



Today's issue of BEN

Business Events News today has three pages of news and photos.

BEN'S Christmas Venue Guide

COMPETITION is heating up among those promoting their Christmas and New Years venues.

Business Events News can help you stand out from the crowd with our Christmas Venue Guide advertising feature.

The guide will run each Thu throughout from Jul to Oct.

For more information or to book your place see page **four**.

Rotorua's big win

ROTORUA has won the bid to host the World Health Promotion Conference of the International Union for Health Promotion and Education in 2019.

Its biggest conference to date will see 2,000 delegates inject approximately \$4 million into the New Zealand economy.

"The conference will be held in April which strongly supports Tourism New Zealand's strategy to spread visitors across the off-peak season helping to support employment and grow the economic benefit to the country," Tourism New Zealand director of trade, PR and major events, René de Monchy said while speaking about the win at CINZ MEETINGS last week.

Air NZ ups incentive trips

CONFERENCE and incentive business travel to regional New Zealand is set to rise as a result of a new familiarisation program launched last month.

Air New Zealand has partnered with the New Zealand Convention Bureau to enable convention bureaux across the country to work with the airline to boost conference business.

Air NZ, the principal sponsor of last week's CINZ MEETINGS, will invest over NZD\$100,000 to regional convention bureaux in 2016, allowing them to invite key decision makers to their regions for site inspections and to explore event hosting opportunities.

"We are committed to further growing incentive and convention travel, and to ensuring that all of New Zealand shares in the benefits this growth brings," Air New Zealand regional gm for distribution and corporate, Leanne Geraghty said.

The program is already proving popular with more than 50 influencers travelling to regional New Zealand in the last month, and an additional 80 due to travel over the next three months.

"One key benefit of incentive and conference travel is the ability to attract visitors to New Zealand over the shoulder season in an effort to smooth out seasonal fluctuations in demand," Geraghty said.

She flagged a number of

other initiatives the airline has implemented to assist the MICE sector including international routes to Houston, Ho Chi Min City, Buenos Aires and Manila which are expected to increase capacity into NZ by 7%.

Other initiatives include Dreamliner services connecting WA to Auckland and Christchurch, a wide-body service between Melbourne and Auckland, night flights to Queenstown and the launch of Star Alliance Conventions Plus in the Australian market.

"We have been investing and operating a route network that supports growth, but also investing in destination promotion & market development which absolutely includes the business events sector", Geraghty added.

Salary survey launches

BUSINESS Events News has just launched the 2016 Australian Travel Industry's salary and employment survey, including the meetings, incentives, conferencing and exhibitions industry (MICE).

Those who take part in the survey by independent research group Stollznow Research, go in the running to win one of five Fitbit Charge HRs or one of 50 Event Cinema movie tickets.

Topics covered include employment and salary conditions, job satisfaction, future prospects and experiences with recruitment services with all responses strictly confidential.

The entire travel and MICE industry is invited to take part **HERE** until COB Fri.

Results of the research will be published in upcoming **BEN** editions.

EVENTS BY LUXPERIENCE

CONNECTING THE WORLD OF BUSINESS EVENTS
WITH THE WORLD OF LUXURY



18 - 21 SEPTEMBER 2016

WHY SOCIAL MEDIA IS INTEGRAL TO EVENTS

Thanks to social media, the people observing an event from the outside are just as valuable as the people in the room when it comes to building awareness and driving sales. That's according to social media innovator and expert Annabelle Smith from Social Playground. "Creating a highly 'Instagram-worthy' event that is going to be shared online by attendees is incredibly important," says Annabelle. "Peer-to-peer recommendations are one of the most effective forms of marketing, so inspiring your guests to share moments from the event with their friends is a highly effective way to build brand credibility and awareness."

It's essential to integrate a comprehensive social media policy into every stage of an event, from planning to post-event recaps. Include the event hashtag or social sharing links on the invitations. At the event, consider the styling and what guests will want to share online, creating beautiful photo-worthy moments. Remind guests to share content and link it back with that hashtag. Post-event, guests can't wait too long to look back on photos so share these to social media pages as quickly as possible, ideally by the next day. Send a follow up email to garner shareable post-event reviews to continue the dialogue.

