



### Today's issue of BEN

**Business Events News** today has two pages of news, plus full pages from:

- Tangalooma Island Resort
- JITO/TD Networking Night

## Global Exhibitions Day

**THE** Exhibition and Event Association of Australasia (EEAA) has planned a series of events to mark the first-ever Global Exhibitions Day (#GED16).

Supported by key EEAA members such as ICC Sydney, Australian Technology Park, MCEC and others, the two-day program will kick-off with the EEAA Annual General Meeting followed by networking sessions and a leaders forum and dinner.

"Global Exhibitions Day is an important day to raise awareness about the Power of Exhibitions," said EEAA chief executive, Joyce DiMascio.

"Through the activities that EEAA and its Members have planned to mark Global Exhibitions Day, we will be part of the global effort to spread the message about our impact on trade, investment and the economy," she continued.

**CLICK HERE** to view the full program.

## Tangalooma package

**TANGALOOMA** Island Resort is offering a full day conference delegate package priced from \$39pp for a minimum 20 guests - T&Cs apply, details on **page three**.

## SC to host Event Awards

**THE** Sunshine Coast has won the bid to host the Australian Event Awards from 2016-18.

The bid was put forward by Business Events Sunshine Coast, Visit Sunshine Coast and Sunshine Coast Council, backed by additional support from Qantas and Con-X-ion.

Award ceremonies are set to take place at Novotel Twin Waters Resort this year and The Events Centre in Caloundra in 2017.

Event Awards managing director, Ian Steigrad, said the win would be a great opportunity to showcase a unique part of Australia and demonstrate that regional destinations can offer the same level of service and innovation as a capital city.

"Set to host its largest ever portfolio of events in 2016, including over 60 major and regional events, the Sunshine Coast is well placed to be the home of the Australian Event Awards for the next three years," remarked Steigrad.

Visit Sunshine Coast chief executive officer, Simon Latchford, said the Event Awards was a major business events win

for the region, expecting to bring in \$1.2 million for the region.

"In competing against capital cities, we know the Sunshine Coast is an outstanding location for hosting business and conference groups and we can offer a destination with a difference."

Online submissions are now open, with event organisers and suppliers encouraged to enter via the online portal, [eventawards.com.au](http://eventawards.com.au).

Entries close 25 Jul, with this year's awards ceremony held on 21 Sep.

## BET & TasTAFE MoU

### BUSINESS Events

Tasmania (BET) has penned a Memorandum of Understanding with TasTAFE to further support students looking to head into the events sector.

The MoU will ensure that Event students at TasTAFE Drysdale will be supported with relevant hands-on work experience as well as conferences and meetings held in Tasmania.

BET chief executive officer, Stuart Nettlefold said the new pact has the potential to create more skilled and 'job-ready' graduates for the events sector.

"These students are the future of our industry," he said.

"Having a skilled workforce ensures delegates encounter a positive experience when attending a conference or meeting held in Tasmania."

## Pac World to Austria

**PACIFIC** World has this week confirmed they will be expanding its European operations to include Austria.

New branch, Pacific World Austria, will form an integral part of the Pacific World Europe region, where it will work together with other regional offices to align operational and commercial standards.

## CINZ Board Chair



**TONY** Gardner (pictured) has this week been named Independent Chair of the

Conventions and Incentives New Zealand Board.

Gardner will replace John Duncan, who will retire after 13 years in the role.

CINZ chief executive officer, Sue Sullivan, described Gardner as an "exceptional leader", who will bring a strong international background to the sector and the CINZ Board."

Formerly the chief exec of Orange Group, a MICE industry operator, Gardner brings to the table over 20 years in marketing and 14 years of leadership experience.

## SATIC draws crowds

**NEXT** week's SA Tourism Industry Council (SATIC) Conference has drawn a record number of participants.

Organisers have confirmed 270 delegates will be attending the one-day show, held at Hilton Adelaide on Wed 01 Jun.

Twenty-two speakers will be presenting, including keynote speakers Mark Wildson from the Museum of Old and New Art, Alla Wolf-Tasker from The Lake House in Daylesford, Jeff Ellison from SeaLink Travel Group and Rodney Harrex from the South Australia Tourism Commission.

Participants also have the opportunity to select from 14 workshops covering a range of topics related to the tourism industry, including Service Excellence, Nature-based Tourism, Business Development, Marketing and Storytelling.

SATIC gm Shaun de Bruyn said the 2016 Conference will encourage thought leadership and support tourism businesses.

Registrations are still being accepted online - more **HERE**.

## W Bali recording spot

**EVENT** planners looking for a creative group incentive are being encouraged by W Bali to arrange private recording sessions at its all-new W Sound Suites.

