



DMS going green

DMS Destination Management Services has announced Moloney & Kelly as its new partner in Ireland, providing an opportunity for "Irish charm and lyrical leprechauns to truly incentivise and take delegates on a magical journey".

Moloney & Kelly is the country's largest privately owned DMC, specialising in incentive and leisure travel for 45 years.

As part of the launch of the new partnership Moloney & Kelly have prepared a "show stopping incentive program" including Dingle Peninsula, Dingle Town, Kate Kearney's Cottage Pub and travel to Lahinch on the coast of West Clare.

The sample program, along with indicative costs for 70 pax for 2017/18 is now available on the DMS website at destinationmarketing.com.au.

AACB delivers new report

THE Association of Australian Convention Bureaux has today handed over what's being described as the "most comprehensive audit of future business events attracted to Australia ever produced".

AACB ceo Andrew Heibl (**pictured**) presented the AACB Forward Calendar report to the Parliament in Canberra, with key findings including that 30% of forward international business events are in the medical sector, with an estimated 90,000 delegates.

Other sectors by percentage of events included professional, scientific and technical services (17.9%), information media and telecommunications (9.8%), administrative and support services (8.4%), manufacturing (7.1%), arts and recreation services (3.7%), financial and insurance services (3.7%) and retail trade (3%).

Interestingly more than half of the association meetings and conventions include a trade exhibition component.

"Business events are unique in that they are the only tourism sector that provides a vision of confirmed future business," Heibl said.

"The report provides an unparalleled forward vision of meetings, incentives, conventions and exhibitions won by our members.

"This intelligence can be used by governments and their



departments to maximise the beyond tourism benefits that these events offer," he added.

A total of 296 business events are confirmed for Australia through to 2024, attracting a total of almost 250,000 delegates translating to more than one million delegate days.

That will generate more than \$663 million in direct delegate expenditure - 66% of it from international visitors.

Heibl said the Forward Calendar report was the result of an "unprecedented data sharing exercise" between the nation's convention bureaux.

AACB is calling on the federal government to commit to a bid fund to help secure even more international business events for Australia.

"Such an investment by government would directly target industry growth and jobs of the future," he said.

Today's issue of BEN

Business Events News today has two pages of news, plus a full page from **AA Appointments**.

Vivid event packages

PACKAGES and options for the upcoming Vivid Sydney (27 May-18 Jun) are starting to pop up.

The Australian National Maritime Museum is offering packages on new venue, The Lookout, and onboard HMAS Vampire from \$45 per person.

Catering is included with a choice of six platters, a one- or two-hour beverage package, cocktail furniture and event and security staff are available on certain days.

Fort Denison Restaurant is also offering weeknight dining packages for groups between 40 and 140 people during the festival of lights.

The three-hour experience is priced from \$150pp and includes a three-course meal, a beverage package and a mini tour of the Martello Tower and National Park.

Four Points' AV appt

FOUR Points by Sheraton Sydney, Darling Harbour has appointed Staging Connections as the hotel's onsite audio visual (AV) and event services provider.

The hotel is set to unveil its waterfront convention centre on 01 Jun, 2016.



HERE'S a reason to fly up the front - as if you needed one.

A report released overnight in the UK has found that it is more expensive (per mile) to travel on the London Underground than to travel first class from London to New York.

It's part of a statement from Sadiq Khan, a candidate for the current London mayoral campaign.

Khan said the Virgin Atlantic roundtrip ticket from London to JFK costs about £2200 which equates to 22 pence per mile.

By contrast a trip on the Piccadilly Line from South Kensington to London Heathrow Terminal 3 costs £10.10 or 43p per mile - almost twice as much.

Khan's campaign includes a pledge to freeze all Tube fares for four years - in contrast to a proposed 17% hike by his opponent which he said meant "a Tube journey could end up costing more per mile than taking a private jet around the world".

Luna Park upgrades

LUNA Park has spent \$100,000 upgrading its audio-visual systems across a number of its venues, including the Crystal Ballroom, the Ted Hopkins Room and the Sunset Room.

