



## Altogether Perfect

THE Greater Hunter Region has undergone a rebrand, launching its new look 'Altogether Perfect - Greater Hunter Business Events' at the Asia Pacific Incentives & Meetings Expo, this week.

A refreshed logo has been unveiled alongside a new video which positions the region as a "one-stop-shop for conferences and incentives in Newcastle, the Hunter Valley and port Stephens.

Altogether Perfect leader, Rebecca Morley, from Destination Port Stephens said the rebrand "allows the meetings industry to quickly identify the region we proudly represent."

CLICK HERE for the video and the refreshed website.



## BCD: Smart Meeting

BCD Meetings & Events has launched a brand new plug in named Smart Meeting.

The new tech supports meetings management and streamlines the invite, expenses and registration process for MICE planners.

Visit [bcdme.com](http://bcdme.com) for more.

## iVvy: 360 tours of venues

VENUE booking engine, iVvy, has unveiled a brand-new online platform that will allow event and meeting planners to take a 360 degree 3D tour of prospective venues to ensure less time spent at site visits.

Partnering with events agency EMG to present the new tech, iVvy's website will now be



integrated with live availability, pricing and its new 3D visualisation tool.

"This feature brings planners closer to hospitality brands, but also saves the industry a significant amount of time and money in an area no one else has in the past," commented Lauren Hall, chief executive officer of iVvy.

"As we expand globally, the hospitality industry can now take their offering to customers anywhere in the world...this is the future of events and hospitality, and we are proud to be catalysts of change," she added.

To experience the technology in action, [CLICK HERE](#).

## 25th AIME in 2017

NEXT year will mark the 25th year of AIME and event-goers can expect the welcome event to be "really big and bright and exciting", Ian Wainwright, event director AIME, told *Business Events News*.

Wainwright said this year's Welcome Event, which was moved to its original pre-AIME timing and saw over 1,400 attendees "went really well".

"It was really nice to see all the industry coming together for that one night again."

The strategy for AIME 2017 will be developed over coming months using feedback from this year's exhibitors and visitors.

## MCB unafraid of ICC

WITH Sydney's ICC centre opening just around the corner, Melbourne Convention Bureau chief executive Karen Bollinger remains unthreatened, telling *BEN* "there's a lot of opportunities for the both of us."

"I think it'll be competitive for a short period of time," she said. "But I think that will dissipate over time and I think Australia stands to benefit - it makes it more healthy."

MEANWHILE MCB & MCEC's '2016 PCMA Citywide Auction of Melbourne' campaign is in full swing (*BEN* 18 Jan).

Conference organisers have until 30 Nov to place a bid to win an event package at MCEC to the value of US\$350,000.

The auction is the first of its kind to be held outside of North America in seven years.

CLICK HERE to place a bid.

## PCO new recruit

THE PCO Association has named Cindy Axisa as its new Admin and Accreditation Manager.

Axisa has held positions in the meetings and events industry for more than 12 years.

MEANWHILE expressions of interest are now open for the PCO Association Conference & Exhibition 2016, held at the Brisbane Convention Centre 27-29 Nov.

Visit [pco.asn.au](http://pco.asn.au) for more.



INDIA, home to the highest level of 'selfie deaths', has set new selfie-free zones to stop accidental mortality rates from climbing.

A total of 16 new areas have been set across the city of Mumbai to ward visitors away from taking "unnecessary risks", reported *Stuff*.

According to San Francisco-based data service provider, PricewaterhouseCoopers, 19 of the 49 recorded selfie deaths have been linked to India.

On a related note, selfie sticks are increasingly being banned in US Museums, with a spokesperson at the Smithsonian Institution stating "we would like to have a policy that covers all museums".

MEANWHILE, Wellington's missing bucket (*BEN* 25 Feb) has been returned!

The yellow bucket from Kiwi Capital's iconic Bucket Fountain display was returned anonymously last week, complete with a new psychedelic paint job.

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