



## Today's issue of BEN

*Business Events News* today has two pages of news plus a full page from **AA Appointments**.

## EEAA event "best yet"

**THE** Exhibition and Event Association of Australasia (EEAA) is claiming to have delivered its "best conference yet" after positive feedback by delegates at the Melbourne event last week.

EEAA chief exec Joyce DiMascio said the association opted to try something new by pairing info on macro trends in the economy, politics and business with a series of specialist workshops.

Leading global strategist Denzil Rankine spoke to delegates on ways to future-proof their business.

One of the main take-home messages for attendees was that preparation was the key tool for success.

## ICC SYDNEY PILOTS CHECK-IN

**A MOBILE** airline check-in and baggage drop service was piloted last week at the ICC Sydney, making it the first venue of its kind in Australia to trial the service.

Delivered in partnership with Off Airport Check In Solutions (OACIS), the test took place at the Association of Superannuation Funds of Australia conference last week.

The conference was attended by 2,000 delegates.

ICC Sydney ceo Geoff Donaghy said the successful pilot marked another moment of innovation for the venue.

"Our pilot with OACIS was a success on all fronts and with more than 1,000 events secured until 2026, it could be a game changer for our clients, delegates and visitors," he said.

The service enables international and interstate delegates to check-in and drop off their luggage at an OACIS counter within ICC Sydney on the final day of the conference or incentive.

This will allow delegates to travel to Sydney Airport



luggage-free and not have to collect their bags until they reach their final destination.

The OACIS system uses cloud-based technology to integrate with airline check-in systems.

OACIS ceo Matt Lee said it was a significant milestone for the company to trial the system.

"Our market research has revealed business travellers

are keen to embrace off-airport check-in services using their personal technology," said Lee.

**MEANWHILE**, ICC Sydney has debuted its American Express Lounge on Level 4 at the ICC Theatre Sydney.

To enter the lounge outside of the theatre, guests will need to present their American Express card on arrival.

## Melbourne Convention Bureau set for big 2018

**THE** Melbourne Convention Bureau (MCB) is gearing up the business events sector for a big 2018 with a string of new developments set to open.

MCB expects the new projects to provide more reasons for business event planners to choose the city for their next incentive, meeting, conference or exhibition.

Scheduled to open in Mar, the 347-room Novotel Melbourne South Wharf will have direct access to the Melbourne Convention and Exhibition Centre, allowing delegates to remain on site for

a conference.

The upgrade is part of a wider development of the MCEC.

Once completed in mid-next year, the centre will have an additional 20,000m<sup>2</sup> of flexible space, including meeting and banquet rooms and exhibition halls.

Marnong Estate (**pictured**), opening in mid-2018, will target small groups of up to 250 for function, a 30-minute drive from Melbourne Airport.



For high-flying delegates, Melbourne Airport will open Australia's first private jet terminal at the end of 2018.

The facility will offer an aircraft hangar as well as facilities for private jet owners and pilot accommodation.

## Adelaide hosts eco conference

**SEVERAL** hundred delegates attended Ecotourism Australia's Global Eco Tourism Conference at the Adelaide Zoo last week.

The 25th running of the conference brought together representatives from government, academia, protected area management, architecture, conservation, Indigenous groups and the environmental sector.

Organisers of the event aimed to address issues affecting ecotourism.



## ICC DEBUTS ART SERIES

ICC Sydney last night celebrated the launch of the centre's limited edition commemorative book, "ICC Sydney Art Collection: A Curated Collection of Art to Celebrate Sydney".

The book celebrates the ICC Sydney for having one of world's top venue art collections.

It contains more than 30 local and international works that celebrate Sydney, its harbour and its foreshore.

ICC Sydney ceo Geoff Donaghy said the venue was proud to be the custodian of such a dynamic range of artwork, which reflected its place within the

cultural fabric of the city.

"Delegates visiting Sydney can enjoy a plethora of dynamic and diverse cultural experiences and we are privileged to be able to help immerse visitors in Sydney's culture right here in the venue," he said.

