



EDITOR: BONNIE TAI



JNTO awards

APPLICATIONS for the inaugural JAPAN Incentive Travel Awards are now open.

Launched by the Japan National Tourism Organization (JNTO), the awards aim to recognise the achievements and efforts of those showcasing Japan as a premium incentive destination to the world.

The competition is open to incentive tours that took place between 01 Apr 2015 and 31 Mar with at least 100 room nights.

The Grand Prize winner will be flown Business Class to Japan for the ceremony and treated on an exclusive Tokyo famil.

Applications will remain open until 25 Oct.

CLICK HERE for details.

'STAY AHEAD' BY GOING TO ICESAP

THE Third annual Incentive, Conference and Event Society Asia Pacific conference, which will be held in Singapore this year, will help incentive organisers to "stay ahead of the game", said event president Nigel Gaunt.

Held between 30 Nov and 02 Dec at The St Regis Singapore, the ICESAP conference will see the industry's leading minds come together to discuss emerging trends and the latest advancements in technology, products and management practices in the events space.

Confirmed keynote speakers in attendance this year include Tina Altieri, presenter, *Today Tonight*; Scott Bales, managing



director, Innovation Labs Asia; Richard Bradley, executive creative director, Jack Morton Worldwide and Tan Puay Kern, executive director of security, Marina Bay Sands.

On the agenda this year are topics surrounding the developing role of procurement, the sharing economy and disruptive technologies; with a discussion on spending behaviour also on the cards.

Other session highlights include a talk on designing

incentive programs for the modern era as well as an evaluation of the impact of global issues which are influencing the events industry.

"Attending the ICESAP conference is one of the best things an ICE practitioner or organisation can do to future proof themselves professionally as individuals and commercially as businesses within the industry," said Gaunt.

To register or for more information on the event - **CLICK HERE.**

Today's issue of BEN

Business Events News today has two pages of news, the latest **BEN** Christmas Venue Guide on **page three** and a full page from: **(click)**

■ AA Appointments

ICC Sydney public preview

SYDNEYSIDERS will get a chance to tour the new International Convention Centre Sydney on 22 Oct, when the city's newest venue hosts its first public open day.

Held between 10am and 4pm, the convention centre's grand ballroom, theatre and exhibition halls will all be on show.

ICC Sydney ceo Geoff Donaghy said the event will be a perfect opportunity for locals and visitors alike to immerse themselves in the centre's "innovation integrated design".

BEA webinar registration

BUSINESS Events Australia (BEA) will host a webinar on Tourism Australia's recently released study which examines the path to purchase behaviour of potential international association conference delegates.

Hosted by BEA's marketing and communications manager, Monica Armesto, the webinar will cover topics such as key motivators for attendance at international association conferences; what makes the perfect conference experience; barriers to attendance and perceptions of Australia as a conference destination.

The presentation includes a Q&A session and will be held 25 Oct at 1pm AEST, **CLICK HERE** to register.

Get Global website launch



GET Global has launched its new website, which will provide buyers and PCOs with all the information needed to attend the inaugural event when it debuts in Jul next year.

The one-day trade show, which is set to be held at the new International Convention Centre Sydney, is an open format where buyers are not committed to pre-scheduled appointments with sellers not relevant to their business.

Attendees will receive a program prior to arrival so they can select products relevant to them.

To learn more about the event visit www.getglobal.com.au.

Pictured above are founders Gary Bender and Donna Kessler.



MEET SC'S EVENT BRIEFCASE

STAGING Connections has launched a free event app in a bid to enhance attendee engagement.

Dubbed Event Briefcase, the app gives event organisers and PCOs the freedom to manage and load content onto the app via an easy-to-use content management system.

Utilising the app, delegates will be able to gain access

to details such as conference agendas and sessions, speaker bios, external links, downloadable documents, attendee lists, bulletins, transport information and more.

Fully customisable, the app can also mimic the company's branding and is fully accessible via a URL on any internet-enabled device.

CLICK HERE to learn more.

Raffles SG to get a facelift

RAFFLES Singapore is set to undergo a comprehensive renovation of its premises.

Phase one of the program will commence in Jan, with the rest of the property to operate as per normal.

The hotel will completely shut down for the final phase of the restoration near the end of 2017 and reopen for Q2 of 2018.

Raffles SG's last spruce-up took place between 1989-1991.



■ **THE** US election is on a knife-edge, but there's no doubt one of the winners will be the Washington D.C. events scene.

No matter who takes out the Nov poll, the celebrations will take place in the nation's capital on 20 Jan, and a number of hotels are making the most of it.

One of the notable offers, from the swanky J.W. Marriott Washington D.C. is the five night "Presidential Ovation" package which costs (just) US\$2.5 million.

TA tender

TOURISM Australia has lodged a request for tender for a new agency to develop and implement the design of its exhibition stands.

The winning bid will go to an agency capable of delivering project management of TA's presence at events; manufacture stand components; transport and freight all parts of the exhibit to and from events and shows.

Interested parties have until 18 Oct at 0800 ACT local time to submit their tender proposals.

For more info, **CLICK HERE**.

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*.

How Bob Marley saved a conference:

LATE in the afternoon at a conference I was MC'ing early this year, I noticed the audience energy waning and I saw a few sets of wavering, flickering eyes.

To be fair, the presenter had a monotone, he was relying on endless power-point slides and was not interacting with the audience. Put simply, there was zero energy and we still had two more presentations to go before day's end.

As an MC I see it as my role to do whatever is required to keep the mood and energy as high as possible to help delegates get as much as they can out of their conference experience. Unfortunately, during the presentations there's little that I can do. But between presentations the MC has a short opportunity to enliven the room and to hand a focussed audience over to the incoming presenter.

Enter Bob Marley.

Once I'd thanked the previous speaker, I asked (as pre-planned) the AV operator to play Bob Marley's "Get Up Stand Up" and then asked the audience to "get up, stand up" - which they dutifully did (conference audiences are generally compliant and quite happy to stand for a few seconds and stretch, have a quick chat, check their phone or quietly sing along to an old song).

Thirty seconds later, the audience sat back down,

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.



the energy in the room transformed and the next speaker received a far more attentive audience than one minute earlier.

Now there's nothing innovative or revolutionary about this technique. I know that countless MC's or speakers utilise similar techniques (the "stand and massage the shoulders of the person in front of you and now swap and return the favour" technique is an old favourite) - but I also know that this is often not the case and many conferences remain de-energised for days at a time.

A "have a 30 second chat with the person next to you" will do the trick, better still a "swap seats and sit next to a stranger" works wonders and helps networking. Song choice matters little. The 90's classic "Jump Around" by House of Pain (YouTube it) is a winner as is the pop song du jour (although please, no more "Uptown Funk!!!")

Music @ Conferences = Energy = Engaged Delegates is the basic equation. So Get Up, Stand Up and improve conference engagement. Thanks Bob.



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Travel Daily CRUISE WEEKLY

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CHRISTMAS VENUE GUIDE



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It's time to bring your travel industry skills to the next level.

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Our client has a rare and fantastic opportunity to join their highly regarded and industry leading company for MICE consultants. You will be assisting with group travel of up into the thousands, managing corporate clients Events and Conferences. Coordinating travel arrangements (national and international), accommodation, transfers and ancillary products along with many other details for these amazing events! You will need a min of 2 yrs MICE consulting experience and a go getter attitude! Don't miss out, call us!

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FLIGHT GURU NEEDED

TRAVEL COORDINATOR

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