



## Today's issue of BEN

*Business Events News* today has two pages of news.

## VMS recruits

**CONFERENCE** management company VMS Event and Conference Logistics has appointed Lindsay Wallace as its new business manager.

She brings with her a wealth of experience in the hotel and food and beverage space and has previously worked in the UK, New Zealand and Australia.

She will assist with sales, client relations, logistics and venue management.



## Sydney lands lifestyle event

**THE** NSW Government has announced Sydney has secured the Jeunesse Lifestyle Rewards event for 2018.

New South Wales Minister for Tourism and Major Events Adam Marshall predicts the incentive meeting for the anti-ageing company will inject \$31 million into Sydney's economy.

A major driver of Jeunesse's decision to host the event here was the timing of the city's annual Vivid Sydney festival.

"We're delighted that Jeunesse Global is giving its best distributors an unforgettable experience during the festival," Marshall said.

# INDUSTRY WELCOMES FUNDING

**AUSTRALIA'S** business events industry has reacted positively to news the Australian Government has injected \$12 million into a fund designed to attract more int'l events.

Australia's Minister for Trade and Investment Steve Ciobo made the major announcement during the Destination Australia Conference in Mel last week.

"The more conventions, conferences and exhibitions Australia hosts, the more top-tier travellers we'll get visiting our country and city," Ciobo said.

The Boosting Business Events Bid Fund program will be managed by Tourism Australia through its Business Events Australia unit and seek to put Australia top of mind with international event organisers.

The Exhibition and Event Association of Australasia (EEAA) said the industry had campaigned for the government to make a stronger commitment



to the sector for years.

"This is a step in the right direction and will help boost Australia's capacity to attract events to Australia," said EEAA chief executive, Joyce DiMascio.

"This announcement is one of the most important developments for the business events industry in Australia to date," added Melbourne

Convention Bureau (MCB) chief executive Karen Bolinger.

Applications for the Program will open on 01 May with funds accessible to successful applicants from 01 July 2018.

**Pictured:** Andrew Hiebl, AACB; Penny Lion, Tourism Australia; Steven Ciobo, Minister for Tourism; Joyce DiMascio, EEAA and Karen Bolinger, MCB.

## EEAA extends Mumbrella

**THE** Exhibition and Event Association of Australasia (EEAA) has renewed its partnership with Mumbrella which will see the industry body continue to sponsor The Best Use of Face-to-Face/Interaction Marketing Through Events gong at the annual Mumbrella Awards.

The collaboration forms part of a strategic plan for the EEAA to advocate for marketers to invest more resources in live events.

"Our sector continues to be successful because of the power of face-to-face...I encourage our industry to get behind this award," said EEAA ceo, Joyce DiMascio.

## Payment option for planners

**A NEW** payment solution has launched to the Aussie market designed to make cash-flow and payment collection easier for event planners.

B2BPay works by allowing clients to pay all business expenses via a single, online

portal, helping to simplify the transaction process.

The new product, powered by Zenith Payments, also allows event organisers to offer online payments via their own branded B2Bpay solution.

For more info **CLICK HERE**.





## BRISBANE TAP EXPERTS

**SEVEN** "trailblazers" in their fields have been chosen by the Lord Mayor of Brisbane to attend an international conference of their choosing in the hope of luring more prestigious events back to the city in the future.

The selected experts have been awarded a share of a \$25k grant set aside by the Brisbane City Council to garner insights from overseas that can then improve future pitches.

The reconnaissance team includes researchers in the areas of mobile robots, stem cells and molecular biology.

"The Brisbane 2022 New World City Action Plan commits to winning more conventions



and business events, and to be globally recognised in the top 50 cities for int'l association conferences," said Brisbane Lord Mayor Graham Quirk.

"The seven grant recipients demonstrate leadership and passion in their chosen fields, and will represent Brisbane's expertise and depth of talent," he added.

Business events generated \$257m for Brisbane in 2016-17.

## MEA reveals award dates

**MEETINGS** and Events Australia (MEA) has announced the dates for its 2017 MEA National State Awards, honouring the best performers in the industry.

The presentations will be held across every state and territory capital city during 04-24 Apr, again featuring the updated format that was rolled out last year.

The revamp was warmly received last year with a 26% jump in submissions recorded when compared to the previous year.

National awards will be held in Adelaide on 08 May.



**THE** holidays have come early for the team at **Business Events News** thanks to the generosity of ICC Sydney who must have paid the Easter bunny plenty of overtime rates to make sure he dropped off this gift (pictured) to our office two weeks ahead of schedule.

We are "eggstra" grateful!



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

CLICK to read **travelBulletin**



## Partner Up

The low down on tech in the events world



## Use these tips to incorporate smartphones into your event

**WHEN** running an event, smartphones can be used in several ways to boost publicity and ease some aspects of the planning process. The ubiquity of smartphones these days means that word-of-mouth marketing is on the rise. Fostering the use of smartphones at your event can ensure that you get the most out of it.

Here are a few ways smartphones can be incorporated into your event:

### Ticket buying

Using a ticket vendor or maintaining your own ticket purchasing site which is mobile-friendly is becoming more and more important for the success of event ticket sales. With more people accessing the internet on their smartphones than ever before, the availability of event ticket buying via mobile is increasingly important for ticketed events.

### Photo sharing

Today, more people are taking photos on smartphones than on any other device. The presence of smartphones amongst your event attendees means that people are likely to take photos during the event to share on social media. This is a highly

effective means of word-of-mouth marketing for your event. Depending on the style of your event, a great way to encourage photo taking and sharing, while at the same time promoting your brand, is to provide branded selfie sticks for your event guests.

### Hashtags

Creating a hashtag for your event is a great way to ignite conversation amongst your event attendees and your industry at large. The development of a unique hashtag specific to your event will encourage your event attendees to engage with each other and your business.

### Networking

Even if your event is not specifically intended for networking, socialising and contact building is likely to occur amongst your guests. A quick add on LinkedIn can mean the start of a lifetime professional relationship, whilst a business card, once exchanged, can often be lost or forgotten.

At events it's important to foster the use of smartphones while treating them as source of event promotion and as a channel in which event planning can be made easier.

**Kris Licari** is the partner at Esplanade Hotel Fremantle - By Rydges with AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly tailored approach. [www.avpartners.com](http://www.avpartners.com)