Artists Brett Whiteley, John Olsen, Sandra Leveson, Lloyd Rees and Tim Storrier are featured in the collection.

The book also provides the history of the collection, the majority of which was obtained in 1988 during Australia's bicentennial year as well as the development of Darling Harbour.



**CARNEGIE** Mellon University in the US has opted to hold an art festival in a former limestone mine of all places.

The festival used 1km of underground tunnels for the art display, which also featured sculptures, light projections and live music.

Students attending the event were invited to download a podcast of the mine's history as they made their way to the site.



## Thai debuts mobile app

**THAILAND** Convention & Exhibition Bureau (TCBE) has debuted two new mobile apps as part of its MICE offering.

The free Smart BIZ Event and Smart BIZ Organiser applications are packed with a number of resources for MICE events including registration systems, event documents, event information and a one-touch registration system.

The Smart BIZ Organiser app also allows event planners to receive feedback and real time analytics.

Both apps offer info in Thai and English.

The apps are available on Android and Apple devices.

## 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.

## Twelve days of Christmas

IT'S beginning to look a lot like Christmas, everywhere you go!

What I like most about Christmas is choosing gifts for loved ones....and thinking about the joy it will bring and the smile on their faces when they tear open the wrapping. Just love it.

If I could choose my own gift for Christmas in the form of a client, here's how they might look....

1. They understand the importance of setting strategic, specific, clearly defined, results-oriented and measurable goals for every event.
2. They also recognise the importance of ROI.
3. They allocate their budget to components that will best support their goals.
4. They acknowledge the significance of meeting and event design and how it affects outcomes.

5. They are participant-focused, putting the wants and needs of their attendees first.

6. They are willing to work in partnership, consider advice and recognise the success of their events means as much to us as it does to them.

7. They recognise the importance of content design and how content is delivered.

8. You never hear them say, "But we've always done it that way".

9. They are prepared to innovate to improve.

10. They grasp the benefits of interactive events whereby attendees become participants.

11. For a potential new client, they are willing to meet with you after having sent you an RFP.

Finally, all together now....

12. And they still value loyalty!

Wishing you all a hip-swingin', toe-tappin', festive Yuletide!

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](http://conferencefocus.com.au)



## Luna Park wraps up big year

**LUNA** Park Venues is wrapping up a big 2017 after it hosted 1,500 events that entertained over 200,000 people in Sydney.

Events included conferences, awards nights, incentives, charity nights and more.

Major events staged during the year included Amway China's incentive, the International Bar Association conference and the NRL.

## Trybooking self service

**TRYBOOKING** debuted its first self-service ticketing kiosks at Troy Bayliss' Sydney Motorcycle Show at ICC Sydney last week.

The windows-based system allows attendees to print tickets and passes, and is being billed as a solution for delegate registration.





# AA APPOINTMENTS

RECRUITMENT CONSULTANTS

ADD THESE GREAT ROLES  
TO YOUR CHRISTMAS WISHLIST

FOR ALL THE BEST VACANCIES VISIT [www.aaappointments.com.au](http://www.aaappointments.com.au)

NSW & ACT - 02 9231 6377 - [apply@aaappointments.com.au](mailto:apply@aaappointments.com.au)  
VIC, WA & SA - 03 9670 2577 - [recruit@aaappointments.com.au](mailto:recruit@aaappointments.com.au)  
QLD - 07 3229 9600 - [employment@aaappointments.com.au](mailto:employment@aaappointments.com.au)

## BE A TRAVEL SUPPLIER & GAIN WORK/LIFE BALANCE TRAVEL RECRUITMENT ACCOUNT MANAGER SYDNEY – TOP SALARY PKG + BONUSES

Love being a part of the travel industry, but over consulting? This is an exciting opportunity to become a travel supplier to the TOP CLIENTS in the industry. From cruise companies, to airlines, corporates and more, you will enjoy supplying your premium clients with their next talented employee whilst helping your colleagues find their PERFECT MATCH! As Australia's largest travel recruiter, you will love being part of our fun AA team, earning a top salary, bonuses including staff conferences and working only Mon-Fri hours.

