

business events news

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Today's issue of BEN

Business Events News today has two pages of news plus a full page from One & Only Resorts.

VidCon inks deal with Mel

MELBOURNE has boosted its digital credentials by resigning VidCon for another two years at the Melbourne Convention and Exhibition Centre (MCEC).

VidCon is the world's largest gathering of digital content creators and represents a major coup for Melbourne which will remain the only city in the Asia Pacific to host the major tech conference.

"VidCon's choice to expand internationally to Melbourne proves why we're the creative capital of Australia," said Victorian Minister for Tourism and Major Events John Eren.

"We are overjoyed to partner up again with the Victorian Government who are committed to extending our work to democratising the creative economy by supporting online video creators," added VidCon ceo Jim Louderback.

VidCon will take place from 31 Aug to 02 Sep and last year generated more than \$9 million for the Victorian economy and attracted more than 7.000 attendees to the event.



REGIONAL NSW GETS SUPPORT

THE NSW Government has taken steps to support the business events industry in regional areas by signing an agreement with Meetings and Events Australia (MEA), the details of which aim to improve job prospects for aspiring event managers in rural areas.

The move is in line with the NSW Government's Regional Conferencing Strategy & Action Plan tabled last year.

"NSW is the first Australian state to partner with MEA in this way and we're confident that this collaboration will support jobs and drive investment into rural and regional communities," said Minister for Tourism and Major Events Adam Marshall.

"Whether you've just finished Year 12, are working in the events industry, or looking for a career change, we are offering



six regional Diploma of Event Management scholarships to ensure the future success of this booming sector," he added.

The business events industry is viewed by the NSW Government as a growing source of economic growth for Australia's regional communities.

"We are thrilled to be collaborating with the NSW Government to bring more job opportunities into rural and regional NSW," said MEA chief executive Robyn Johnson.

For further information on the details of the scholarship program CLICK HERE.

Events industry has strong pulse: EEAA survey

EXHIBITION and Event Association of Australasia (EEAA) believes the local business events sector will continue to grow this year according to the latest figures in its Member "PULSE" survey.

The findings were released during AIME in Melbourne and showed an increase in the number of trade shows held in 2017 compared to the previous year.

In 2017, 40.9% of organisers and 87.5% of venues hosted a new exhibition and 55% of those delivered two new shows or more.

"(The report) shows that our sector is nimble and responsive, creating exciting new marketplaces to meet the needs of emerging and new industries," said EEAA chief executive Joyce DiMascio.

The survey's outlook for the sector this year suggests 66.6% of event organisers and 87.5% of venues plan to deliver new exhibitions, with 86% of those hosting two or more new events including a paid or free conference/seminar component to their exhibition.

ACB Aussie biz

THE Auckland Convention Bureau (ACB) has appointed Katrina O'Donnell to an Aussiebased bdm role to help attract more Australian events.

The ACB's plan to drive more business from Australia has so far notched up NZ\$33 million in investment since 2014.

O'Donnell has 13 years' experience in the tourism and business events spaces.



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AIME WRAPS IN MEL

THE Asia-Pacific Incentives and Meetings Expo (AIME) concluded its 26th roadshow in Melbourne last week in an

event that saw 25 new exhibitors take to the floor. Event organisers for AIME were pleased with the solid increase in the number of first-time exhibitors that decided to get

involved this year.

"As a first-time exhibitor we are very happy with the level of interest and have made lots of new connections," said QuizzaMe Australia

representative Paul Friedman. In addition to the newcomers, longtime participants were also pleased with the outcome

of this year's roadshow.

"AIME 2018 has delivered on quality buyers for us...if only half of these leads come off, we'll be having a terrific year," said director of sales,

TFE Hotels Shahnaz Bakhshay. Notable exhibitors at AIME 2018 included Tourism New Zealand, AccorHotels, Crown Hotels, Hyatt Hotels, and a who's who of Aussie venues.



ONE rarely associates event planning with being a lifethreatening pursuit, however things got pretty serious for the planning team at the helm of the FIP World Congress of Pharmacy and Pharmaceutical Sciences event late last year in Seoul, South Korea.

With North Korea's Kim Jong-un unnerving South Korea with his nukes, the conference took precautions.

"We set-up a hotline and had a special staff member allocated to monitoring everything," a spokesperson for the summit said.

Tassie guide

BUSINESS Events Tasmania (BET) has released its 2018-19 Planners Guide, promoting the state as a premier business events destination.

The guide acts as a comprehensive resource for event planners, showcasing the products and services available, as well as providing an overview of the various regions of Tassie where events can be held.

BET ceo Stuart Nettlefold "encourages event planners to use the guide as inspiration" when planning their next event.

