



FINAL TOUCHES FOR ADELAIDE

ADELAIDE will this week celebrate the opening of the \$397 million redevelopment of the Adelaide Convention Centre.

The launch brings an end to several years of construction that will see the brand new East Building expand the centre's footprint to 20,000m² of multi-purpose space.

An opening event will be held on Wed evening to officially showcase the building and will be attended by politicians, industry leaders and guests.

Adelaide Convention Centre chief executive Alec Gilbert said the centre was thrilled to finally debut the new look.

"It's certainly an exciting time for our team and we can't think of a better way to launch our newly expanded facility than with the International Astronautical Congress next month - the largest event of its kind ever hosted in Adelaide."

Gilbert said the new facility has also resulted in a new breed of convention centre in terms of innovation and flexibility.



The 3,000m² Plenary Hall in the new building can be configured into 15 different layouts or provide tiered seating for 3,500 people.

There will also be the world's largest rotating seating drums in the centre, which are capable of seating 320 people each.

Located at the back of the hall, they transform to create two individual theatrettes.

The redevelopment is part of a rejuvenated Riverbank Precinct that has 10 planned hotels in the area, including a Sofitel and an Aloft property.

Adelaide Casino will also undergo a \$330 million revamp (**BEN 27 Jul**) to include a new luxury hotel, VIP gaming facilities and function spaces, that can cater for up to 750 people for banquets and events.

Today's issue of **BEN**

Business Events News today has three pages of news.

New Marriott for Docklands

MARRIOTT Int'l will open its first Australian new-build hotel in 20 years in Docklands, following the Victorian Govt's approval of a mixed-use project on Fri.

The project will include dual 17-level towers with 200 rooms as well as 110 contemporary residences.

A spokesperson told **BEN** there would be conference and meeting facilities, but it was too early to know the size and scale.

The hotel will also have a public infinity pool on the rooftop, with a bar and dining facility overlooking the Melbourne skyline.

Work will start mid-2018.

Millennial conf at Carriageworks

MILLENNIAL 20/20 Sydney has announced the program for its 14-15 Nov event at Carriageworks in Sydney.

The event will explore how the millennial mindset is shaping the next generation of business.

Over 120 speakers will come together for two days of in-depth talks and demos.

Speakers at the event include ANZ md Michael Pearson, Telstra director of innovation Ayala Domani and Facebook head of marketing for Australia & New Zealand Alexandra Sloane.

CLICK HERE for more information on the event.

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GENerating Change

conference
FOCUS
bringing events into focus

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

I Hope

ANDY: "Remember Red, hope is a good thing, maybe the best of things, and no good thing ever dies."

Red (later): "I hope I can make it across the border. I hope to see my friend and shake his hand. I hope the Pacific is as blue as it is in my dreams. I hope."

Released in 1995, *The Shawshank Redemption* is a genuine movie classic. While the film was overshadowed at the Oscars that year by films such as *Pulp Fiction* and *Forrest Gump*, today it's ranked No. 1 Best Movie of all Time by IMDb moviegoers – the world's most popular and authoritative source for movie and TV content.

In a recent article I mentioned having read the findings of a Cvent survey – their second Global Events Industry Benchmark Survey. If you missed the headline findings, you can read the details [HERE](#). In brief, what it revealed is that Budgeting (working with stagnant or reduced budgets) and Proving ROI are the top two challenges facing event planners. I believe these two things are indelibly linked, the reason being obvious: without proving or demonstrating ROI (or ROO, ROE or effectiveness) the likelihood of equal or greater investment being given to that marketing activity diminishes. When asked how they measure ROI, the two top answers were (via) Attendance Numbers and Attendance Satisfaction – ie. forms asking "Were you happy?". If you ask me, neither of these is a valid way to measure ROI. Indeed, I challenge anyone to explain to me what satisfaction has to do with ROI.

I've just read through the

findings of another insightful industry survey. It was an **Event Marketing Survey conducted by The CMO Club** in conjunction with Cvent. The CMO Club is a global community of Chief Marketing Officers comprising 850+ members who help each other solve their biggest marketing challenges. Some of the key survey findings include: 69% of respondents indicated that they view events as being very or extremely significant in accelerating sales and adding to sales revenue. Quotes: "Events are considered a traditional form of marketing" and "Events are a significant driver of sales pipeline". So most CMO's consider events an important sales and marketing tool. No surprise there.

87% of those surveyed said that ROI is critical or important when it comes to allocating budget to their events. However, only 34% said they have access to the information they need to validate their event spend. As one CMO said, "I view face-to-face events as an integral part of the closed-loop marketing process. So when my team wants to invest in particular events, I look for the ROI of that event, just as I would, for example, if investing in digital media". As the report states (emphasis added mine): "Despite the significant power of events, almost two-thirds of CMO's surveyed don't believe they get the data they need to fully evaluate the effectiveness of their event programs. **This creates challenges at budget time when funding decisions are being made about events. While events are deemed very important, they lack the supporting financial data to objectively prove their value.** Event marketers are

lagging in their ability to connect the dots between activities and demonstrated results."

To highlight the point further, when asked to name their Most Pressing Event Challenge, nearly 75% of CMO's cited Proving ROI and Understanding Effectiveness.

