



Today's issue of BEN

Business Events News today has three pages of news plus the latest **BEN** Christmas Venue Guide on **page four**.

Sacramento rebrand

THE Sacramento Convention & Visitors Bureau announced yesterday that it will be rebadged to 'Visit Sacramento', a name which the group says better conveys the organisation's purpose to both visitors and residents.

"This new name helps to clearly define who we are and what we do – both for those we are in business with, and the people who live and work here every day," said Visit Sacramento ceo Steve Hammond.

The RTO secured conventions, sporting events, leisure visits and film production totalling more than US\$171 million in economic impact last year.

Dubai roadshow

A DUBAI Roadshow has been planned for Brisbane, Perth, Melbourne and Sydney.

Organised by Dubai Tourism, the events will update the industry on all things new from the UAE city.

They will be held on 08 Sep at the Crown in **Perth** from 6pm, 12 Sep at The Assembly in **Melbourne**, 13 Sep in **Brisbane** from 6pm at Blackbirds and 15 Sep in **Sydney** at Pier One.

Click on the city names above to register attendance.

EEAA partners with Tourism Aus

THE Exhibition and Event Association of Australia has announced a new partnership with Business Events Australia, which will become the inaugural Platinum Partner for the EEAA Young Stars Program.

Launched four years ago, the scheme provides a forum for mentoring and developing young leaders in the exhibition and events industry.

The Tourism Australia partnership sees Business Events Australia join Ungerboeck Software International in sponsoring the EEAA program.

The deal was signed by EEAA ceo Joyce DiMascio and Penny Lion, head of Business Events Australia (**pictured**), with DiMascio saying "the future of our industry is in the hands of the young people who have chosen to join the business events sector."

"We must continue to support and encourage them if our industry is to grow and prosper."

Lion said Tourism Australia was committed to supporting EEAA after seeing first hand the value of the Association's work.

"The business events sector in Australia is an important driver of the economy and visitation."

"We need the industry to



be in good hands both now and in the future, and for this reason we decided to make this contribution," she said.

During the year, EEAA delivers a range of events where "rising stars" of the industry have the opportunity to meet leaders from within and throughout the business events sector.

The association also recognises the achievements of industry staffers under 30 through the annual Richard Geddes Young Achiever Award.

This year's award will be announced at the EEAA Awards for Excellence Ceremony, taking place on 30 Nov at the brand new International Convention Centre Sydney.

Nominations for the awards are now open, with employers invited to name their high achievers by completing the form which is available **HERE**.

Jones & Co new DMC

JONES & Co Collection has added Filipino destination management company Intas Destinations to its portfolio.

Intas Destinations has been in operation for over 30 years and is a full service incoming tour operator as well as an award-winning DMC.

Heritage recruits

SHELLEY Eastwood has been promoted to director of sales, conference & incentives for Heritage Hotel Management in New Zealand.

"I am thrilled with the promotion," said Eastwood.

She will be in charge of spearheading strategy for the MICE market and leading the team of regional conference sales managers across the group.

Gold Cost educational

NINE Greater China incentive agents and media were last month invited on an exclusive fam to learn more about Australia's tourism offerings.

Held in partnership with Gold Coast Business Events and Kingfisher Bay Resort, the educational provided a number of first time experiences for the agents and media such as learning how to surf.

In the post-fam survey, 100% of attendees indicated they intended to sell more Australian product as a result of the event.

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business events news

1st September 2016



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DG Global enters merger

DG GLOBAL, who specialise in live experiences, has merged with The Event Collective in a bid to "take their business and clients to the next level".

The unification will see the brands operate under the DG Global banner.

Director of The Event Collective Brad Cocks, who first began his

events career at DG Global 12 years ago, will join the leadership team as both a shareholder and as the Director of Events.

"It's great to once again be part of this exciting company, leading a dynamic team as we collectively move into a new era of success."

Commenting on the new collaboration, DG Global Managing Director David Green said "Having Brad back in the team is a fantastic addition.

"Brad has global experience on some of Australia's largest events and is a huge asset to DG Global."

'The Table' launch

SHANGRI-LA Hotels and Resorts has announced the launch of a new food and beverage loyalty program.

Named The Table by Golden Circle, the dining program will give members the opportunity to access signature food experiences, exclusive events and special offers.

The initiative is fully integrated with Shangri-La's existing Golden Circle program.

More information available by [CLICKING HERE](#).

ChCh DoubleTree

CHATEAU on the Park - Christchurch, a DoubleTree by Hilton has opened.

