



Sofitel opens ICC hotel

SOFITEL Sydney Darling Harbour has officially opened its doors at a launch event on Tue.

Located next to the International Convention Centre Sydney (ICC Sydney), the hotel has 590 guest rooms including 35 of the brand's coveted suites.

The new-build hotel features a 450-guest ballroom, a pre-function area and nine other small meeting spaces.

It is the first new international luxury hotel built since before the Sydney 2000 Olympics.



LUXPERIENCE SOLD TO US FIRM

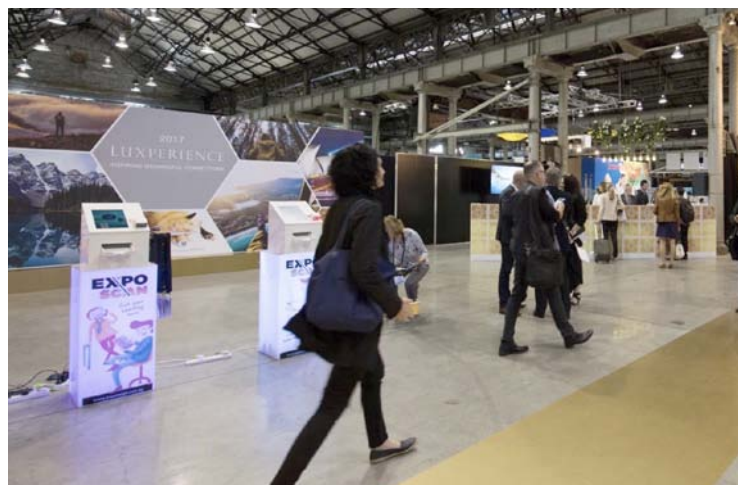
THE owner of Luxperience, Helen Logas, has confirmed the sale of the event to US-owned company Diversified Communications Australia, for an undisclosed sum (**BEN** breaking news yesterday).

Luxperience was created in 2012 with the aim of connecting elite travel buyers and corporate meeting organisers from around the globe with some of the world's unique travel experiences.

Logas said the sale was emotional for her, as the show had formed a major part of her life for the past six years.

"I'm so proud of my team's efforts in establishing it as a must-attend event in the calendars of the global visionaries of the travel industry," she said.

Diversified Communications Australasia gm David Longman said Luxperience had been built on similar principles to Diversified of inspiring



meaningful connections.

"We are excited to be able to work with the team and continue the good work, delivering a world class event for the luxury and experiential travel sector."

Diversified Communications will also retain the majority of the current Luxperience team once the sale is complete.

Luxperience staff will move

into Diversified's new Kent Street offices in Sydney.

The 2018 event will take place in Sydney on 16-18 Sep with a venue to be named soon.

Today's issue of BEN

Business Events News today has two pages of news plus the latest **BEN** Christmas Venue Guide on **page three**.

Daydream to expand event space

DAYDREAM Island Resort and Spa in the Whitsundays will significantly expand its conference facilities as part of a \$65 million redevelopment following the devastation caused by Cyclone Debbie earlier this year.

The resort will also refurbish the Arrivals pavilion, Waterfalls Restaurant, Lagoons Bar, all rooms and the Mermaids Restaurant, among other areas.

The Lovers Cove function area will also be expanded in size.

Currently the conference centre comprises two floors with two main event rooms that can hold a maximum of 300 delegates in a cocktail configuration.

Daydream Island will reopen in late 2018 as a 4.5 star resort.

MEA launches case proposal

MEETINGS & Events Australia (MEA) has launched the 2018 National Conference Call for case studies.

Case studies will provide an opportunity for organisers to showcase their event to the wider industry.

MEA ceo Robyn Johnson said, "It is important for MEA to promote the diversity and success of the Australian events industry and to showcase the creativity, innovation, and unique ideas and experiences that event organisers around Australia have delivered."

The conference will be held in Adelaide on 06-08 May 2018.

Proposals for the MEA conference must be submitted by midnight 09 Nov - **CLICK HERE** for more.

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5th October 2017

MELBOURNE UP 17%

MELBOURNE Convention Bureau (MCB) has posted its fifth consecutive year of growth, after it exceeded all its targets in the 2016/17 financial year.

The bureau achieved \$321 million in economic contribution to Victoria, which was 17% above the annual goal.

The international events sector in Melbourne contributed 70% of economic impact for the 2016/17 financial year.

Victoria's corporate meetings and incentive business was significantly bolstered with the MCB securing 158 events, which will deliver over \$55 million.

Notable incentive group wins include WTTC World Taiwanese

Chambers of Commerce and Fubon Life Insurance Taiwan group, which combined will bring over \$8 million and 1,600 delegates to the state.

