



BOLINGER ELECTED AACB HEAD

MELBOURNE Convention Bureau chief executive officer Karen Bolinger has been chosen as the new president of the Association of Australian Convention Bureaux (AACB).

Bolinger was elected at the AACB annual general meeting yesterday and named this morning at the association's conference in Hobart.

"I am looking forward to a productive year, with one of the first actions being to revisit the strategic plan with a view to the future model of the business events industry in Australia," Bolinger said.

"I plan to continue the great work that has already been achieved and delivering new initiatives established in the 2017/18 strategic plan."

Bolinger, **pictured**, takes over from Business Events Sydney chief executive officer Lyn Lewis-Smith who has served as president for the past four years.



AACB chief executive officer Andrew Hiebl thanked Lewis-Smith for her commitment to the association.

"It has been a privilege to serve under Lyn's leadership over the last four years - a period which I regard as one of personal growth through her guidance, advice and mentorship," Hiebl said.

The AACB board also

announced the appointment of Canberra Convention Bureau chief executive officer Michael Matthews as its treasurer and Adelaide Convention Bureau chief executive officer Damien Kitto as vice president.

The AACB's 28th annual conference began today at the Henry Jones Art Hotel in Hobart and concludes tomorrow night with a gala dinner.

Today's issue of BEN

Business Events News today has two pages of news plus a full page from Rydges Sydney Airport.

Microhire in Fiji

AUSTRALIAN company Microhire has won a contract to provide audio visual services at the Sheraton and Westin resorts in Fiji, including at the Denarau Island Convention Centre.

The win is Microhire's second in Fiji this year, having been appointed to serve the Fiji Marriott Resort Momi Bay three months ago.



NOW this is the guy you want as your waiter at your next event.

German man Oliver Struempfel has broken his own world record of carrying beer steins, with the new mark now set at 29.

He completed a 40m course and then placed the steins down without spilling more than 10%.

Struempfel's previous world record was 27 steins, which he set the day before in Abensberg, Germany.



The Louvre in UAE to open

AFTER years of delays, officials in Abu Dhabi have confirmed The Louvre Abu Dhabi will open on 11 Nov.

The museum offers a 270-seat auditorium and a waterfront restaurant that will target MICE events (**BEN** 10 Aug).

Over 600 pieces of art will be on display including 300 from French museums.

Emergency event draws 3,000

MORE than 3,000 emergency management professionals and researchers are attending AFAC 17 at the International Convention Centre (ICC Sydney) this week.

The annual conference is being held jointly by the Australasian Fire and Emergency Service Authorities Council and the Natural Hazards Cooperative Centre.

AFAC 17 has included a number of field trips and professional development workshops, as well as severe car crash demonstrations and virtual fire-fighting training conducted inside ICC Sydney.

Over 100 international and local speakers are attending the four-day conference, which is covering themes including urban operations, disaster resilience and lessons learned.

The 2018 AFAC conference will be held in Perth on 05-08 Sep.

AFTA TRAVEL PAGES HAS A NEW HOME IN 2018

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ITB ASIA UNICEO PACT

UNITED Networks of International Corporate Events Organizers (UNICEO) has inked a new partnership with ITB Asia.

The deal will help ITB Asia, one of Asia's largest travel trade shows, strengthen its presence and development across the region over the next year.

As part of the pact, senior UNICEO leaders will attend ITB Asia 2017 next month at the event being held at Marina Bay Sands in Singapore.

At the session, the global body will lead two master classes aimed at the corporate communication leaders, and

a leaders meeting with South East Asian members.

Katrina Leung, exec director of Messe Berlin (Singapore), organiser of ITB Asia, said the partnership would allow the event to grow.

"It is essential that ITB Asia continues to establish strong connections with our partners across the travel trade industry as well as those within the global corporate community"

UNICEO vice president Debora Piovesan said the body was glad to partner with ITB Asia, which allowed it to strengthen its presence in Southeast Asia.

Regional NSW event funding

DESTINATION NSW has opened up funding for the first round of the 2018 Incubator Event Fund.

The grant is available for organisers of new or second-year events in rural and regional NSW, from Jan to Jun next year.

Organisers can receive grants of up to \$20,000 to assist in areas such as marketing, public relations, venue hire and research.

Funding is part of the NSW Govt's \$43m investment into regional and rural events.

Applications are open until 01 Oct, with round two set to open in Feb next year for events between Jul and Dec.

CLICK HERE for more.

ICC setting new records

THE International Convention Centre Sydney (ICC Sydney) is boosting attendance figures across multiple sectors.

Numbers attending the Australasian Gaming Expo jumped by 19% year on year to 8,100 attendees, while those at the Royal College of Pathologists Australasia (RCPA) Pathology Update were up 18% to 1,400.

ICC Sydney ceo Geoff Donaghy attributed these successes to the collaborative approach the centre takes with clients to utilise the venue's facilities.

Since opening in Dec, ICC Sydney has held over 400 different events.

GENERating Change

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.

Ideas to help information retention at your next event

THE number one reason why most people attend events is to gain new information and ideas to help with their professional or personal lives. If the event runs over two days or more, attendees can be subject to information overload, which becomes detrimental to the absorption and retention of info. Here are a few ideas to stop that from happening and to help attendees retain as much info as possible...

Don't cram your agenda. Whilst this is often tempting, it's harmful.

Think, write, share. The idea of giving attendees time to think about the information distributed to them, write notes about what it means to them and to then quickly discuss it with others and share thoughts is an extremely positive concept as it helps with information retention – a fact backed up by the science of cognitive psychology.

Also...

Involve attendees. The benefits of involving your attendees rather than them being passive listeners is perhaps best highlighted by this quote from famous US psychiatrist and educationalist William Glasser: "We learn 10% of what we read, 20% of what we hear, 30% of what we see...but 70% of what is discussed and 80% of what we

experience." There you have it.

Provide regular breaks. Breaks provide time for your attendees to process, digest and reflect upon information. And it's important to be generous with the time you allocate to breaks...

most people will spend time checking their phones for messages and emails, will likely make a quick call or two and also visit the loo, so build in time for this into your breaks.

Inject some fun. People learn best and are more likely to remember teachings when they're having fun. You could even play a trivia game on what was learned and discussed which will help attendees to recall information in a fun way.

Mix up the scheduling. Some sessions may be heavier and more serious than others and most people tend to work best in the morning. Therefore, schedule sessions with weighty material mid-morning rather than later in the day. Schedule fun and lighter sessions after lunch.

Last, but certainly not least, don't take for granted that all your attendees are good learners and will be good delegates. At the start, set them expectations and encourage them along the way.

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



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