



### Today's issue of BEN

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

## EEAA reminder

**THE** Exhibition and Event Association of Australasia Awards for Excellence will take place on 05 Dec at the International Convention Centre Sydney to celebrate the achievements of the business events industry this past year.

The finalists and nominees can be viewed [HERE](#).

To register for the event or to book a table [CLICK HERE](#).



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# ART SERIES EXPANDS IN BRISBANE

**ART** Series Hotels will open its newest property at Brisbane's Howard Smith Wharves in Mar next year.

The \$60 million hotel (render **pictured**) will be the first new addition for the brand since it joined the AccorHotels family in May this year.

Spanning six-storeys, the property will be carved into the cliff under Story Bridge and will feature 166 rooms with contemporary furnishings and original artworks, along with four food and beverage outlets and a rooftop pool with views of the Brisbane River and CBD.

The hotel will also have a bar, a gym and three conference rooms, fully equipped with the latest technology offerings.

AccorHotels Pacific Chief Operating Officer Simon McGrath said the new Brisbane property would set a clear



direction for Australia's only art inspired hotel group.

Art Series will release further details, including the hotel's namesake artist, later this month and reservations will open from 30 Nov.

**MEANWHILE** the Howard Smith Wharves hosted its first event at The Rivershed last week for the Australian Airports Association, with 570 guests filling the venue.

Howard Smith Wharves is set

to also host TEDxBrisbane in Dec at Howard's Hall, an event space boasting 1,100m<sup>2</sup> with cocktail capacity for 1,200.

Howard Smith Wharves Director Adam Flaskas said Howard's Hall was an "integral part of the game-changing precinct that will reactivate 3.4 hectares of Brisbane's picturesque riverside, with uninterrupted riverfront views spanning the iconic Story Bridge and city skyline".

## AIME PSAs open

**ASIA** Pacific Incentives and Meetings Event (AIME) from 18 to 20 Feb has launched its meetings software, which will match 32 pre-scheduled appointments (PSAs) between buyers and exhibitors.

Once buyers' registrations are approved, they are able to begin their preference selection, which includes a range of criteria questions that will be used to "match the most relevant and mutually beneficial meetings" with exhibitors.

The technology also extends into how appointments roll out on event day, taking into account the show's floor plan and pre-empting travel time between each meeting.

To register for AIME 2019 [CLICK HERE](#).

## ICC Kyoto unveils New Hall

**THE** Kyoto International Conference Center (ICC Kyoto) has revealed its new convention and exhibition venue, the "New Hall" (**pictured**), featuring a multi-purpose area of 2,000m<sup>2</sup> for up to 2,000 attendees.



The adjacent Event Hall (3,000m<sup>2</sup>) may be used simultaneously, allowing events for over 4,000 guests.

ICC Kyoto contains a Main Hall, Event Hall, Annex Hall, Japanese garden, and now the New Hall.

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## IHG VOCO GC OPENS

**INTERCONTINENTAL** Hotels Group (IHG), with owners SB&G Group, officially opened voco Gold Coast (pictured) last week with a ribbon cutting ceremony, marking the first hotel globally for IHG's new upscale brand.

"We are proud to be the first owner of a voco-branded hotel in the world and to have worked closely with IHG to bring this new brand and service culture to the Gold Coast, making the high-quality refurbishment a reality in only five months," said SB&G Group Managing Director Paul Salter.

The 389-room property features two swimming pools, gym facilities, L'Aqua

Day Spa and views of both the ocean and hinterland, along with multiple dining options – Waves, Clifford's Grill & Lounge and Social House.

The hotel also contains over 1,000m<sup>2</sup> of dedicated event space including the Osprey ballroom for 400 cocktail or 250 banquet style.



**UNINVITED** guests are always tricky to deal with, especially when they are stubborn, fluffy and don't take "no" for an answer - year after year.

A pair of cultured cats have been attempting to get inside the Hiroshima Onomichi City Museum in Japan since early Jun 2016, yet every time they try, the security shoos them away.

The pair are still plotting a way in.



## Dreamtime EXP

**EXPERIENCE** Co (EXP) has launched Dreamtime Dive & Snorkel, a new educational and cultural experience that integrates the Great Barrier Reef with Australia's first nations people and their connection to sea country.

"One thing we're really lacking in Australia as an industry is a strong offering of tourism experiences that celebrate the country's unique Indigenous history," said EXP CEO Anthony Ritter.

Departing from Cairns Reef Fleet Terminal, the excursion includes a glass-bottom boat tour, a cultural presentation, snorkelling, and a chef-prepared lunch.

## Partner Up

The low down on tech in the events world



## How long does it take to plan an event?

**PLANNING** events takes a lot of organisation, effort and time. It's best to start as early as possible and give yourself a checklist so you don't miss important elements. Lists and spreadsheets will become your best friends. Always make sure you have contingency plans in place for things like unexpected weather or a speaker not being able to present.

Below is a general timeline of some common event tasks that may help you plan your next event:

### 6-12 months before the event

- Establish the event goals and objectives
- Select a date and choose a venue
- Get cost estimates and create a budget
- Identify speakers and/or entertainers
- Seek out and contact sponsors or partners for the event

### 3-6 months before the event

- Promote the event through the appropriate channels; e.g. social media, radio, TV, newspapers
- Establish the audiovisual plan and equipment needed with your AV provider
- Finalise arrangements for speakers and/or entertainers
- Confirm if the venue requires any permits and confirm access for guests such as parking

### 2 months before the event

- Send reminders to the attendee list
- Follow up with sponsors or event partners
- Release announcements about

VIPs or keynote speakers to the media

### 1 week before the event

- Do a final registration check of names
- Brief your team and volunteers about their event duties
- Finalise the seating plan and inform the caterer of final numbers

### 1 day before the event

- Ensure all signage is in place
- Do an audiovisual test
- Ensure all promotional items or gifts are on site, and registration tables are prepared or decorated

### The day of the event

- Have copies of all important documents, phone numbers, information and seating charts for the event team
- Ensure the event is running to plan and manage any issues as they arise

### After the event

- Send thank you notes or emails to attendees and sponsors
- Post event photos on social media
- Conduct a post event evaluation to assess the event's success against your initial goals and objectives

Your event will be much more complex than this snapshot alone. We recommend creating a project plan to ensure transparency on all tasks and to ensure they are completed on time. Need advice on the timing of AV or staging tasks for your event? Contact us.

**Brendon Biffin** is the partner at Sofitel Brisbane Central 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)