Annabelle recommends having a social media manager on hand for the event who can re-purpose the best content onto your channels and engage in conversation with guests. "Social engagement tools at the event such as socially-enabled photo booths and live social feeds blend the online and offline worlds so that you are not only encouraging guests at the event to share content but also bringing those at home into the conversation," she says.

Registrations for buyers and exhibitors are still open.
For more information [CLICK HERE](#).

ENTERTAIN YOUR CLIENTS PRE-GAME

Planning an event at the upcoming Wallabies V England game? Take advantage of our pre-game entertainment package.

10 September 16 - Australia V England

- 2 Hour Food & Beverage Package
- Wallabies Scarf
- Transfers to Suncorp Stadium (45min prior to kick off)

Bring the corporate box outside the stadium



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*T&Cs, min numbers apply.

\$125*
PER PERSON





business events news

20th June 2016

Luxperience settled

BUSINESS Events News understands the action taken by Lindy Andrews against Helen Logas and Luxperience for breach of contract has reached an out of court settlement for an undisclosed sum.

Andrews a former ceo of the company is said to be happy with the outcome and pleased to put it behind her but under its terms is unable to comment further.

Lights out on Vivid

VIVID Sydney 2016 came to a close over the weekend with the 23-night event being hailed as "the best ever".

This year, Vivid Sydney saw more than 90 light installations and projections appear throughout the city with more than 658 speakers appearing as part of 183 Vivid Ideas events.

Destination NSW has released new drone footage showing the festival from above, [CLICK HERE](#) to see the vision.

Dnata buys DMC stake

DNATA is making taking its first step into Asia's inbound travel market, with the Emirates-owned company announcing it is purchasing a stake in the Destination Asia Group, a Destination Management Company.

Formed in 1996, Destination Asia is located in eleven major countries in Asia, including Thailand, Vietnam and China.

Destination Asia will become part of dnata's family of travel businesses, which includes Stella Travel Services, Gold Medal Travel Group, Travel Republic, and additional investments in Hogg Robinson Group.

The purchase follows other recent high-profile transactions by dnata in travel, including a majority stake in Imagine Cruising in 2015.

"Destination Asia Group has an impressive track record, in-depth regional expertise and a strong network," divisional senior vp

of dnata's travel business Iain Andrew said.

The size of the stake and the value of the transaction were not disclosed.

Canberra appts

AN INCREASING interest in Canberra and growing opportunities thanks to the new international flights to Singapore and Wellington has seen Canberra Convention Bureau add two new roles to its sales team.

Samantha Sefton is starting as director of business development – Sydney, looking after the key markets of New South Wales and New Zealand.

She has over 20 years business events and hospitality experience.

Adriana Perabo has been appointed as business development manager, responsible for national sales activities in Victoria, Tasmania and Queensland.



Dinner in Cave

HALONG BAY'S MOST STUNNING MICE EXPERIENCE

[READ MORE](#)



crumbs!



EVER gotten a little too overzealous tipping wait staff after a few too many drinks?

There's one pretty embarrassed man in Colorado who can relate.

He left a whopping US\$1,088 tip last week at Thailicious restaurant.

Sure, they'd heard of tips in the hundreds, but thousands? They were in a bit of shock.

While restaurant owner Bee Anantatho usually shares any bonus cash around between the waiters, instinct kicked in.

She decided they'd just hold onto it in case there had been some sort of mistake.

And lucky she did. The man sheepishly came the minute the restaurant opened the next day admitting his intoxication upset his money counting skills.

They suspected he mistook some of the \$100 notes for \$1 bills - awkward!

Take part in the industry's BIGGEST Salary and Employment Survey

Have your say ►

Win one of five Fitbit Charge HRs™

OR one of 50 Event Cinemas* movie tickets up for grabs



business events news

*Valid at all Event, Greater Union, BCC and Village Cinemas



business events news

20th June 2016

Explore all the conference options the Philippines can offer in the June issue of *travelBulletin*.