Located just a five minute drive from the city, the 192-room property offers seven meeting spaces, a business centre, a heated swimming pool and a fitness centre.

Tasmania MICE win

HOBART has won the rights to host the Scientific Committee on Antarctic Research Delegates' Meeting and Open Science Conference in 2020, as well as the Council of Managers of National Antarctic Programs ACM 2020.

The events alone are expected to inject more than \$6.4 million to the Tasmanian economy, said Stuart Nettlefold, Business Events Tasmania, ceo.

"But the positive impacts go way beyond the economic benefits," he said.

"They provide Tasmania with a wonderful opportunity to showcase what the state has to offer on the international stage."

Raffe appointment

LISA Costello has been named the new group sales manager for Raffe Hotels & Resorts, where she will be responsible for the sales efforts of Plantation Island Resort, Lomani Island Resort and Fiji Gateway Hotel.



A SYDNEY restaurant is capitalising on the Pokemon Go craze by releasing an assortment of adorable themed burgers.

The burgers are being sold at Down 'N Out, a burger pop-up joint owned by fastfood overlords, Hashtag Burgers.

Three of the digital monster characters are up-for-grabs in burger form: Pikachu, Bulbasaur and Charmander - each displaying their own unique flavours and colours.

The downside? You don't get to choose which one you get, so you'll have to make more than one trip to "catch 'em all".

Each Pokeburger costs \$15 and will be available until 03 Sep.



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HTO says aloha to MICE industry



INDUSTRY partners from Hawaii met with over 150 MICE industry professionals across a series of planned events in Sydney and Melbourne.

The roadshow kicked off at the college football season opener at ANZ Stadium in Sydney over the weekend, where exhibitors and clients brought their Aloha Spirit to show their support for the University of Hawaii who faced off against the University of California Berkeley.

"This year we wanted to have a mix of networking and learning opportunities and Sat's game gave operators the chance to network with clients in a fun, relaxed environment," said



Hawai'i Tourism Oceania (HTO) country manager, Kerri Anderson.

Anderson said Hawaii had seen a 23.7% increase in business tourism arrivals from Jan to Jun this year, including a big jump in the number of people travelling to Hawaii to take part in an incentive program.

The Hawaii delegation are **pictured** above and inset are (left) Holly Ballard, Hawai'i Tourism Oceania; Kerri Anderson, HTO and Chris Sadayasu from the Hawai'i Tourism Authority.

Find out what New York can offer your next conference in the September issue of *travelBulletin*.

CLICK HERE to read

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GENERating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in *BEN*. Topics will include new generation events and making events effective and valuable.

It's not just me, is it?

JUST yesterday my plans for this article completely changed as I read something in my inbox. It's a hugely important issue and one I consider to be a major threat to the very existence and livelihood of many professional event planners, including my own. It was an article I read in an alternative industry bulletin where a PCO (a female in this case) was interviewed and asked the question: What is the greatest challenge for the industry? Her answer: Educating clients on the value of a professional conference organiser.

My first thought was to agree with her fully. It has become exceedingly difficult to sell the benefits and values of our services to new clients. But should selling our virtues be a task incumbent only upon individual event planners and PCO's? I'm not talking about the services and qualities of one company over another but our services and of our industry in general. What are our industry bodies doing to help? Just how much time and resources do they dedicate to the general support and advocacy of our industry? Personally, I think a LOT more work and much greater focus should be given to the basic support of our work.

The next and obvious extension to this initial thought was why. Why has it become so difficult selling our services? Personally, I see several reasons...

1. There are no barriers to entry into our industry. You can step straight into being a so-called Professional Conference

Organiser or Professional Event Planner without any formal training or official qualifications. This has been talked about for years but what's been done to date? Nothing. 2. Everyone likes to think of themselves as an event expert and has an opinion on how they should be run. 3. People think the work is glamorous. 4. People like to travel and because the work often involves travel, want to get in the game. And so you end up with an industry full of charlatans and wannabes undermining the work and reputation of real professionals.

I also read a recent survey of PA's that organise travel & events who cited their top two concerns as being transparency and budget. This says to me there is a lack of trust in our industry and that cost is a major focus. That's frightening. Aside from the trust thing (a major concern), if their focus is on budget, then why outsource at all and get charged when they could maybe do it themselves? Of course, that's exactly what many are now doing and another reason why it's become so hard to sell our services. Anyone else out there seeing things like me?

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact Max Turpin at Conference Focus on 02

9700 7740 or visit the website at conferencefocus.com.au



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