## EVENT SALES

SENIOR BDM – GLOBAL TMC  
SYDNEY – TOP PACKAGE OVER \$100K

With offices all over the world and a reputation like no other this is a great and very rare opportunity to join this TMC. Representing corporate companies around the globe you will be responsible for building upon their already established client base. You will need to have experience with cold calling and an understanding of the events industry would be preferable but not essential, strong relationship building skills, and a great attitude are all attributes you will need to apply.

## NEW YEAR, NEW CAREER! CORPORATE GROUPS CONSULTANT

MELBOURNE INNER SUBURBS - PACKAGE UP TO \$70K

If you're ready to join a highly respected and well known TMC and put your Group Travel knowledge to the test then this is the role for you. Offering unlimited career progression, excellent salary package and a fantastic team environment this company truly offers it all. You'll be booking groups ranging from 20 – 3000 people, you'll organise flights and accommodation for them. If you have 2 years of experience booking Corporate Groups, a strong understanding of a GDS and a desire to succeed then this is the role for you!

## CORPORATE GROUPS COORDINATOR CORPORATE CONSULTING

SYDNEY – SALARY PACKAGES STARTING FROM \$60K

Are you an experienced Travel consultant looking to join the Corporate Sector? Our client is a leading TMC specialising in Corporate, Groups & Events. Renowned for staff development and career progression you will be involved in a professional but friendly culture looking after a portfolio of globally recognized accounts. This is a rare opportunity for strong retailers and also experienced corporate consultants to take that step into Corporate Groups. Currently in the process of interviewing, don't miss out and apply now!

## SPECIALIZED GROUPS/EVENTS COORDINATOR LEISURE GROUPS

SYDNEY – SALARY PACKAGES STARTING FROM \$55K

Are you an experienced travel consultant looking for that next step in your career? Our client is a leader in the Industry who is looking for experienced Leisure consultant to look after and service specialised Groups. On a day to day basis you will work on dedicated accounts managing and creating tailor made itineraries for groups ranging from 10 – 300 passengers. Sports, School, Wedding groups take your pick. Strong airfares and routing, excellent communication skills, ability to multi task and work under pressure required.

## BOOK LARGE & PRESTIGE

WHOLESALE GROUPS TRAVEL CONSULTANT  
SYDNEY – SALARY PACKAGE \$55K-65K DOE + BENEFITS

This global company is looking for a talented group's consultant to join their team where you'll enjoy an amazing team environment with wonderful career opportunities! You will be responsible for servicing travel agents only with all their group travel needs, preparing quotes & booking all flight/land arrangements for niche special interest groups. You will also be providing expert advice, knowledge & liaising with suppliers directly to obtain additional product. Min 1 yr group travel exp required & GDS skills. Apply now!

## CALLING ALL GROUP EXPERTS!! GROUP TRAVEL SPECIALISTS

SYDNEY – SALARY PACKAGES UP TO \$65K DOE

We have multiple Group vacancies available for a 2018 start! If you are an expert in group travel & looking for that new excitement & buzz in your job, then make the move now. Our award winning clients are looking for talented group's consultant to join their friendly team. You will be responsible for servicing both passengers and retail agents with all their group travel needs, preparing quotes and booking FIT arrangements in conjunction with the group bookings. Min 1yr exp & coordination skills required. APPLY now!

## GROUPS & EVENTS TEMPS SYDNEY

FLEXIBLE, EXCITING & WELL PAYING  
TEMP ASSIGNMENTS AVAILABLE FOR 2018

Calling ALL experienced Event Coordinators, Group Coordinators and Event Managers!! 2018 is predicated to be a very busy year for the MICE industry! Due to this, our clients are going to need contractors all year round. Register now for your details to be included in our "on call" list and have the chance to get your hands on these contract roles. You will be rewarded with great hourly rates and the opportunity to go permanent if desired!