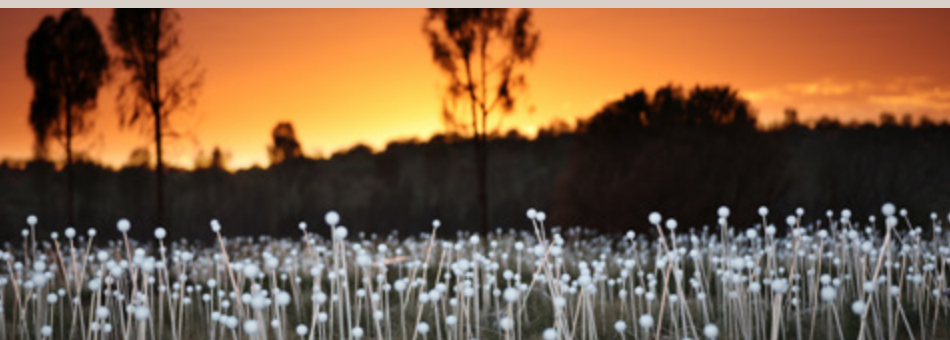


light up **YOUR NEXT EVENT**

Don't miss this once-in-a-lifetime event



The Field of Light art installation by international artist Bruce Munro, has come 'home' to the place that inspired it - Uluru. More than 50,000 slender stems crowned with frosted-glass spheres bloom as darkness falls over Australia's spiritual heartland. Delegates can immerse themselves into the experiential artwork in a number of different ways; from a dinner under the night sky at Field of Light; to a special sunrise Field of Light breakfast experience. The 12-month solar-powered installation will close on 31 March 2017.

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Today's issue of BEN

Business Events News today has two pages of news, plus a cover wrap from **Voyages**.

Westin Doha opens

THE Westin Doha Hotel & Spa has opened in Qatar with the second largest ballroom in Doha at 2,177m².

With 365 rooms and nine levels, the hotel has over 3,000m² of function space and 17 meeting spaces on offer, along with an indoor and outdoor infinity pool, squash courts and the city's first man-made wave pool.

There are seven dining options, including organic, South African and Thai restaurants.

C&GBR hit the road

THE Cairns & Great Barrier Reef region will head to China for the Business Events Australia Greater China Showcase in Shanghai on 13-15 Apr.

"The Chinese incentive market has great potential for our region as the Chinese are very interested in Australia's natural attractions," said director of Business Events Cairns & Great Barrier Reef, Rosie Douglas.

Qld's Jewel underway

CONSTRUCTION of the \$1 billion Jewel development in Surfers Paradise is underway, with the building slated to open in early 2019.

The Jewel will be Australia's largest hotel and residential complex when it's complete.

Tourism Minister Kate Jones said the project would deliver a significant boost to Gold Coast tourism and tap into the lucrative high-end tourism market.

"This project will help position the Gold Coast as a destination of choice for luxury accommodation

and holiday experiences, rivalling prestige destinations like Dubai's Burj Al Arab and Iran's Flower of the East."

The Jewel will have three crystalline towers with 512 residential apartments, a 169-suite, five-star hotel, three levels of basement parking to accommodate 816 vehicles, and retail and dining precincts.

"With Chinese outbound tourism expected to double by 2020 to around 200 million people, the Jewel certainly is a welcome addition to the Gold Coast to ensure we grow tourism and local jobs for the future," Jones said.

China is the sunshine state's largest market in terms of overnight visitor expenditure, and last year recorded a 51% increase to \$950 million last year.

Biz events training

REGIONAL Victorian businesses will be better equipped to attract business events following two training sessions announced by Business Events Victoria.

The first session is an introduction to attracting business events and the second is aimed at businesses looking to improve their skills to attract more business events.

Sessions will be held on 21 Apr at the Melbourne Convention and Exhibition Centre - **CLICK HERE**.

ICC tech appointment

BRIAN Nash has been named Director of Audio Visual Services for the International Convention Centre Sydney (ICC Sydney).

Nash has over 30 years' experience and will be responsible for implementing AV systems, ensuring installation, testing, commissioning and operational readiness of all systems and equipment and overseeing the transition between the testing and operating phases. ICC Sydney will open in Dec.

Field of Light invite

FOLLOWING the launch of international artist Bruce Munro's Field of Light installation last week (**BEN** 24 Apr), Voyages is inviting event planners to "light up" their next event at Uluru.

Options for events at the stunning one-year installation include a dinner under the night sky at Field of Light to a special sunrise Field of Light breakfast experience.

See the **cover page** for more details.

PCB's fresh face

ANNA Kultan has joined Perth Convention Bureau as Senior Business Development Manager.

Kultan has business development experience from working with global hotel brands and in the academic sector in the Czech Republic as well as in Western Australia.

AVPartners screen

AVPARTNERS has installed a 12.5m blend screen at Hamilton Island to facilitate high resolution projections for events.