The latest Planners Guide can be viewed online **HERE.**

Ask the Chef

THIS week we get to know Jennie Tressler, the executive chef at Novotel Canberra.

What do you love about your position?

I definitely have the best job in the world. I love that even as an executive I can learn every day. I love the way my staff inspire and push me as much as I can with them.

What made you become a

After college I travelled around Australia with friends doing farm jobs and fruit picking. I was in the outback sun of Kununurra picking rockmelons when it came to me that I wanted to get a trade chef's certificate. That way I could continue travelling and further myself in my career.

What goes into designing a hotel/venue menu?

I start with a mind map with my type of clientele in the centre. I then write everything that comes to mind when I think of them or being them. I then write a local and seasonal list of ingredients.

From there I construct my menu to take my clients to another place or to bring back particular memories.

What's the key to catering to large numbers of quests?

It's all about being organised. From prep for all possible allergies

to the fine garnishing. My large number banquet menus are designed to be flexible. If my clients are running late they will get the same quality of food.

How do you describe your signature style of cooking?

Expect the unexpected. I use a lot of classic dishes that bring back memories but add a modern twist and a feminine touch on presentation. After having worked in Rome for four years my speciality would be Roman cuisine.

Most interesting story or unusual request you've had?

Gnocchi with vanilla ice cream. Yes I served it. My client was pregnant and couldn't get the idea out of her head.

Townsville major eco event

TOWNSVILLE will host the southern hemisphere's biggest ecotourism conference from 26-28 Nov.

Ecotourism Australia's Global Eco Asia-Pacific Tourism Conference 2018 will be hosted at the Rydges Southbank Townsville and is set to focus on the environmental impact climate change is having on the Great Barrier Reef.

The gathering will bring together approximately 300 of the world's best authorities on ecotourism.



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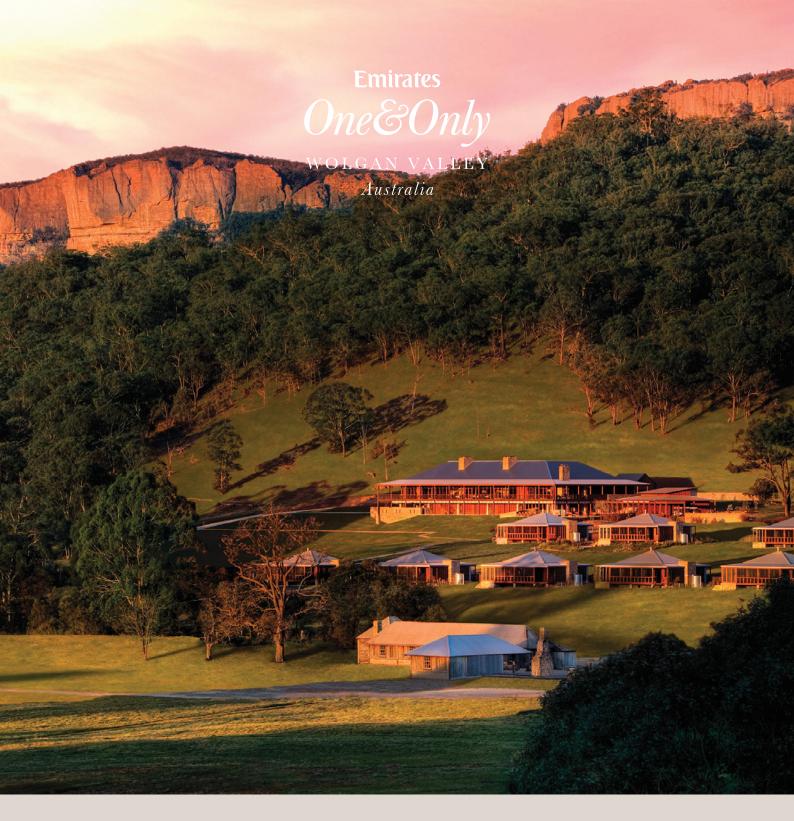
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MANAGEMENT RETREATS

Emirates One&Only Wolgan Valley, nestled in the heart of the Greater Blue Mountains, offers a truly unique destination for your meeting, incentive or event with luxurious villas, dedicated meeting spaces, private group dining and activity experiences showcasing a quintessentially Australian bush experience.

Seasonal group rates commence from only \$995 per evening single-share in a Heritage Villa with private pool. Daily gourmet dining, selected alcoholic beverages with meals, non-alcoholic beverages, conference room hire and porterage are all included.

Offer is subject to availability and applicable for new group bookings only for travel prior 20 December 2018 for midweek stays (Sunday - Thursday inclusive) for group bookings of 5 villas or more. Rates are quoted in Australian dollars inclusive of GST and subject to change without notice.

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