MCB ceo Karen Bolinger said the record year was thanks to the bureau constantly innovating to deliver greater returns to the state.

"We have revitalised the business events brand for Melbourne, highlighting that Melbourne is Australia's knowledge capital," she said.

Victorian Minister for Tourism and Major Events John Eren said events contributed \$9.8 billion and 65,000 jobs every year to the state.

Sydney wins Youth event

SYDNEY will host the World Youth Student and Educational (WYSE) Exchange in May next year.

The three-day program will include workshop appointments between 30 int'l buyers and 60 Australian suppliers of backpacker, youth, adventure and education travel sector.

WYSE Exchange will include a full conference day, famils and networking events.

The event is being run in partnership with Destination NSW to develop international travel trade connections.

The event will take place on 08-10 May.



AUCKLAND is set to get hairy after winning the right to host the World Beard and Moustache Championships in 2021.

The event will bring 500 hairy delegates in the shoulder season and will deliver a sizeable economic benefit to NZ and maybe the grooming sector too.

The gathering is a biennial competition which displays some of the most outrageous and highly styled facial hair seen.

There will be 16 divisions including a 'Whiskerina' category for women to enter and display their "whiskers".

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.

A seat at the table

AS AN external service provider, being invited to a client's internal meeting to discuss strategic, event-related business means a great deal. It signals that the client values you – not just your service but also your knowledge and input. They view you not just as a service provider but as a consultant and advisor. It indicates trust and respect. It places you above the status of mere order taker. Getting that 'seat at the table' during initial discussions means they seek your input and want any suggestions and advice from you to help them make sound, early decisions and set a wise course for success. Again, it means a great deal. But what does it mean if you're not offered a seat at the table? And how can you claim one if it's not offered?

It's not unusual to receive a call or email from a client who starts by saying something like this: "We had a meeting yesterday and would like to organise a (insert event type). Here are the details....". In essence, everything has been decided without you. At that point you simply become an order taker. It infers you are logistics and service provider only. More often than not, the client does not advise their objectives for the event or how success will be measured.... but you should ask. Often you'll find it necessary to ask additional questions to help

you service their request more efficiently and effectively. And sometimes you might question (internally, not openly) the prudence and intelligence of some aspects of the event. But off you go into service mode nonetheless. By not having a seat at the table during their initial meeting, many important aspects of the event that directly affect its success are taken out of your hands entirely. Your input was not invited. If these decisions negatively impact the event, in turn, this could lead to negative perceptions about your competency, especially as you are the outsourced professional. Unfair but true.

Depending upon your confidence and relationship with the client (especially your main contact), you may want to wait for a suitable time to make a business case for why you should be invited to the table. Ask for a seat if it's not offered and explain the benefits of you being there. Provide an example if you have one. A seat at the table means you'll offer loads of value from the outset by helping them to define their objectives, provide some strategy, offer sound advice on destination and venue decisions, logistics management, etc. Ultimately, you want to help and work with them from the start to optimise their event success. And, as you know, their success is also yours.

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



business events news

www.businesseseventsnews.com.au

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CHRISTMAS VENUE GUIDE



business events news
presents

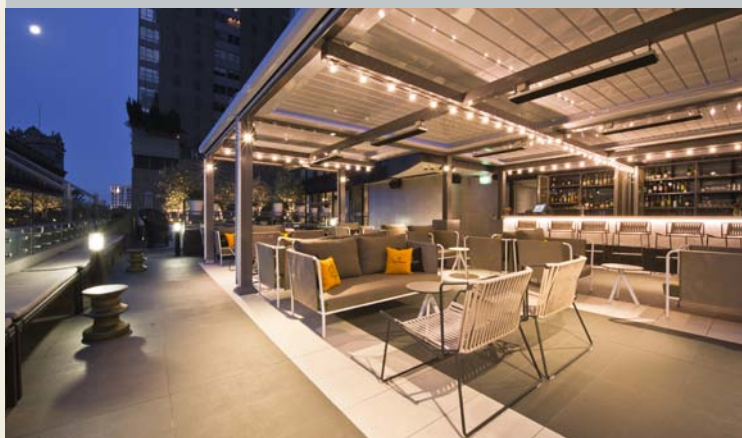
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Festive Season Buffet Lunch

Celebrate the festivities on a Friday from 24th November 2017 with a festive lunch buffet at HQ's on Williams Restaurant, for \$39 per person. Bring in the whole office and enjoy traditional Christmas fare, featuring HQ's Summer Lunch menu with a selection of Christmas themed specials. We guarantee the holiday cheer!

Bookings essential to conference.melb@radisson.com or 03 9322 8198 | www.radisson.com

