



NEW ERA FOR AIME IN 2019

THE new operators of AIME have promised significant changes to the long-running show, this week launching the 2019 expo with a new name and branding.

To be henceforth known as an "event" rather than an "expo", the changes "are designed to ensure the future longevity of the Asia Pacific Incentives and Meetings Event," according to an industry update issued this week by Talk2 Media, who have taken over from long-time incumbent Reed Exhibitions.

Jay Martens is the director of the show which is scheduled to be held 18-20 Feb 2019.

"Being the first event of the year, AIME will kick-start the global meetings calendar with a focus on the Asia-Pacific region," the company said, with the Asia-Pacific representing a US\$200 billion marketplace.

Key initiatives will centre around the pillars of commerce, education and networking, with Talk2 Media promising better value and a "clearer path to a



return on your investment" for prospective exhibitors.

There will be a "complete overhaul" and expansion of the Hosted Buyer program, and there will be a new pre-scheduled appointment program "that will deliver on meeting the right person and flexible enough for you to set your agenda".

The program will include a new conference on the Mon which is open to all attendees, featuring personal and professional development opportunities, while further

education will be offered across all three days of the show.

AIME 2019 will also feature an "exciting new networking event" on the Tue evening, along with networking sessions on the show floor each day and breaks included in the schedule.

The exhibitor prospectus promises "no more time wasters and time wasted", with options including "designed suites" or space only participation including appointments and networking access - for details see www.talk2.media.

Today's issue of BEN

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

One&Only meetings

ONE&ONLY Resorts showcases stunning event spaces in Cape Town, SA. See **page four** for details.



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Ovolo role

LONGTIME Event Hospitality & Entertainment group pr director Stephen Howard has taken on a new position as director of marketing at Ovolo Hotels.

The Ovolo portfolio includes The Emporium and Inchcolm Hotels in Brisbane, Ovolo Woolloomooloo and Hotel Hotel in Canberra.

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Discover how New Zealand is forging ahead with their business events in the March issue of *travelBulletin*.

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WOMEN CELEBRATED BY EEAA

THE Exhibition and Event Association of Australasia (EEAA) has recognised the contributions of women in the business events industry by hosting a successful Women's Day breakfast in Sydney last week.

The industry body's president Spiro Anemogiannis believes the initiative was a crucial juncture in continuing to shine a light on the invaluable efforts put forward by women in the industry at all levels.

"Without you, the sector would collapse," he told the women attending the breakfast.

"Our responsibility as an Association is to create a culture in our industry that recognises talent and fosters equal opportunity," he added.

Taking to the stage to provide further insight on the role of women in the event sector was City of Sydney Councillor Christine Forster; Pier One general manager Kim Mahaffy; respected author Jane Mathews and The M Agency founder and managing director Emma Triggs.

Christine Forster opened up proceedings by speaking about the gender pay gap and why it's important to discuss complex gender issues in forums such as these.

"The reality is that the gender gap results from a myriad of interrelated work, family and societal factors...and sometimes unfortunately there's still



just old-fashioned discrimination," she said.

EEAA chief executive Joyce DiMascio focused her speech on the role men can play in creating a supportive environment for women.

"Recognising that men and women are equal contributors to a healthy economy and society is the key to our future success," DiMascio said.

"This is not just a breakfast for women... if we want to continue to attract talent – women and men – it's important that we create an industry that values and respects those who are part of it."

Pictured: Emma Triggs, Christine Forster, Joyce DiMascio, Jane Mathews and Kim Mahaffy.

ibis Brisbane goes retro

RIDING the event boom in Qld so far in 2018 is ibis Brisbane which has opened a new "trendy" event space targeting more budget-conscious meeting planners.

The stylish new conference space called The Studio can accommodate 100 guests in a theatre-style configuration, or alternatively 30 guests via a boardroom setup.

Major selling points include an 80s retro aesthetic, and high energy music videos playing in pre-function areas.



ICC throws support behind tech future

INTERNATIONAL Convention Centre Sydney is nurturing the next generation of technical professionals, launching a paid Audio Visual Graduate Program.

Five "exceptional graduates" (pictured) are currently learning the ropes via exposure to the ICC's year-round calendar of events, exhibitions and conventions in roles including AV and production services, rigging, audio, lighting and vision.

ICC Sydney chief executive Geoff Donaghy said the venue is committed to fostering young talent.

