



## Today's issue of BEN

Business Events News today has two pages of news plus a full page from AA Appointments.

## 2019 HAWAI'I

HAWAI'I Tourism Oceania has released its 2019 Meet Hawai'i Guide to assist event organisers in planning events, conferences or incentive programs.

The guide provides info on Hawai'i's six islands, along with activities, hotels, culinary and team-building opportunities.

**CLICK HERE** to download.



### A Newly Refreshed Ballroom Ready To Go

**Mercure Sydney International Airport's** new million dollar Grand Ballroom offers light filled design and spacious interiors accommodating up to 400 people. It's the only venue in the area offering vehicular access in a pillarless space. Whether you're thinking about a conference or a social event, let us help you bring your event to life in our stylish and contemporary new Ballroom. [Keep reading!](#)



## SUNSHINE COAST'S \$10M CENTRE

**THE** Shakespeare Property Group plans to invest \$10 million in upgrades to the resort and convention centre at Novotel Twin Waters Resort, following its \$100 million purchase of the Queensland property (**BEN** 03 & 12 Oct).

The new-build centre (**pictured**), located at the Novotel Twin Water Resort, will offer four meeting and event spaces across 1,600m<sup>2</sup> and cater for 2,000 delegates theatre style or 1,000 banquet style.

The convention centre will be attached to the Wandiny Pavillion, an existing conference space located on the site, which can host up to 1,200 delegates theatre style, or 75 exhibition booths.

This takes the convention centre's overall capacity to



3,400 people.

Queensland Tourism Industry Development Minister Kate Jones said the Novotel Twin Waters Resort

project was a sign tourism on the Sunshine Coast was going from strength to strength.

"There is a lot happening for tourism on the Sunshine Coast,



with this major investment and the completion of the Sunshine Coast International Airport upgrade in 2020 - there's plenty to look forward to for locals".

**Inset:** A render of the centre's conference hall.

## Tourism NZ IBTM

**AFTER** an eight-year hiatus, Tourism New Zealand will be returning to IBTM World on 27-29 Nov in Barcelona.

The organisation is bringing four partners including: the New Zealand International Conference Centre opening in Auckland in 2019; Te Pae convention centre, opening in 2020 in Christchurch; Te Puia, the centre for Maori culture and geothermal wonders in Rotorua and the New Zealand Maori Arts & Crafts Institute.

"As a destination we have some very exciting and significant new venues opening in the near future and IBTM World provides us with an unmissable opportunity to put them on a world stage," said Business Events Tourism NZ International Bids Manager Leonie Ashford.

## Sheraton Grand Sydney Hyde Park

**SYDNEY'S** Sheraton on the Park has been renamed Sheraton Grand Sydney Hyde Park following its \$50 refurb (**BEN** 25 Jul).

The property is Sydney's first Sheraton Grand and its finished renovations give a new look to its guest rooms, the Sheraton Club Lounge and its meetings and events spaces (**pictured**).

"When we commenced our renovations we sought to reimagine the elegance and sophistication of a luxury apartment into our guestroom design by creating a more refined and residential experience," said Marriott In'tl General Manager David Fraser.



**TRAVELTECH.**  
SUMMIT 2018

### Travel Differently!

The strategy, technology and innovation event for travel industry leaders

4-6 December 2018  
Novotel Sydney Central | Sydney | Australia



## RECORD WINS FOR GC

IT'S been a record year for events on the Gold Coast, with Destination Gold Coast Business Events announcing it secured 158 national and international business events in the 12 months to Jun 2018.

Director of Global Business Events Anna Case said the results showed how popular the city was becoming.

"We know conferences on the Gold Coast typically attract record numbers; conference delegates love the winning combination of our sun-kissed beaches, experiences and cuisine," she said.

"This message is obviously coming

through loud and clear to conference decision makers, as reflected in these record breaking results."

