



MCB NAMES AIME MANAGERS

THE Melbourne Convention Bureau (MCB) has announced Talk2 Media and Events will manage the Asia-Pacific Incentives and Meetings Expo (AIME) from 2019 onwards (**BEN** breaking news).

The Melbourne-based events company will take over from Reed Exhibitions, which will manage its final AIME next year and chose not to bid for future events after the MCB announced it was putting AIME up for tender (**BEN** 30 Jan).

MCB chief executive officer Karen Bolinger said AIME was set for a make-over as a result of the change.

"We recognise that after 25 years it is important for AIME to continually evolve to meet the changing demands of exhibitors, hosted buyers and industry," Bolinger said.

"With proven success and an

innovative and creative approach, it's an exciting time in AIME's journey and we're looking forward to the new opportunities this partnership presents

for the event and those who attend," she said.

Talk2 Media and Events was formed early last year from a partial buy out of several Diversified Communications shows by Matt Pearce and Stephen Malbourne.

The pair are the sole directors of Talk2 Media and Events, and with their senior team have over 60 years' experience running more than 300 shows



in trade and consumer arenas.

Bolinger said it was "business as usual" for AIME 2018 and that the MCB was collaborating with Reed to develop new initiatives and opportunities.

She paid tribute to Reed for its contribution over the past 15 years of running AIME.

"Under Reed's management AIME has become the largest event of its kind in the Asia-Pacific region," Bolinger said.

Today's issue of BEN

Business Events News today has three pages of news.

BEN Xmas guide

TIME is running out to secure a spot in the popular *Business Events News* Christmas Venue Guide, which starts next Thu. Read more on **page four**.

Tas achievers

BUSINESS Events Tasmania brought together 60 people on Mon to celebrate their efforts in promoting Tas as a business events destination.

The occasion marked the first year of the Tasmanian Ambassador Program, which now involves 12 leaders in various industry sectors.



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SA TO HOST ATE 2018

ADELAIDE will be centre stage in Apr 2018 when the city plays host to the Australian Tourism Exchange (ATE).

The Tourism Australia showcase will bring together around 2,500 delegates from 30 countries to meet and develop future business for the country.

It will be held at the Adelaide Convention Centre, which is currently undergoing the final touches of its \$400m refurbishment (**BEN** 22 Jun).

South Australian Minister for Tourism Leon Bignell said the 2018 ATE would deliver a huge return for South Australia.

"We look forward to welcoming global tourism delegates and I'm sure they will enjoy discovering why South Australia was named Best Event State in Australia two years in a row," he said.

The week-long event is



expected to inject \$10 million into the local economy.

Steven Ciobo, Federal Minister for Trade, Tourism and Investment, said the event would allow more than 550 Australian tourism businesses to showcase their products and services directly to agents who sell Australian holidays to overseas clients.

"Collectively, the 700 international travel wholesalers and retailers who attend ATE bring close to three million visitors to our country each year with an estimated pre-booked spend between \$5.5b & \$8.5b."

More than 50,000 business meetings will be held at ATE.

Regional head for NSW

DESTINATION NSW has announced the appointment of Helen Parker to the position of manager of regional conferencing.

She will be tasked with growing the conference sector for regional New South Wales.

Parker commences her position on 17 Jul and has previous experience with the Royal Agricultural Society, the Starlight Children's Foundation and most recently at Fairfax Media's events division.

NZ sips wines

NEW Zealand business event planners had a chance to discover some of Australia's best wine experiences without leaving Auckland last night.

Business Events Australia hosted 60 guests in partnership with Ultimate Winery Experiences Australia, giving them a chance to sample vino from five leading producers.

Hosted at inner-city photography space The White Studios, guests were treated to a degustation menu and a succession of matching wines.



See what outside the square incentive ideas Asia has to offer in the June issue of *travelBulletin*.

CLICK HERE to read

travelBulletin

Amex in Banks Sadler takeover

AMERICAN Express Global Business Travel (GBT) has signed an agreement to acquire Banks Sadler, an international event management agency headquartered in London.

The company will operate as part of American Express Meetings & Events, and is expected to be formally finalised by Q3 of 2017.

