



Today's issue of BEN

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

PCOA webinar

THE PCO Association is hosting a webinar on the top three event technology trends on Thu 11 Apr at 1.30pm AEST.

Join Sara Gonzalez to learn about live streaming and polling, chatbots and artificial intelligence and multi-use apps.

To register **CLICK HERE**.

PERTH WELCOMES 28% GROWTH

PERTH has experienced a strong start to 2019 with Q3 seeing a 28% increase on Q3 2017/18 in the number of association conferences confirmed by Perth Convention Bureau (PCB).

PCB secured approximately \$29.9 million in Direct Delegate Expenditure for conferences from key industry sectors such as health, education, environment and finance.

The bureau wrapped up the term with 36 national and international conferences and corporate events, 17 site inspections and four famils held across the state, along with attendance at two tradeshows promoting Western Australia.

In the corporate and incentive market a total of 2,014 delegates visited Perth from regions such as Singapore, Malaysia, Korea, China, India

and Indonesia, with a further estimated 2,700 delegates secured for corporate events out to late 2019.

Additionally, the PCB Association team had 15 site inspections for confirmed and pending business that is expected to bring approximately 9,775 delegates to the state.

One such site inspection was with the Australian Veterinary Association (AVA) which is bringing its national conference back to Perth in 2019.

The AVA's 2019 conference is expected to attract 600 more delegates than their last



conference held in Perth in 2014, bringing the total number of delegates to approx 1,400 this year.

"WA's strong veterinary field is a great asset to the State and makes Perth attractive for a potential world conference in the veterinary discipline, with a bid currently under development," said PCB Acting CEO Gareth Martin.

Pictured is Perth's skyline.

Travel Daily



Sustainability
AWARDS

3

DAYS
LEFT TO
ENTER

If your business is leading the way when it comes to sustainability, be recognised!

Eight different categories are open now.

[Click to enter](#)

Entries close 12/04/2019

Get Global disrupts

GET Global has been awarded with the 'Exhibition of the Year' title at last week's National Meetings & Events Australia (MEA) 2018 Industry Awards in Brisbane.

"Gary and I started Get Global out of a need to showcase more international product and to disrupt the regular cookie-cutter format of our industry shows," said co-founder and Director Donna Kessler.

MEANWHILE MEA has partnered with WebcastCloud to launch MEATV that will enable MEA to communicate with its members and the wider Australian events community and to post relevant content of interest to the industry.

Learn more **HERE**.

EEAA Roadshow kicks off

THE Exhibition and Event Association of Australasia's (EEAA) is on the road this month, visiting members and stakeholders in Brisbane and Perth to update the industry on the work of the Association and hear from members in their home-state.

EEAA CEO Joyce DiMascio will meet with stakeholders in Western Australia on 15-16 Apr, followed by Queensland, to host the EEAA board meeting & Member Roundtable event on 30 Apr.

"The EEAA understands the importance of meeting with local politicians and key stakeholders to spread the message of the power of exhibitions and the work of the wider business events sector," she said - register for the Roundtable **HERE**.





AIME 2019 is done and dusted, read our wrap up in the April issue of *travelBulletin*.

CLICK to read
travelBulletin



RYDGES CENTRE OPENS

RYDGES Southbank Convention Centre Townsville has re-opened following renovations of its Convention Centre.

The Centre features a selection of flexible spaces including joint rooms, balconies, a new foyer and grand ballroom for up to 500 guests.

The venue also contains various boardrooms (pictured) allowing Rydges to tailor events to the specific needs of guests, from corporate events and weddings to relaxed cocktail parties.

“Following an investment in substantial upgrades, we are



very pleased to unveil the new Rydges Southbank Convention Centre, which will provide... conferencing facilities for local and interstate guests alike,” said Rydges Southbank Townsville GM Stephen Ratcliffe.

The adjoining hotel, Rydges Southbank offers 98 rooms.

Meet for Free

VOCO Gold Coast is inviting conference organisers to “Meet for Free” when staying overnight at the hotel.

Meeting organisers looking to book a residential conference at the hotel can take advantage of the overnight package which starts from \$180pp and includes accommodation in a Superior room with buffet breakfast.

The hotel is also giving organisers a free meeting space for up to 300 guests along with complimentary lunch, wifi, whiteboards, flipcharts and notepads.

