



Today's issue of BEN

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


ICESAP PCMA

THE Incentive, Conference & Event Society Asia Pacific (ICESAP) has announced a new session at its annual conference next month in Shanghai, covering its recent acquisition by the Professional Conference Management Association (PCMA) and what it will mean for members and the region (**BEN** 03 Aug).

Christmas Venue guide 2017

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 business events news

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LOUVRE AIMS TO LURE EVENTS

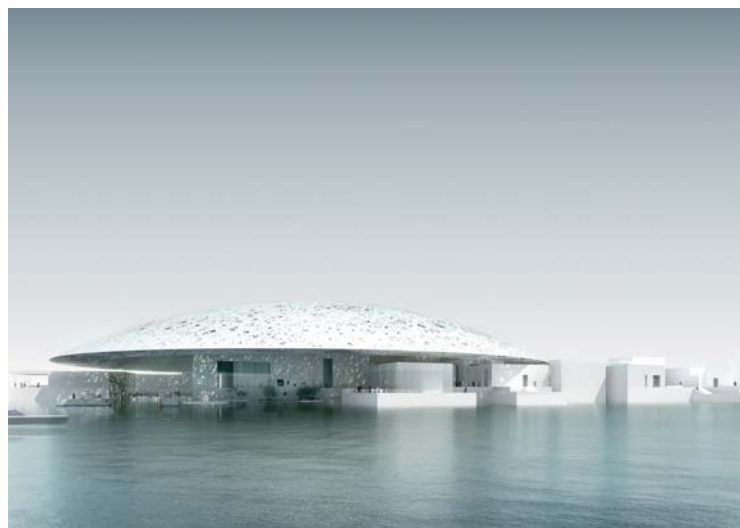
ABU Dhabi's long-awaited Louvre Museum is positioning itself as a showcase venue for high-end international events ahead of an anticipated opening at the end of the year.

The landmark building, designed by French architect Jean Nouvel, will be a multi-million dollar branch of its Paris namesake and will house priceless art collections under a licensing deal with the Government of France.

The museum was originally scheduled to open in 2012 but has been repeatedly delayed, though Abu Dhabi officials are expected to announce a final completion date within months.

The Louvre was showcased at Get Global in Sydney last month and will offer several of its spaces for exclusive events.

Abu Dhabi Tourism travel trade and MICE executive Australia & NZ Juliette Herault said the Louvre had a number of event spaces that would cater to the



international MICE market.

They include a main auditorium, which has a seating capacity for 270 people and is designed to handle conferences, symposiums, lectures, theatre, film, music and dance shows.

The museum restaurant will also be a dedicated MICE facility within the structure.

Located on the waterfront in

the Saadiyat Cultural District, the picturesque venue overlooks the Abu Dhabi skyline.

The Louvre will be the Arab world's first universal museum, which will aim to bridge the gap between Eastern and Western art.

Pictured: a rendering of Jean Nouvel's design for the Louvre Abu Dhabi.

NSW funding pool opens

EVENT organisers are being encouraged to apply for grants under the NSW Government's 2018 Flagship Event Fund with expressions of interest now open.

The fund will offer applicants a one-off annual grant of \$20,000 or a triennial grant of \$27,500 per year for three years.

NSW Minister for Tourism and Major Events Adam Marshall said the grants were part of the govt's spend in regional tourism.

Expressions of interest close on 01 Sep, with further selection processes in Oct.

CLICK HERE for more info.

Sell TNQ open for business

CAIRNS & Great Barrier Reef Business Events has launched its Sell TNQ education event, to take place on 17-20 Nov.

Sell TNQ will inform 25-30 qualified buyers from Australia and New Zealand on the product and services available in the region.

It will be held in Cairns and includes visits to the reef and the neighbouring rainforests - applications open on 04 Sep.





TECH LINE-UP IN SYD

SYDNEY is this week hosting 2,500 experts on artificial intelligence and machine learning as part of a string of high-tech events scheduled in the harbour city.

The 34th International Conference on Machine Learning is underway at the International Convention Centre Sydney where delegates are discussing the latest advances in machine capabilities and their application across a broad range of industries.

Business Events Sydney coo Lyn Lewis-Smith said the event was one of several that helped

bolster NSW's reputation as an innovation powerhouse.

They include a series of four conferences to be hosted by tech organisation IEEE this year and next, covering topics from smart vehicles, nuclear science and medical imaging.

Also next year is the first of two Launch Festival events to be held in Sydney, expected to attract 15,000 delegates in the world's largest live-audience technology and start-up forum.

Sydney will also host the Sibos financial services and technology event for 6,000 delegates in 2018.



IN A world seemingly enveloped by Airbnb, a Canadian man has become the last permanent resident of his Montreal apartment building as neighbours one-by-one opted to rent out their units to visitors.

"Gradually over the past couple of years since I bought my condo, I've noticed the creeping in of more and more short-term renters," Andrew Chapman told Canadian broadcaster *CBC* this week.

He lamented the loss of neighbourly contact and the relationships forged in traditional suburban areas. "It can feel a bit lonely at times," Chapman said.

HKEC bumper FY 2016/17

THE Hong Kong Convention and Exhibition Centre (HKCEC) held a total of 1,102 events in 2016/17, including 116 exhibitions and 104 international and local conferences.

The events were attended by over 5.7 million people.

Eight new exhibitions and 36 new conferences were held at the centre.

HKEC Management (HML) md Monica Lee-Müller said the centre was attracting event organisers who were looking for a venue that could provide a total event experience for all parties.

Since the opening of the HKCEC in 1988, the venue has welcomed 103m visitors.

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*.

Is your conference spinning out of control?

WHEN you've been working at conferences for 20+ years, it's not often you get to experience a true "first". But last month, while MC'ing a conference in the US, I looked out into the audience to see a crowd member, a middle aged man, casually twirling a fidget spinner.

In the event you, dear reader, have no idea what a fidget spinner is, it is one of this year's hottest crazes, aimed at young children. It is a small toy, made from plastic or metal with ball bearings so a person can spin it between their fingers.

Some people argue they help kids pay attention. My 11 year old daughter has one – and loves spinning it, although I suspect the argument that it helps you pay attention is an unsubstantiated one dreamt up by toy marketers to sell more of their cool toy du jour. Ironically, they have become sufficiently distracting that the kids are now banned from playing them in class. How's that for irony?

The manufacturers though argue that spinning them helps children relieve their need to fidget and so therefore it helps kids focus in the classroom.

Call me a cynic but I still believe that the single most useful thing needed to help kids concentrate in the classroom are interesting teachers using interactive, creative teaching methods.

Similarly, I still believe that the single most useful thing needed to help adults concentrate in the conference-room are interesting



presenters using interactive, creative presenting methods.

During a break in my US conference, I asked the audience member, why he was playing with the spinner. He told me that as it happened he was totally engaged in this particular conference, but that most conferences tend to be a little dull, so he brought it along just in case and he was now just a "casual spinner".

It struck me that so many people these days attend conferences expecting to be bored, expecting tired old rambling PowerPoint presentations – and are not at all surprised when their attention wanders.

I strongly believe the onus is on conference committees and organisers to ensure that tired formats are not blindly repeated, that speakers are up to the task, that the content is dynamic, that visuals and videos are top-notch and that presentation lengths are short to accommodate for dwindling attention spans.

If we don't do so for each and every conference, we may as well hand out a fidget spinner with the lanyard and registration satchel.

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.



CHRISTMAS VENUE GUIDE



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presents

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For more information please call 02 9704 1111 or
Email: sales@sydneyshowground.com.au



Arts Centre Melbourne Melbourne, VIC

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