



EDITOR: BONNIE TAI



## business events news on location at AIME

Today's issue of **BEN** is coming to you from the 25th annual Asia-Pacific Incentives and Meetings Expo courtesy of the Melbourne Convention Bureau.

**THEMED** '25 years of inspiration', this year's AIME continues the show's tradition of education, business and networking.

It's the largest exhibition in Australia for the business events industry, with participants including venues, destinations, hoteliers and all manner of industry suppliers who are showcasing their wares this week at the Melbourne Convention and Exhibition Centre.

There are around 400 hosted buyers, and AIME 2017 also includes the much-anticipated welcome event tonight which promises to be "uniquely Melbourne" as it showcases the creative industries of the Victorian capital.

This year AIME features new 'Konduko' technology which utilises special NFC badge technology to allow delegates to instantly exchange details electronically - in keeping with the show's longstanding tradition of innovation.

Exhibitors for 2017 include Las Vegas Convention & Visitors Bureau, Cvent, TFE Hotels, Silversea Cruises, Perth Convention Bureau, the Japan National Tourism Organisation, Luna Park, P&O Cruises and many more.

Melbourne Convention Bureau ceo Karen Bolinger told **BEN** she was thrilled to showcase what Melbourne had to offer the global events community - see **page 3** for pics from last night's welcome event at Flemington.

## MCB UNVEILS 'FUTURE OF MEETINGS'

**FACE** to face meetings are expected to continue to be key for businesses across the globe, according to a new report released this morning by the Melbourne Convention Bureau.

MCB commissioned the study by McCrindle Research in the lead-up to

the 25th annual Asia-Pacific Meetings and Incentives Expo (AIME) which is being held in Melbourne this week.

Releasing the report, MCB ceo Karen Bolinger said "today in the current technology landscape, people have a wealth of information at their fingertips, leading some to question the value of meetings."

"We felt it was really important to understand the role conferences would play in the next five years," she said.

In good news for the business events sector, she said technology had not disrupted the "core desire of people to interact face to face".

The report found 76% of respondents valued meeting in person, with Bolinger saying "it is human nature to like to be part of a tribe or a community".

The report also interestingly found that meetings are



increasingly like a "flat structure organisation," where people at all levels can interact.

The rise of Generation Z - also known as "screenagers" is a key factor, with this sector an increasing part of the workforce.

That in turn is driving strong demands for technology to be integrated with conferences.

Another key factor is time, with the report predicting events of the future are likely to be shorter in duration.

"I am time poor, so this had better be worth my time," was a sentiment expressed by respondents. Venue architecture will need to adapt to facilitate the increasingly interactive and

technological meetings of the future, the report concludes.

**Pictured** at AIME this morning are: Melbourne Convention Bureau ceo Karen Bolinger; Melbourne Lord Mayor Robert Doyle; Penny Lion from

Tourism Australia; Melbourne Convention & Exhibition Centre ceo Peter King; and Kerry Prince & Ian Wainwright from Reed Travel Exhibitions.

To view the full report see [businesseseventsnews.com.au](http://businesseseventsnews.com.au).

### Today's issue of BEN

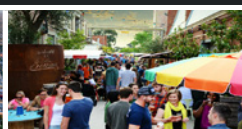
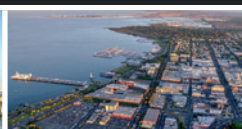
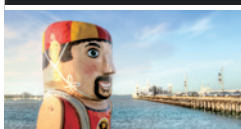
*Business Events News* today has three pages of news plus a photo page and a full page from **AA Appointments**.



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20th February 2017

Why not head to Tropical North Queensland for your next incentive? Check out the February issue of *travelBulletin*.

**CLICK HERE** to read **travelBulletin**



■ **ORGANISERS** of a technology conference in Wellington, New Zealand, have issued an apology to delegates after an invited speaker's joke embarrassed the sign language interpreter and ended with the sound of crickets.

The gaffe was made by New York designer Stefan Sagmeister who attempted to make the audience laugh by having the interpreter repeatedly sign the translation for "blow job".

Sagmeister's speakers fee will be donated to the Sign Language Interpreter's Association, *Stuff* reported.

## MEA LAUNCHES NAT MENTORING PROGRAM

**MEETINGS** and Events Australia (MEA) has partnered with Tourism Australia to present a new mentoring program designed to grow

the leadership skills in the Australian events industry.

The mentoring program, which will be rolled out this year, aims to up skill professionals to improve the industry's overall competitiveness on both the domestic and int'l stage.

Commenting on the new initiative, MEA's ceo Robyn Johnson said "mentoring is a rewarding experience not only for the mentees but also for the mentors".



Penny Lion, Tourism Australia's executive general manager of events added that the organisation recognised the need

to ensure that the country continued to foster and nurture the young event professionals of today to ensure that Australia maintained a strong reputation in delivering world class events.

The program has already rolled out in Victoria as part of the Ruth Ellis legacy.

Those interested in being involved as either a mentor or mentee should contact Alison Jack at Meetings & Events Australia by **CLICKING HERE**.

## ETM Syd expansion

**EVENT** Travel Management, an offshoot of Corporate Travel Management, (ETM), has welcomed CC Conferences to its Sydney-based team (**BEN** breaking news Fri).

"The skills, experience and industry knowledge that will be shared between us will deliver significant benefits both to our ETM team and to our clients," said Tracey Edwards, gm of ETM.

CC Conferences will be led by director David Dymott and his team of event experts who specialise in incentive, conferences and venue finding.