The hotel has recently updated its eight meeting rooms & ballroom for up to 400 people cocktail-style.



NEW Zealand is known as the land of the sheep and some would be quick to say “there are 10 times as many sheep as humans”.

So it is no surprise that the town of Te Kuiti recently celebrated its annual festival with a Running of the Sheep event, featuring exactly that, hundreds of sheep running through the streets.

The sheep run was part of the Great New Zealand Muster, an annual event that also includes the New Zealand Shearing Championships.

CLICK HERE to watch hundreds of sheep running.

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*.

In defence of goldfish

A FEW years ago I started seeing articles excitedly arguing that scientists had conclusively proved that the average human attention span was now shorter than that of a goldfish. Attention spans had supposedly dropped from what was previously 12 seconds in 2002 to only eight seconds in 2018, one second shorter than a goldfish.



The studies all argued that our ability to focus on a task had been diminished by our digital interactions – internet, social media, click-bait articles, etc.

The subtext for conference presentations seemed to be “presenters – don’t expect your audience to be too attentive, because every 10 seconds or so, their brains will be interrupted to think of something more engaging than your presentation”.

While there’s no doubt that we have more distractions now than ever and the ability to hop onto our mobiles mid-conference has changed the game, I couldn’t help thinking – this research can’t be true.

I’m no scientist but I could not help wondering how tricky it would be to determine if a goldfish is concentrating on anything for any length of time.

And my countless hours sitting in conference rooms led me to a very different conclusion. Audiences will concentrate for a long time if the presenter is good. If the presenter is boring, yes, perhaps the goldfish in us does kick in and we jump onto our phones to kill time. My non-scientific, entirely anecdotal findings of spending lots of time in conference rooms found that if you’re dull, people lose focus. If you’re engaging and interesting, with some clear messages, simple visuals and a few relevant stories, an audience will pay attention for a long time.

And while people still throw those fishy stats around, the scientific findings about dwindling attention spans and goldfish were later debunked scientifically. Our attention spans aren’t actually shrinking and it’s not possible to compare a goldfish and human attention spans.

And if you’re still reading this article, I hope I’ve proved my point.

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.





AA Appointments Australia turns **20** this year!
We sincerely thank you for allowing us to help you with your recruitment needs. You can help us celebrate this milestone at the AFTA NTIA.
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GROUPS GURU

**CORPORATE GROUPS/EVENTS SPECIALIST
SYDNEY - \$70K PACKAGE OTE**

Are you an experienced Groups coordinator looking to join the Corporate Sector? Our client is a leading Events specialist looking after Corporate, Sport and Cultural Groups & Events. Renowned for staff development and career progression, you will be involved in a professional but friendly culture looking after portfolios of recognizable accounts. This is a rare and exciting opportunity for strong Groups consultants from a retail/wholesale background. Currently Interviewing!

BE PART OF THE COOL GROUP!

**GROUPS AND INCENTIVE TRAVEL CONSULTANT
SYDNEY - \$70K PACKAGE**

A fabulous role with a niche, award winning specialist has become available for the right candidate. Enjoy a casual team environment in a stunning location, while working closely with advertising agencies, media and other blue-chip clients. The right person will have a dedicated background in travel and the desire to work within a tight knit team. Amazing opportunity for someone ready to move into a new and exciting travel role where no 2 days are the same.

WORK ON YOUR TERMS!

**EVENT CO-ORDINATOR - CONTRACT
SYDNEY - \$30/HR TO \$40/HR + SUPER**

This market leading Professional Conference Organiser is looking for an Event Coordinator for a 6-month contract! No day will be the same! You will be actively involved with registrations, venue sourcing, venue coordination and adhoc duties. The ideal candidate will have Events experience with a PCO or hotel and experience using EventsAIR. If this sounds like you, don't hesitate and apply NOW!

STEP INTO EVENTS

**EVENT COORDINATOR - 3 MONTH CONTRACT
BRISBANE - SUPERB \$\$\$**

Here's your chance to get your foot in the door of a global event management company. We are currently looking for an experienced event coordinator to come and assist this award-winning team over a busy 3-month period. Working closely with Event Managers and Directors your day could involve delegate registrations and communication, liaising with suppliers and more. Previous events industry experience highly regarded. Call Brisbane to find out more.

**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.

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