"We believe in creating careers, not simply jobs.

"The AV Graduate Program is the embodiment of this approach and builds on our



vision to become a true employer of choice and a leader in providing outstanding professional development for our greatest asset - our people,"

Donaghy said.

ICC will have a new graduate intake each year for the program which is being delivered as part of the centre's Academy of Extraordinary which sees it partner with education providers to integrate learning and accredited training into its work practice for its workforce of more than 1,700 staff.

"As an industry we need to encourage more people to choose a career in AV Services and back them from the outset," said Int'l Convention Centre Sydney's director of audio visual services, Brian Nash.

He said there had been 175 applications for the program from across Australia and from as far afield as Scotland.



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NMW opens registration

NATIONAL Manufacturing Week will run at the Sydney Showground from 09-11 May with rego now open.

The event hosts exhibitors showcasing the latest trends in the manufacturing world.



EVERY event planner knows the key to a successful gathering is providing good quality grub, perhaps someone should have reiterated this golden rule to the organisers of the Big Cheese festival in Brighton.

The attempted UK-based extravaganza of all things cheese was slammed by a hoard of emaciated cheese lovers online after the festival ran out of food.

One particularly disenchanted attendee labelled the event a "shambles", while another jibed it was okay for a "Bring Your Own Cheese event".

The next time you run your gig we suggest trying to make your catering much feta..errgh..we mean better!



Parramatta adds events space

THE City of Parramatta has approved a \$230 million commercial office tower featuring a ground level "urban room" event space, boasting panoramic views of the Parramatta River.

The development reflects the growing demand for blue-chip office and event space in Western Sydney.

Construction is set to commence later this year with completion expected in 2020.



Data tool for MICE sector

A DATA Protection Toolkit created by software developer EventsAIR has launched this week.

The new tool is designed to help event planners improve their data privacy and protect client info, assisting conference organisers in managing legislation surrounding personal details.

The software works by encrypting individual client databases and ensuring full regulatory compliance.

EventsAIR has offices in the United States, UK, Australia and New Zealand.

Confessions of a compulsive conference-goer

Andrew Klein, professional MC and presentation skills speaker and director of SPIKE Presentations, presents his front line observations on conferences in a regular feature in *BEN*.

Being less 'phoney'

I TOOK this photo the other day a minute before walking on stage to MC a conference. Back in pre-mobile phones days (for those who can recall those times!!!) conference delegates used to talk to the people sitting next to them during these 'dead' times, because, well, there was nothing else to do.

Back then you walked hesitantly into a conference room, found a seat, sat down and maybe had a very quick look at the conference handbook. After that we sat in our seats with little to do, so we often glanced at the person next to us and started up a conversation. There was little other alternative than to sit in the silence with our kids never do, but that's a discussion for another time).

Nowadays we sit down, scroll through the Conference App on our phones for a minute before heading over to Facebook or Instagram or to check our emails. And we tend to stay on our phones until the lights go down and the conference opening video starts up or the MC takes the stage.

So as I recall things back in the day, at conferences there was by necessity, more networking, more informal learning from your peers, more face to face communication etc.

It's now really up to the presenter or conference organiser to try to build opportunities for informal discussions and interactions amongst the attendees because many won't do it on their own - as their phones allow



them to disengage. Outside the conference room, on the fringes of every Exhibition floor, you'll always find a bunch of solo people scrolling through their phones, because it is a convenient excuse not to talk to other people (we've all done it right?).

As a presenter or event organiser, anything you can do to encourage delegate discussions will help mean delegates make at least a handful of new contacts each conference.

As an MC I also sometimes put up light-hearted "Conversation Starters" onto the screen as a holding slide when people enter from a break. "Ask the person next to you which celebrity they had a crush on when they were younger?" or "Favourite holiday destination?" - really just something to break the ice and get a conversation started.

As MC, I also urge delegates to turn behind them in the coffee queue and chat with that person, to fill the time (some of those conference coffee queues are longer than the traffic jams on the M4 in Sydney).

Bottom line, the less "phoney" you are during conference breaks, the more connections you'll make, the more networking you'll do, the more you'll get out of the conference.

If you are looking for an MC for your next conference or a speaker/trainer on presentation skills or pitching skills, email andrew@lunch.com.au or visit his website at www.andrewklein.com.au.



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