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Buyers explore the Nth Island



A GROUP of buyers experienced some of the Hamilton and Waikato treasures on a pre-Convene 2016 famil. Participants checked out Zealoug Tea Estate, Hampton Downs Motosport Park and Hamilton Gardens before settling in for a three-course dinner inside FMG Stadium Waikato's media commentary box. Prior to dinner, the buyers embarked on a tour of the stadium, posed for a team photo and were surprised by an on-field kapa haka performance. The pre-Convene famil group is **pictured** above alongside staff from H3, Hamilton & Waikato Tourism and Montana Catering.

Global Meetings Day

TODAY is the first Global Meetings Industry Day, with convention marketing bureaux around the world promoting the importance of face-to-face contact and business events. BESydney is today running a digital campaign on LinkedIn and Twitter aimed at highlighting why meetings matter.

Corp Travel Summit

TWO speakers have been added to the line up for the Melbourne Corporate Travel Day Summit on 27 Apr. Anoop Rattan, consulting manager at American Express Global Business Travel, APAC has been named as a keynote speaker while Matt Coviello, program manager – Corporate Travel (Asia Pacific & Middle East) for BP Indirect Procurement will be part of the panel discussion. For more information, head to www.capaevents.com.

Syd events a big deal

MORE than 46% of the one million people who attended this year's New Years Eve in Sydney travelled from overseas specifically for the event, Stollznw research shows. In addition, almost 90% of these were repeat attendees. Sydney's Chinese New Year Festival this year drew more than a million visitors, who collectively attended more than 70 events over 16 days – an increase of 67% on 2015.

Confessions of a compulsive conference-goer

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

Taking the Piss out of Conferencing

IN THIS age of technological advancement, video-conferencing, Apps and social media, I'm often asked my thoughts on the future of the conference industry.



"What is the value in flying hundreds of people to a conference destination, accommodating and feeding them - and placing them in a room to listen to presentations when we could just as easily use video-conferencing or place the presentation on YouTube, where people could experience it all in the no-cost comfort of their offices and homes?"

Put simply, do we need to bring everyone together to one place when we can, using relatively inexpensive technology, do it all remotely? That question and the real value of conferences was answered for me quite succinctly last week at the urinal of a Gold Coast Convention Centre toilet. Stay with me here, this is all above board.

I was one of 3 blokes standing next to each other at the urinal, all simultaneously looking straight-ahead at a blank toilet room wall, as we do. The guy at the end, let's call him Wee 1, asks the guy next to him (Wee 2) whether Wee 2 has found any value in the company's new 'Mobile Me' App which had been the subject of the previous presentation. In the short time we stood together, it became clear that Wee 1 was sceptical while Wee 2 was a huge fan of Mobile Me and was evangelical in his attempts to convince Wee 1 to persist as it would definitely help his business.

As our meeting moved from the urinal to the hand-dryer units, it became clear that Wee 1 (from Bunbury) and Wee 2 (from Dubbo) did not know each other, they introduced themselves and shook their now germ-free hands and I then observed them continue their animated Mobile Me conversation, as they joined the lunch buffet queue.

As a Conference MC and trainer, I am focussed on ensuring that what goes on inside the conference room is as engaging and educational as possible. But it is outside the conference room where the true value and benefit of a conference happens.

The networking, the informal learning between delegates, the ability of one delegate to "teach" a colleague some tips and tricks and the fact that people like Wees 1 and 2 may now bounce ideas off each other moving forward. This invaluable, informal learning opportunity simply could not take place as effectively via video or online. Even in advanced 2016, an online company chat forum or discussion App is nowhere near as effective as a face to face old-style screen-less conversation.

I hope I'm not pissing into the wind (pun intended) preaching to the converted BEN bunch, but to anyone doubting whether it's worth the trouble and expense of staging the group conference again next year, or claiming that conferences are just one big piss-up (pun again intended) take my advice and go and loiter in the Convention Centre toilets (for research purposes) and listen to the stream of conversation (painful pun intended).

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



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