CLICK HERE to read

travelBulletin

Plus win business class tickets to Europe with Emirates

20th CINZ MEETINGS a SUCCESS!

CINZ MEETINGS 2016 came to a close last Thu night, having this year attracted over 190 exhibitors and more than 6,000 meetings with potential clients taking place over the two-day event.

"We're here to enjoy, have a great time, maximise our time here, have a lot of fun, of course reconnect with those people that you haven't seen for a while, find a new best friend and most of all trade", said CINZ ce Sue Sullivan at the event's welcome function at The Langham Auckland on Tue night.

Over 600 buyers & media also helped CINZ celebrate its 20th anniversary during a Rock 'n' Roll themed networking event on Wed night as well as the closing Gala Dinner at the Vodafone Events Centre on Thu.

CINZ MEETINGS will be held from 31 May to 1 Jun

at ASB Showgrounds in Auckland again in 2017.

Below is a showcase of event highlight snaps from CINZ MEETINGS.

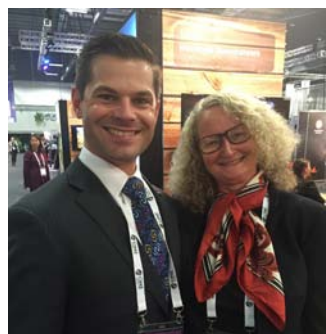
BELOW: Cara Mygind, Air New Zealand; Anna Hayward, Auckland Convention Bureau & Sue Sullivan from CINZ at the opening dinner held in a private residence.



ABOVE: The delightful Krystal, Maxine & Melanie from The Langham Auckland, hosting CINZ MEETINGS Welcome Function to kick-start the event.

RIGHT:

Hello Heritage Hotels! Jaco Uys from Heritage Queenstown and Susan Gibson.



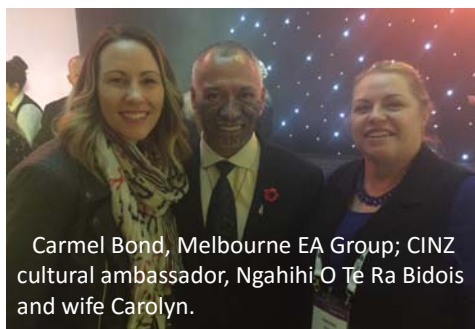
LEFT:

Orshi Miklos from Crowne Plaza Auckland & Kirstie Dyer-Grose of Air New Zealand at the Vodafone Events Centre.



BELOW left:

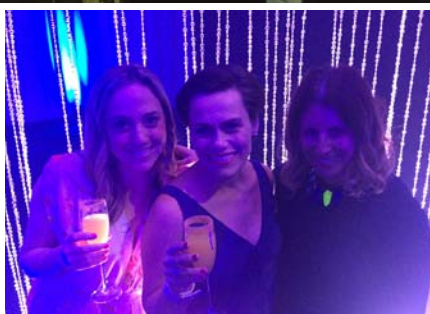
The hard-working team at Auckland Convention Bureau hosting another successful CINZ MEETINGS - Jeanette Stanton and Kimberley Mackay at the Auckland booth.



Carmel Bond, Melbourne EA Group; CINZ cultural ambassador, Ngahihi O Te Ra Bidois and wife Carolyn.

RIGHT:

Cheers to a successful CINZ MEETINGS 2016! Caroline Ramsey, Element Events; Angela Thompson, Corporate Traveller Groups and Gina Samuels from The Production House Events at the Gala Dinner event.



BEA Insights

with Penny Lion



BUSINESS EVENTS AUSTRALIA



AUSTRALIA.COM/BUSINESSEVENTS

AS BUSINESSES plan for the next financial year, I want to remind industry of two resources that are available on the Business Events Australia website, both of which, provide support and create opportunities for the Australian industry to do business with international buyers.