Issa Jouaneh, snr vp & gm of American Express Meetings & Events, said the acquisition was a strategic move for his organisation.

He said with Banks Sadler being one the most respected M&E brands, combining with American Express Meetings & Events would benefit clients with an expanded value proposition.

Pan Pacific to take over Hilton



THE Pan Pacific hotel brand will return to Australia's east coast next month when it takes over the Hilton Melbourne South Wharf adjoining the Melbourne Convention & Exhibition Centre.

The hotel will open as the Pan Pacific Melbourne on 28 Jul, having been purchased earlier this year by the Pan Pacific Hotel Group's parent company, the Singapore-listed UOL Group.

Located beside the Yarra River, the hotel has direct access to the convention centre and offers 400m² of its own flexible meeting and events space.

It has 396 rooms and will be headed by gm Craig Bonnor.

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MELB HOSTS CHINA

VICTORIA welcomed 3,000 delegates from China as part of a mega incentive event held last week.

The Perfect China group of 3,000 delegates participated in a five-day rewards program, taking in sights and activities around Melbourne and regional Victoria including Sovereign Hill, the Mornington Peninsula and Phillip Island.

Victorian Minister for Tourism and Major Events John Eren said the program would generate \$19.5 million in economic benefit for the state.

Perfect China's visit to Victoria, marked the largest Chinese

incentive group to travel to the state since 2008.

Melbourne Convention Bureau chief executive officer Karen Bolinger said Melbourne was among the top three destinations for incentive groups visiting Australia.

"China is our top visitor market for incentive groups to Victoria and Chinese travellers have evolved in the experiences they are looking for, moving away from iconic attractions to more immersive experiences," she said.

Perfect China is one of China's largest direct sell companies, selling health food, household, beauty and skincare products.

Mandarin Oriental to Melbourne

MANDARIN Oriental Hotel Group will open its first Australian property after signing a deal to introduce a new luxury hotel and branded residences in Melbourne, (**BEN** breaking news 26 Jun).

The 196-room complex is scheduled to open in 2023, and will feature food and beverage offerings including an all-day restaurant and a bar with a landscaped roof terrace.

There will also be a variety of meeting spaces and an executive club lounge, ideal for business events.

James Riley, group chief executive of Mandarin Oriental, said they were delighted to have the opportunity to develop its first hotel in Australia.

"This new development will be a welcome addition to the brand's growing global portfolio," he said.



This is GC rates highly

BUYERS who attended This is Gold Coast last month have rated the event highly, revealing they are more likely to book business events on the Gold Coast.

Results show 83% of the 56 delegates who attended would book business as a result of This is Gold Coast.

Director of GCBE, Anna Case, said the event allowed guests to try before buying.

C2 Clarification

C2 MELBOURNE will announce initial key partners and speakers at next week's launch event, but not key suppliers as reported in **BEN** on Mon.



FOOD is surely a way to a delegate's heart, but now event organisers will have to consider what colour serviette to use if they want the food to taste good.

While past studies have shown the colour of food affects how we taste it, experts now say the napkin colour plays a big role too.

Chef Linda Lundgren told *The Daily Mail* when serving pudding, use a pink napkin for extra sweetness, or use a mustard yellow serviette with green food.

It's believed that colour can alter how a meal appears and can trigger the primitive brain, which associates colour with taste.

Get Global exhibitors

NEXT month's Get Global outbound MICE tradeshow has attracted more than 90 exhibitors, event organisers have confirmed.

The show will be held at the International Convention Centre Sydney on Fri 28 Jul and will allow international suppliers to connect with corporate meeting planners, incentive houses, PCOs and travel companies.

Get Global director Donna Kessler said the growing exhibitor list reflected the strength of the MICE sector.

Staging a new Masterclass

STAGING Connections showed off some of its latest technology at a recent "Masterclass" at Hilton Brisbane, attended by 150 event organisers, PCOs and other buyers.

Setting out to engage with all five senses, the event included demonstrations of 2D and 3D projection mapping, virtual reality, rendering technology, multimedia and animation and video fly-throughs.

Other aspects included interactive presentation technology, gesture control, webcasting and streaming and Staging Connections' new scenic panel product.

Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

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