The technology works by using two or more projectors, each portraying a section of an image, blended or overlapped to create a single wider image on screen in a different aspect ratio.

Marriott HK deal

JW MARRIOTT, Renaissance Harbour View, SkyCity Marriott, Courtyard Hong Kong and Courtyard Shatin are offering a "4 Perks for Free" corporate accommodation deal.

Bookings made from now until 31 Jul with a minimum of ten rooms and stays from 01 May-30 Sep will receive a choice of four perks for free.

Perks on offer include a cocktail party, an upgrade to the next meeting package category, a photographer, five room upgrades and more.

St. Regis KL detailed

ST. REGIS Kuala Lumpur has revealed details of its 10,000m² of function space, which features Asia's first 270-degree LED digital canvas around its 1,300m² Grand Ballroom.

view jito

jobs in travel, hospitality & tourism



A burlesque dancer having a sponge bath in a giant martini glass is not what guests were expecting at the Western Australian Cricket Association's premier awards night at Crown Perth last week.

In a ripper example of entertainment-gone-wrong, pictures have been sent to Radio 6PR which show the woman in a huge martini glass covered in suds and another of her donning nothing but a gold G-string.

The 800-odd guests at the black-tie, \$250-a-head event were reportedly "disgusted", with some elderly men covering their partners with their jackets.



business events news

7th April 2016

PCO's get familiar with Metro



METRO Hotel Mirage Newport hosted conference planners and business event organisers from 10 businesses on a famil last weekend.

Organised in conjunction with event management company Event Advisers, attendees spent the night at the hotel, explored its conference and event facilities and relaxed on a sunset cruise on Pittwater with drinks and canapés followed by a three-course a la carte dinner served in The Mirage Restaurant.

Pictured in back row are: Julie Boucher, Todd Minerals; Nicole Davidson, ANZ; Karen Hamilon, Lend Lease; Siobhan Molyneaux, Macquarie; Nichola

Byrne, McGrath Real Estate; Lucy Taillandier and Kirsty Bolton, Pernod Richard.

In the front row are: Natasha Gatien, Adobe; Jen Bosilkovski, Event Advisers; Paula Lefever, EHealth NSW Government; Amy Craddock, Price Waterhouse Coopers; Melissa Kharsas, Price Waterhouse Coopers; Tracey Scott, BDM Metro Mirage Hotel, Newport and Carolyn Punshon, Conference Coordinator Metro Mirage Hotel, Newport.

"Make it NYC" push

NYC & Company is urging event planners to "Make it NYC" and plan their next meeting in the big apple, with hotel developments, redesigned ballroom spaces and new event venues set to open.

Four Seasons Hotel New York Downtown will open in late 2016 with over 633m² of meeting room space and The Beekman will open in spring with 437m² of event space.

The renovated InterContinental New York Barclay will reopen on 19 Apr and The Westin New York at Times Square has opened, with 3159m² of meeting space.

Vienna's record 2015

VIENNA'S meetings industry achieved a record year in 2015, with a total of 1.7 million overnights from events, 13% more than the previous year.

The city hosted a total of 3,685 congresses, corporate conventions and incentives in 2015 and is ranked among the top three congress metropolises worldwide by ICCA.



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conference FOCUS GEnerating Change

bringing events into focus

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**. Topics will include new generation events and making events effective and valuable.

What's on your Checklist?

THROUGH the years, literally hundreds of event checklists have been written. Search "event checklist" or "event checklist template" and you'll see what I mean. Almost every week someone is adding another via a magazine article, their website, blog post or social media feed. Each checklist promises that every event component is covered to help you deliver a great event. But when did a checklist create a successful event?

I'm not suggesting for a moment we don't use checklists, work plans or critical paths. They are a great way to ensure nothing gets missed. However, these lists focus only on logistics.

Success begins by having a plan which involves strategic thinking about your organisation and your attendees, and clearly defining your goals, what you want to achieve and how. No checklist in the world will help you deliver success until you answer this: What do want your attendees to walk away with in terms of new information, learning, increased motivation and loyalty, strengthened connections and actionable plans? Once your attendees return home or to their desks, what new action do you want them to take? How can you encourage them to take new action? Once you've answered those questions, how do you design the event and what tactics

do you employ before, during and after the event to help meet your goals? How can success be measured? Are any of these items on your checklist?

Are you making assumptions about your attendees and what they want and need? Do you really know what they will consider most valuable from attending? Are you creating all the content for the event without their input? Are you planning the event from the inside out or the outside in?

By all means use your favourite checklist and project management tool to help guide you through the logistics. However, don't lose sight of the overarching strategy and your end goals as you move through the planning stages to help achieve true success. Also, don't design the event with only you and your organisation in mind. Your event should be an energising, immersive learning and networking experience for your attendees. It shouldn't be all about you. More on this next time.

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact Max Turpin at Conference Focus on 02

9700 7740 or visit the website at conferencefocus.com.au



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