Attracting Business Events to Australia – a Guide for the Australian business events industry, was created in collaboration with Austrade and supports the work Tourism Australia does with industry through its Business Events Australia team. This publication, released in 2015, provides guidance on how and when to seek the support from the Australian Government in the three key areas of bidding, marketing and leveraging events.

In addition to this, industry can seek assistance from Business Events Australia's Advance Program, formally known as the Delegate Boosting Program. Managed by the Business Events Australia team, the program provides funding support for marketing activities that aim to increase international visitor attendance at select events confirmed to be taking place in Australia. Expressions of interest are currently open for this program until 1 July 2016.

For more information on Attracting Business Events to Australia, the Advance Program and how to work with Business Events Australia, visit www.australia.com/businessevents.

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

Sign up for a free subscription at www.businesseventsnews.com.au.

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Travel Daily CRUISE WEEKLY

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CHRISTMAS VENUE GUIDE 2016

- ✓ Competition is high among those promoting their Christmas and New Years venues.
- ✓ Stand out from the crowd and generate leads with our Christmas Venue Guide.
- ✓ Showcase specialised offers, Christmas or Holiday themed activities, along with New Year functions to our readers.

**Secure
your spot
now!**

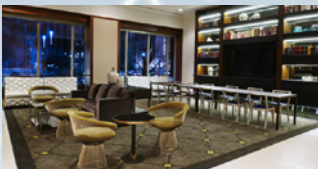
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Christmas Venue Guide

Looking for a Christmas venue or staff celebration?
Business Events News guide to 2015/16 Christmas venues is the place to showcase!
To feature here email advertising@businesseventsnews.com.au.

Westin Melbourne Melbourne, VIC

Celebrate well this festive season at The Westin Melbourne. Take advantage of our central location and stylish function rooms to create a memorable event. With 8 versatile function rooms including our new venue the Library, you are sure to find the perfect location to host a High Tea, Christmas cocktail event or dinner party. Indulge with exclusive use of our signature restaurant, Aligned, which comes complete with an outdoor terrace. Christmas packages start from \$66 per person. Contact our event specialists on 03 9635 3222 or email events@westinmelb.com
www.westinmelbourne.com



Pullman Quay Grand Sydney Harbour Sydney, NSW

Treat your guests to an indulgent 2-course sit down gourmet Christmas Celebration and a 3-hour standard beverage package in our LaBian Macquarie Room. Our package is from \$125.00 per person and includes chef's selection of canapés to welcome you and your guests, 2 course alternate serve lunch / dinner, 3 hour standard beverage package (fees apply for additional hours), chair covers and Christmas themed table centrepieces. To book 02 9256 4188 (*cavaliers apply)
www.pullmanquaygrand.com.au



SMC Conference & Function Centre Sydney, NSW

Celebrate in style and allow SMC's dedicated event specialists to do all the work for you with our all-inclusive \$99.00 packages:
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• 4 delicious traditional Christmas carvers
• 4 hour beverage package & DJ and dance floor
• Cocktail Party Option
• 4 canapés per person
• 4 hour beverage package
www.smc.com.au



Gold Coast Convention and Exhibition Centre Broadbeach, QLD

Take the stress out of organising this year's Christmas party and leave the hard work up to us at GCCEC's iconic Centre of Christmas. Sit back and enjoy a decadent evening of seasonal festivities or celebrate in style with live entertainment, premium beverages, award-winning catering and so much more! Tickets are available online for \$135 per person or \$1,300 per table of 10 but be sure to get in quick, seats are selling fast for the 4 December event!
www.gccec.com.au



Each guide will feature four (4) different venues with an image, selected copy and contact details - all linked through to a website, PDF or email contact.*

This guide will be included in each Thursday edition of Business Events News from July 2016.

RATES:

- 1 Insertion - \$150+GST
- 2 Insertions - \$250+GST
- 4 Insertions - \$400+GST

Bookings can be made by contacting us at

advertising@businesseventsnews.com.au or on 1300 799 220