Recently, Australia became a world champion...the country with the longest running record of unbroken economic growth (26 years). Even when most of the world was slammed by the 2008 GFC, Australia kept going and growing. We now have a generation of people not knowing what a true recession feels like. Think business is tough now? Wait for the recession that will inevitably come our way. It will bluntly put things into perspective and make these times seem rosy by comparison. The thing that worries me most, as it should every operator in the events industry, is what the findings from these surveys are telling us. Budgets are a major challenge. Investment by organisations into events is a challenge and under

‘Proving ROI and effectiveness is also a big challenge’

constant scrutiny. Proving ROI and effectiveness is also a big challenge...and this is directly linked to, and unquestionably affects, the former. When the economy slows or retracts and organisations are forced to rein in spending, any under-performing or unjustified sales

& marketing activities will be brought forth to the chopping block. Events of every type will receive the first and heaviest blows from their cleavers.

Those of you who know me or read my articles will know I've been a strong advocate of event ROI, meeting effectiveness, strategic meeting design and meeting architecture for many years now. While I remain passionate, I'll admit to sometimes feeling disheartened. I can count on one hand others in the industry who have approached me to give support, if only to convey their shared feelings. Many event owners are resistant to change and reluctant to try anything new – ignorance, fear and 'if it ain't broke, don't fix it' mentality rule supreme. The result is that many meetings and conferences are stuck in the past, which is to say today's mediocre zone, oozing blandness and displaying all the ho-hum, run-of-the-mill characteristics that have them looking and tasting every bit like vanilla....or chicken schnitzel if you were to ask Andrew Klein.

I hope fundamental change takes place in people's thinking. I hope there are other exponents of this ideology out there. I hope event owners are willing to step away from their damaging comfort zone of 'we've always done it this way' and understand too that a 10% increase in effectiveness far outweighs a 10% reduction in cost. I hope. My feeling, however, is that it may take the harsh, stinging lesson of a recession to deliver enlightenment.

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





Tonkin to speak

PCOA Conference & Exhibition has announced Jan Tonkin, founder of The Conference Company will be a featured speaker at the Gold Coast event in Nov.

Tonkin is currently the president at IAPCO.

Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email info@businesseseventsnews.com.au

13 SEP

Australian Event Awards 2017; The Events Centre, Caloundra, Sunshine Coast; register here: www.eventawards.com.au

14 - 15 SEP

Australian Event Symposium 2017; The Events Centre, Caloundra, Sunshine Coast; register here: www.eventsymposium.com.au

17 - 20 SEP

Luxperience; Australian Technology Park, Sydney; registrations now open: www.luxperience.com.au

25 - 27 OCT

ITB Asia; Marina Bay Sands, Singapore; for details and to register visit: www.itb-asia.com

26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: www.pco.asn.au

NSW AFTER CHINA PIE

NEW South Wales Minister for Tourism and Major Events Adam Marshall will meet this week with key trade partners for Destination NSW and Business Events Sydney in China.

Marshall will discuss ways to build on the state's existing relationship with China, plus bring new business to NSW.

"China is our state's number one international market, and the opportunity to meet with some of the China's industry leaders is critical in maintaining our strong relationship and continuing to grow the number of Chinese visitors to NSW."

The Minister will also focus on driving visitation to rural and regional NSW for both the tourism and events sector.

He will hold meetings in Beijing, Guangzhou and Tianjin.

The trip is part of the Tourism Ministers' Meeting (TMM) being held in Beijing as part of the China-Australia Year of Tourism, which celebrates the relationship between the two countries, while recognising the importance of the China market.

In the year ended Mar 2017, NSW welcomed 700,500 visitors from China, which is an increase of 14.4% year-on-year.

Lux finalists named

FINALISTS have been revealed for this year's Luxperience Awards, which will be held on 19 Sep at Doltone House.

The awards acknowledge the finest products that the luxury travel and business events industries offer.

To view the full list of nominees in the four categories of, Inspiring, Meaningful, Connections and Outstanding, **CLICK HERE**.

PCOs tour new Novotel Melb



TEN professional conference organisers (PCOs) from Melbourne took part in the first hard hat tour of Novotel Melbourne South Wharf, which is scheduled to open in Mar.

The group was hoisted up 26-floors for a special look at the unobstructed views, before enjoying a sneak peek of the hotel's 200 seat bar and restaurant, fitness centre and lobby.

There will be 347 hotel rooms at the Melbourne Novotel.

The development is part of the expansion of the Melbourne Exhibition and Conference Centre, which will provide additional accommodation on the Yarra River's Southbank for delegates.

Pictured above is the group on their hard hat inspection.



ADELAIDE may be facing a hotel boom, and it seems that includes pet accommodation as well.

A \$9 million airport pet hotel opened today at the Adelaide Airport and includes 262 standard and luxury rooms.

Inside, there is two levels' of penthouse suites for cats, which include private little boxes, while dogs have to settle for premier rooms, which includes access to an outdoor courtyard.

Beau's Pet Hotel has not forgotten conference facilities, with spaces available for owners to arrange a Skype "conference" call with their furry friends.