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**LAST** night hosted buyers for this year's Asia-Pacific Incentives and

20th February 2017

Meetings Expo (AIME) in Melbourne kicked off the event at a special racing-themed function held at the iconic Flemington Racecourse.

Ladies were given a fascinator on arrival, while gentlemen had a yellow rose pinned on their lapel, and the event even included a special appearance by the solid gold 2017 Emirates Melbourne Cup.

AIME continues tonight with its traditional welcome function before the show floor

officially opens tomorrow. Lots more pics online at [facebook.com/BusEvNews](https://facebook.com/BusEvNews).



**RIGHT:** Melbourne Convention Bureau ceo Karen Bolinger made an attempt to take the world's biggest selfie during the event.



**KRISTIN** Butler from BT Financial Group got her gloved hands on the precious grail.



**THE** team from Oakridge Wines which supplied the beverages for the welcome event.

**RIGHT:** Some brave souls ventured out into the Flemington mounting yard for an up close and personal encounter with champion thoroughbred Apache Cat.







## Events Calendar

WELCOME to the  
**BEN** events calendar.

If you have an upcoming event  
you'd like us to feature, email  
[info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au)

### 21-22 FEB

AIME 2017; Melbourne  
Convention and Exhibition  
Centre; for more info visit  
[www.aime.com.au](http://www.aime.com.au)

### 6 MAR

DMS Connect; Ivy Ballroom,  
Sydney; for details see  
[www.destinationmarketing.com.au](http://www.destinationmarketing.com.au)

### 7 MAR

DMS Connect; Park Hyatt  
Melbourne; for details see  
[www.destinationmarketing.com.au](http://www.destinationmarketing.com.au)

### 8-12 MAR

ITB 2017; Messe Berlin  
ExpoCenter City; for more  
info visit: [www.itb-berlin.de](http://www.itb-berlin.de)

### 9 MAR

DMS Connect; The  
Maritime Room, Auckland;  
for details see [www.destinationmarketing.com.au](http://www.destinationmarketing.com.au)

### 30 APR - 2 MAY

MEA Conference;  
International Convention  
Centre Sydney (ICC); for  
more info see: [www.meetingsevents.com.au](http://www.meetingsevents.com.au)

### 14-18 MAY

ATE 2017; International  
Convention Centre Sydney  
(ICC); details at: [www.tradeevents.australia.com](http://www.tradeevents.australia.com)

### 31 MAY - 1 JUN

CINZ Meetings 2017; ASB  
Showgrounds, Auckland NZ;  
for more info visit: [www.meetings.co.nz](http://www.meetings.co.nz)

## MCEC NEW TALENT

**MELBOURNE** Convention and  
Exhibition Centre (MCEC) has  
broadened its team, with three  
recent appointments.

The additions include  
seasoned professionals -  
Isabelle Kluger, senior manager  
technology services; Louise  
Osborne, business development  
manager and Rick Aylett, senior  
manager operations.

Kluger has more than 20  
years experience implementing  
IT management frameworks,  
having worked with the likes  
of Tennis Australia, George  
Patterson Partners, Bank of  
Queensland and most recently

at Cox Automotive Australia.

Osborne, who has 15+ years  
sales experience, joins the MCEC  
from Fraser Place Melbourne  
where she was director of sales  
and marketing.

Following a successful tenure  
with Atlantic Group as group  
general manager, Aylett will  
lead MCEC's Operations team.

MCEC has also announced a  
number of internal promotions,  
including Stephanie Hopton  
to the role of senior manager  
customer experience and Katie  
Tinetti to the position of senior  
manager Club Melbourne and  
business development.

## Novotel Manly's new Board Room



**NOVOTEL** Hotels & Resorts Australia has unveiled a new-look  
intimate boardroom concept at Novotel Sydney Manly Pacific,  
inspired and designed by the hotel chain's Wellness Ambassador,  
pro-surfer Sally Fitzgibbons.

Comfortably seating up to 18 people and overlooking iconic  
Manly Beach, the refreshed boardroom-style venue is awashed  
with natural light and is ideal for small events or meetings.

Located on Level three, the space incorporates greenery  
and plant life to improve air quality for concentration  
during meetings. A new menu focused on health & wellbeing  
complements the refit.

Novotel Sydney Manly Pacific is an 18-minute fast-ferry ride  
from downtown Sydney.

Special delegate day packages start from \$82 per person.

## PCO

### Update



with Barry Neame

**Meet the PCO Association  
team at AIME 2017**

**THE** PCO Association would  
like to extend an invitation to  
AIME visitors and exhibitors  
to visit the PCO booth, 2010,  
on February 21-22.

At AIME, the PCO  
Association president, Barry  
Neame, will announce the  
location and venue of the  
10th anniversary conference  
and exhibition, which will be  
run in November from Sunday  
the 26th to Tuesday the 28th.

The event will bring  
together more than 400  
meeting professionals, with  
60 suppliers to the meetings  
industry expected to take part  
in the trade exhibition.

Expressions of interest  
for exhibitors, sponsors,  
delegates and presenters are  
available by logging on to  
[pcoassociation.eventsair.com/  
pco-association-conference-  
exhibition-2017/eoi/Site/  
Register](http://pcoassociation.eventsair.com/pco-association-conference-exhibition-2017/eoi/Site/Register)

Please feel welcome to visit  
Maxine and Cindy at AIME on  
booth 2010 to find out about  
the PCO Association's plans  
for 2017.



**Business Events News** is Australia's newest online publication dedicated to  
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