering food and beverage hubs that were 'destinations' by themselves," Barrios said.

To finish off the show, a graffiti artist painted a Melbourne tram to reveal the Fair's next destination.

## Ben on BEN



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's perspective to help job hunters find the perfect job.

Ben has over 15 years working in five star hotels and the MICE industry and has worked on some of Australia's biggest events.

## How long is a piece of string?

**I HIT** 7 years with inPlace last week and I'm regularly being asked, 'Has the 7 year itch kicked in?' Not a chance!! It did lead me



to think about tenure in your career. How long is too long and what is the minimum length of time you should stay in a job? Job hopping is not something that fills future employers with confidence & conversations with employers have indicated, to get 2 years from an employee is an acceptable minimum. You only damage your reputation by changing jobs every 6 - 12 months. Staying long term in one business is fine provided that you keep growing and achieving. The same role in the same company for 10 years will get you pigeon holed but if you are regularly promoted or continually grow your results year on year then this is also viewed positively. There's no perfect answer, just make the most of your time in each role.

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

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