**CLICK HERE** to find out more.

The world class Darwin Convention Centre is recruiting two exciting senior positions:

- **Client Services Manager** – responsible for the management of the food and beverage, events and audio visual departments ensuring first class customer service
- **Business Development Manager** – responsible for generating national convention sales through a range of sales initiatives



To view the position description and apply, please visit  
<http://www.darwinconvention.com.au/careers.html>



# business events news

26th May 2016

## ICC Syd debuts uniforms

ICC Sydney has this week unveiled the design for its sleek new uniforms (**pictured**), ahead of the venue's launch this Dec.

The modern uniforms offer clean-cut lines, quality finishes and is emblazoned with the venue's signature colour-blocked triangular motif.

"In true Sydney spirit, the front of house uniforms are stylish, fresh and sophisticated," commented ICC ceo, Geoff Donaghy on the new design.



Around 14,000 garments will be delivered to adorn the 300 full-time and 1,500 part time staff at ICC Sydney.

### Four Seasons Jakarta

**FOUR** Seasons Hotel Jakarta is set to debut late Jun.

The 20-storey tower features 125-keys all with panoramic skyline views.

Amenities include large event spaces, a luxury spa, five on-site restaurants.

Located 40 mins drive from Soekarno-Hatta Int'l Airport, the property is poised to attract both business and leisure visitors.

### Radisson Vivid deal

**RADISSON** Blu Plaza Sydney has unveiled a special Vivid Package for overnight stays so guests can make the most whilst exploring the city's light installations.

The Vivid Package includes an upgrade to a Premier room, a late check-out time of 12pm and a complimentary Vivid inspired gift.

The deal is valid from now until 18 Jun, with rates starting from \$212 per night.

### Brisbane famil rego

**THE** Brisbane Convention Bureau is inviting PCOs to register their interest for a hosted three-day famil of the Qld capital - **CLICK HERE** for more.



**TRYING** to decide on a unique catering menu for your next function?

How about incorporating some protein-filled "sky prawns" - aka locusts - into the mix.

New Zealand-based restaurant, Vault 21, says they are consistently selling out of cooked locusts after introducing the delicacy to foodies.

"People are just loving it," said executive chef Greg Piner to *Stuff*.

"When they come out you look at them and go 'I don't know about this', but when you get around that whole thing and put them in your mouth they are real tasty," he remarked.

Said to taste just like prawns (hence the name), the bugs are kept in a sealed container in a freezer to put them to sleep, before dropped into a vat of hot oil to get them extra crispy.





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## Gray's Say

Peter Gray, an independent Motivation Consultant, presents a regular **Business Events News** feature on current issues in the Conference and Incentive industries.

### Blurring the Lines

**SEVERAL** years ago, when the M. I. C. E. acronym was first coined, I predicted that it would result in a 'dumbing down' of the industries to which it supposedly refers: Meetings. Incentives, Conferences and Exhibitions. And that's just what has happened.

Presumably the originators of the acronym wished to provide a convenient way to refer to the four industries at one time, but its use has provided a reason for suppliers in particular to reorganise their operations into a single focus. I am regularly invited to suppliers' presentations and roadshows few of which have much to impress me as an incentive practitioner but, instead, provide a great deal of general information, more suited to travel agents.

Hotels used to employ Incentive Sales Managers who knew what incentive practitioners expected. Not any more. Nowadays the industry has to deal with MICE Managers many of whom have not the faintest idea of what an incentive group expects or, in some cases, even what an incentive is. And because this paucity of knowledge is transmitted up the chain of command hotels or other venues lack the vision, knowledge and expertise the industry requires. Centralised sales offices are supposed to be able to provide the sales expertise individual hotels do not have, but many also lack the knowledge required. GSAs that represent hotel groups in countries where they do not have their own salespeople have also been affected by this commonality of approach.

The professional sales presentation is almost a thing of the past. Even

when large numbers of buyers are invited, the rehearsal - so necessary for any presentation - is often omitted with disastrous results. And so the buyer takes away a poor impression of the country, hotel or venue concerned. Not the sales message that's intended!

Airlines, too, coral their industry salespeople under the heading of 'group sales' or MICE departments. More and more have the expectation that group travellers' names will be provided sixty days prior to travel and charge extortionate fees when names are changed, often at the last minute, because that's what can happen at the end of an incentive programme. That travellers' names may not be available until just before travel seems to be irrelevant.

Many, what I refer to as 'rule book airlines' won't consider any variation to their company policy even when it is relatively minor and could result in the loss of substantial business.

Motivation is a precise science. Incentives are probably the most effective form of marketing and one that can be profitable in its own right as well as being successful in achieving or exceeding predetermined targets. The industry needs suppliers that can identify with that.

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant

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

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## Melbourne Networking Night

1st June - 6PM

### Travel Daily & Jito Connected Networking Party in Melbourne - 1st June

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