



Today's issue of BEN

Business Events News today has two pages of news plus full pages from:

- Meliá Pro
- Travel Industry Exhibition

AVANI signs

AVANI Hotels & Resorts has signed AVANI Kota Kinabalu Hotel in Malaysia.

Scheduled to launch in the fourth quarter of 2021, the 378-room hotel will contain 855m² of meeting space.

TIE 2018

THE Travel Industry Exhibition (TIE) held at Dockside, Darling Harbour on 21-22 Aug, has confirmed its Sydney event has sold out for exhibitors.

Attendees can register and see the full list of speakers and seminars **HERE**.



WHEN travelling for work, spare a thought for those people you may be offending with your seemingly innocuous travel habits.

Online travel agent Agoda recently asked travellers what their biggest travel gripes were, with the top answer confirmed as being "Noisy travellers", followed by those "glued to their devices" and "those insensitive to cultural nuances".

If you think you're off the hook by sneaking a selfie, maybe avoid Vietnam - 20% of millennials stated selfie-takers were their number one irritant.

HOWARD'S HALL TO OPEN 2018

DEVELOPERS behind the Howard Smith Wharves project on the banks of the Brisbane River have confirmed the city's newest events venue, Howard's Hall, will open in Nov.

Designed by Woods Bagot, the 1,100m² space already has bookings until 2022.

"This is going to become one of the city's most memorable spaces, set against one of its most heroic views," said Mark Damant, principal director at Woods Bagot.

"The panorama it offers is absolutely incredible: the arches of Story Bridge, looking back at the city, across to Kangaroo Point and down the New Farm reach of the Brisbane River," said

Damant.

The development has a capacity of 1,200 for cocktails, with the ability to use outdoor spaces to extend capacities.

Other features include retractable floor-to-ceiling windows, rooftop terraces and rooms of varying sizes that allow multiple events to be hosted at once.

Brisbane Lord Mayor Graham Quirk said Howard Smith Wharves "will become a



vibrant leisure destination with public parkland, riverside dining and an exciting mix of entertainment and cultural experiences that will enhance Brisbane's status as a New World City."

Pictured is an artist impression of the wharf.

Get Global '19

GET Global, the specialist outbound exhibition, will return to the ICC Sydney on 26 Jul 2019.

Speaking at the recent event in Jul, directors Gary Bender and Donna Kessler told **BEN** they were considering moving the show, with Melbourne mooted as an option.

"We toyed around and discussed the venue for hosting Get Global and decided to keep it neutral.

"But that doesn't mean Get Global's home is always going to be Sydney", Bender said, while adding "we want to make sure the footprint is right before changing".

The directors also said they were considering how the show could be scaled up.

"We could keep it as it is or we can go to a bigger room but that would add an element of risk," Bender said.

The event this year enticed 220 buyers & 140 exhibitors.

Top Cvent biz

MEETINGS, events and hospitality technology provider Cvent has released a list of its top meeting destinations in Asia-Pacific based on data accessed via the Cvent Supplier Network.

Singapore claimed the top spot for the third year in a row, Sydney came in a close second and Bangkok, Kuala Lumpur and Hong Kong were all in the top five.

CLICK HERE for the full list of top business destinations.

ARTC open

REGIONAL tourism professionals are invited to attend the 2018 Australian Regional Tourism Convention in Tweed Heads, NSW, from 23-25 Oct.

To view the full program, **CLICK HERE**.

To register and save with the early bird member rate, **CLICK HERE**.



business events news

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BOOST FOR TTNQ BIZ

THE Business Events Cairns & Great Barrier Reef team has confirmed that the economic impact of business events in the 2017-18 financial year has more than doubled to \$111 million.

Tourism Tropical North Queensland (TTNQ) general manager Rosie Douglas said securing Amway China helped lift the value of these events from a \$45m contribution from the previous year.

"Amway China will bring more than 6,000 delegates to our region in Apr 2019 and is one of 54 confirmed events last financial year, up from 45 in 2016-17," Douglas said.

The boost is a result of a collective effort by the TTNQ team and major investments in tourism infrastructure such as Great Barrier Reef's first dedicated events space, the floating Sunlover Funlover.

Later this year the first of three new hotels will open in the city as part of the Crystalbrook Collection.

"The next two hotels will open in 2019 and preliminary plans are underway for a \$176 million upgrade of the Cairns Convention Centre," she said.

"Business events target the high-value traveller TTNQ wants to attract to our region as part of our strategy to achieve \$3.5 billion in expenditure by 2020."

Pictured: guests onboard the Sunlover Funlover.



GC's next test

THE Gold Coast welcomed 1,100 domestic & int'l delegates at the 18th International Society for Augmentative & Alternative Communication conference over six days in late Jul.

The conference brought in an estimated \$3.6m to the local economy and shone a light on people with disabilities and mobility needs, with Destination Gold Coast ceo Martin Winter saying he's encouraging tourism to be more inclusive.

An up for SC

A GROUP of top New Zealand & national event planners were hosted by Business Events Sunshine Coast from 20-23 Jul in an effort to increase future business & incentive group bookings to the region.

"Business Events is worth over \$40 million to the Sunshine Coast region... the Sunshine Coast has a stellar portfolio, & we need to continue to develop this segment," said Visit Sunshine Coast ceo Simon Latchford.

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.

Purpose v Goals - The Why and The What

A FEW industry articles I've read over the past months have produced a bewildering discovery, a disturbing truth. It seems many people, including so called 'eventpros', don't know the difference between a purpose and a goal. I'd like to set this straight. Firstly, let's consult the official definitions – A purpose is the **reason** for which something is done or created.

A goal is the **object** of person's ambition or effort. In other words, it's the objective or aim.

Purpose comes first, then goals.

Purpose: In the world of events, the purpose is the 'why'.... why are you holding this event? The answer to this could be to educate, inform, discuss, strategise, collaborate, network, problem-solve, motivate, reward, celebrate or entertain. These are reasons.

Goals: Goals are the 'what'.... what do you want to achieve? These are the objectives.

"We want to launch a new product". "We want to thank our best customers". "We want to bring together our key distributors to update them on industry changes and new company initiatives".

"Our committee members are meeting to develop next year's strategies". None of these examples are goals. They are reasons. They are purposes. Ask the 'why' question and in each

case you'll see what I mean.

"Our goal is to meet face to face with at least 85% of our key distributors, launch a new product to them and, on the day, get committed orders for 100 new units". "We're bringing our sales force together to provide additional product training and to motivate them – our aim is to see a 10% increase in sales over the coming year". "The key objective of this dinner is to raise at least \$50,000 for charity." These are goals. Goals should always be specific and measurable. Indeed, if they're SMART goals they have to be **Specific, Measurable, Achievable, Relevant and Timely**.

It's the same thing with strategy and tactics. These are the 'what' and the 'how'. Strategy is what you want to accomplish. Strategy is the vision and what you want to achieve. Tactics are the roadmap and manoeuvres of how you're going to do it.

The next time you ask a client what their objectives are for an event, they might likely give you a 'why' answer – a purpose and nothing more. That being the case, you'll know they haven't set any goals and have no intension of trying to demonstrate true ROI. Without a goal, how will they measure success? Smiling faces most likely, and not much else.

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 email max@conferencefocus.com.au.



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