Case added that further factors contributing to the city's appeal were the "high service standards of a huge international city, but with the benefits of a compact, easily accessible beachside destination".



## Events show steady growth

A NEW report released by American Express Meetings and Events has revealed the industry is set to experience a "growth year" in 2019.

The 2019 Global Meetings and Events Forecast reports that consolidation and the rise of disruptive suppliers is creating "an environment where meeting planners feel more pressure but also have more choice".

The report also suggested that the implementation of virtual reality and facial recognition is on track to make meetings "more immersive and engaging".



IT PAYS to check your tech settings before embarking on an office training session, as the embarrassed folk at the US Embassy in Canberra recently discovered.

An email titled simply "Meeting" was erroneously distributed to the embassy's entire database, with a photo of a pajama-wearing cat in a blue Cookie Monster outfit holding a plate of choc chip biscuits attached.

The caption, "Cat Pajama-Jam" appeared underneath, asking recipients to RSVP.

After a good chuckle, the invitation was withdrawn.

What a cat-astrophe.

## Partner Up

The low down on tech in the events world



## 4 things to consider when choosing entertainment for your event

**HAVING** entertainment at your event is a great way to make an impact on your guests. Providing unique forms of entertainment can ignite conversation about your event and boost brand awareness as a result.

Depending on factors like the theme, your industry, the size of your event and the age of guests, there are several options for event entertainment.

Entertainment could range from comedians, puppeteers and magicians, to dancers, live music and DJs.

Here are a few things to consider when choosing entertainment for your event:

### Know your audience

When choosing the entertainment for your event, it's important to know your audience and have a broad understanding of what their interests might be.

It might be a no-brainer, but making sure the entertainment you choose is age appropriate and fitting for the style of your event is vital to its success.

You're not going to have a balloon artist at a conference for CEOs, just like you're not going to hire Brazilian dancers for a children's event.

### Get some advice prior to booking

Doing research and speaking to people in the industry will

help you to choose the right entertainment, along with word-of-mouth advice. It can help take the guesswork out of choosing the right decision and reduce the risk of hiring a poor act.

### Keep to the theme

If your event is themed, ensure that the entertainment you choose adheres to the theme.

For example, if your event is circus inspired, you might consider hiring a juggling act or a fire dancer and if your event is masquerade, you might consider having a masquerade themed dance act.

This will assist with the cohesiveness of your event and will help with the success of your event as a result.

### Consider the size of your event

The type of entertainment you choose should vary depending on the size of your event.

Consider having a more robust entertainment act for a larger event.

This will often mean more complex audiovisual requirements to ensure that the entertainment is seen and heard from every section of event space.

If you would like some advice on choosing the right entertainment for your next event, speak to us.

Jarum Rolfe is the partner at RACV Royal Pines Resort 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)







**AA APPOINTMENTS**  
RECRUITMENT CONSULTANTS

**LOOKING FOR A NEW CAREER DIRECTION?  
JOIN THE A-TEAM - SYDNEY  
TRAVEL RECRUITMENT CONSULTANT  
GENEROUS SALARY + BONUSES**

Love being a part of the travel & hospitality industry  
but thirsty for a new challenge?

Use all your exceptional industry knowledge, excellent customer service & client relationship skills in a brand new exciting role. Due to National growth, AA is searching for a talented individual to join our Permanent Recruitment Division. As part of our successful team, you will be responsible for servicing our clients' recruitment needs, whilst also assisting candidates with their career progression.

**FANTASTIC PERKS INCLUDE:**

A generous base salary + uncapped commission + amazing staff rewards including, Team Incentives and an Annual Luxury Conference. This is the ideal opportunity to say goodbye to travel consulting and move into a brand-new direction.

Full training and career advancement is on offer.

**Want to know more?**

Email your CV to [apply@aaappointments.com.au](mailto:apply@aaappointments.com.au)

For more great roles visit us at [www.aaappointments.com.au](http://www.aaappointments.com.au)