



Today's issue of BEN

Business Events News today has two pages of news.

NT to attract MICE sector

THE NT Government has launched a new Business Events Support Fund to attract business events and grow the economy.

NT Minister for Tourism and Culture Lauren Moss said conference & business event delegates often stayed for a larger number of nights and spent more on average than other visitors.

“Business events deliver significant economic benefits and create local jobs – that’s why we are seriously targeting this area.”

Moss said securing one additional 500 delegate conference would deliver over \$2 million in incremental visitor spend.

The fund will give event planners financial assistance of \$100 per delegate, and up to \$50,000 per event if they stage a conference in the Northern Territory.

Luxperience new address

LUXPERIENCE has moved to the Diversified Communications office in Sydney this week.

The new address for the company is now Level 2, 346 Kent Street Sydney NSW 2000, while the main telephone number has been changed to 02 9275 9200.

The move is part of Diversified Communications acquiring Luxperience in Oct from founder Helen Logas for an undisclosed sum (**BEN** 05 Oct).

ADELAIDE HAS A RECORD 2017

ADELAIDE has recorded its biggest year ever after securing \$247 million worth of events for the city.

The successful year tied in with the launch of the expanded Adelaide Convention Centre, which hosted the city’s largest conference ever, with 4,470 delegates attending the 68th annual International Astronautical Congress (IAC).

The event was also one of the largest in IAC’s history.

Adelaide Convention Bureau ceo Damien Kitto said Adelaide came of age this year.

“As a destination we’re more large group incentive ready than ever with the local industry learning a lot since Dreamtime and the Perfect China visit in Jun,” he said.

The Perfect China incentive saw 3,000 delegates in waves of 500 visit Adelaide for three days at a time.

Organisers of the Perfect China incentive received a 91.8% satisfactory score from attendees for the itinerary, transport, food and hotels.

Major conferences won this year include the 2018 Australian Diabetes Society



Annual Scientific Meeting which will bring 2,000 delegates, while the Royal Australian College of Ophthalmologists 50th Scientific Congress will see 1,700 attend in Nov.

In 2019, 1,200 delegates will visit Adelaide for the Human Proteome Organisation World Congress at the Adelaide Convention Centre in Sep.

This year was also a big one for famil showcases with the bureau’s calendar of

events expanding the annual Destination SA in Apr and a Health Sciences and Medical event in May, plus the inaugural Agricultural showcase in Jun.

The Adelaide Convention Bureau said all three events were well attended, with buyers enjoying the best of South Australia and its capital.

“It’s an exciting time to be in a relatively undiscovered destination that seems to be on a lot of ‘must see’ lists,” said Kitto.

Brisbane set for dental event

BRISBANE has been confirmed as the host of the 21st IFDH International Symposium on Dental Hygiene set to take place in Aug 2019.

More than 1,500 delegates will attend the conference at the Brisbane Convention & Exhibition Centre.

The event will shine the spotlight on the link between oral health and overall health and wellbeing to a global audience from its 34 member countries.

Delegates are expected to attend from Europe, the US, Australia, India, Korea, Japan, South Africa and Singapore.

The three-day symposium was moved to Brisbane following concerns around increased political tension surrounding Seoul. Seoul will resume its role as host in 2024.



Credit: Tourism Australia

EEAA trainee program

THE Exhibition and Event Association of Australasia (EEAA) has announced the introduction of a traineeship program with TAFE NSW and Apprenticeship Support Australia.

EEAA chief executive Joyce DiMascio said the initiative would provide a direct pipeline to a future workforce for the Business Events Industry.

To read more about the program - **CLICK HERE.**



INT'L DELEGATES UP

THE latest arrival statistics from the Australian Bureau of Statistics (ABS) show the number of international visitors entering Australia for conferences and conventions was 32,000 in Oct 2017.

This was an increase of 46%, compared to Oct 2016, when the figure was 21,900.

The number was up from Sep, when 27,900 delegates entered the country for a business event.

Oct also eclipsed Sep as the best performing month for international delegate arrivals

for the year.

The result continues a purple patch for events in Australia, with now four consecutive months having each had over 25,000 int'l delegates arrive for a convention or conference for the first time ever.

So far in 2017 there have been 222,800 delegates enter Australia for a conference or convention, which is up 28.9% from the same period last year.

Last year in the 10 months to Oct, 172,800 entered Australia for business events.

ITB China signs partner

ITB China has partnered with China Tourism Academy (CTA) ahead of next year's event on 16 – 18 May.

The tie-up will see both parties promote each other as well as to enhance business opportunities and raise global awareness for the Chinese tourism industry.

ITB China gm David Axiotis said the partnership would draw even more Chinese buyers to the event.

Over 10,000 buyers attend this year's ITB China.

Merry Christmas!

BEN will not be publishing next week due to Christmas.

We will be back in the New Year on 04 Jan.

Have a Merry Christmas!



IN THE run up to Christmas, most cities around Australia are preparing events and concerts that aim to spread the fun and cheer of the holiday season.

Not so in parts of central Europe where instead people get behind Krampusnacht, an event held on the cusp of the winter solstice which sees people dress up as Krampus, a half-goat, half-demon who punishes children for being bad as opposed to dear old Santa who rewards kids for being good - we prefer Saint Nick!



Canberra set for a big 2018

CANBERRA is set for a big 2018 with a number of large conferences secured for the nation's capital.

Major conventions include the United Pentecostal Church of Australia National Conference in Jan.

Over 1,300 delegates will attend the event at the National Convention Centre.

The conference will be followed by the 2018 Aust Society of Medical Imaging

and Radiation Therapy (ASMIRT) Conference in Mar.

Canberra will welcome 1,100 delegates for the gathering.

The Canberra Convention Bureau is also gearing up for the launch of flights to Doha with Qatar Airways in Feb, which allow the city to expand its business events reach.

Over 1,300 delegates will attend the Royal Australian & NZ College of Radiologists annual meeting in Oct 2018.

Partner Up

The low down on tech in the events world



3 things to consider before you plan your next event

AS BRANDS strive to cut through the noise of the digital age to reach their ideal customer or client, it's more important than ever before to offer a unique experience that engages customers or clients, and leaves them with a lasting impression. Events are a great way to do just that.

But before you run out and just host an event for the sake of it, consider the following:

Your objective

Define why you're holding the event and its purpose. Are you launching a new product or service? Are you celebrating or fundraising? Understanding your reasoning for the event will help you plan accordingly.

Your target audience

Who are you trying to target? Think about your overall event outcome and what you would

like to achieve from the event. Are you inviting the right people to help you reach that event goal?

Your ideal guest experience

Now that you know your event objective and target audience, it's time to consider the type of event experience you would like your guests to have. It's one thing for them to show up, but another thing altogether if they are engaged and having a great time interacting with your business or brand. Consider working with reputable event experts so that your guests' expectations can not only be met, but exceeded!

With this foundational planning complete, you can be confident that you're setting your event up for success.

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