



## Today's issue of BEN

*Business Events News* today has two pages of news plus a full page from **The Langham Melbourne**.

## Langham events

**THE** Langham Melbourne is offering event planners the chance to qualify for a 5% reduction and win a dream holiday to California.

See **back page** for more.

## PCOA webinar

**THE** Professional Conference Organisers Association (PCOA) is hosting a webinar on Thu at 1.30pm about Non-Resident GST Reclaim for Conference & Events in New Zealand - **CLICK HERE**.

# ICC SYD OUTPERFORMS TARGET

**DELEGATES** attending events at the International Convention Centre Sydney (ICC Sydney)

generated \$820 million in direct expenditure for NSW in its second year of operation, an increase of \$35 million on the \$78 million direct contribution in 2017, according to a Deloitte Access Economics study.

International and interstate visitors helped generate 72% (\$590 million) of the total expenditure, resulting in more than 1.57 million overnight stays in Sydney accommodation.

Chief Executive Officer of ICC Sydney, Geoff Donaghy



said he is proud of the venue's achievements in stimulating the local economy while setting new standards for the business events industry.

"ICC Sydney is proud to have welcomed another 1.3 million visitors across more than 700 successful events in 2018 and simultaneously enhancing the city's reputation globally and creating opportunities for our talented, local community."

ICC Sydney has already secured a further 1,300 major national and international events across sectors to 2030.

**Pictured** are conference delegates outside ICC Sydney.

## Face-to-face

**AROUND** 85% of Australian business execs prefer meeting in person to using technology-enabled communications such as video-conferencing, according to a survey conducted by Carson Wagonlit Travel.

One in five said in person helps build stronger and meaningful relationships.

Budget restrictions were the most commonly cited hurdle.

# Make your business event unforgettable

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# FIELD OF LIGHT ULURU

**Exhibition until 31 December 2020**

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## IVVY SEEKS CAPITAL

**CLOUD-BASED** event and venue management tool, iVvy is seeking \$5m to fund accelerated global expansion due to increased demand.

iVvy's initial approach was to reduce the time it takes to organise an event from six weeks to six minutes, which the company succeeded in doing.

Now, iVvy powers online transactions between event organisers, conference centres, hotels, restaurants, suppliers - "ultimately connecting an entire industry through automation and digitisation of manual processes".

Founder and CEO, Lauren Hall (**pictured**) said iVvy has received "an enormous amount of international interest" as a result of the recent signing of



the UK's Twickenham Stadium and Village Hotels Group, as well as the USA's Pacifica Hotels and Treasure Island Casino.

"We are providing scalable solutions to problems that have never before been solved within the hospitality industry."

In addition to its partnerships with Flight Centre and Ci Meetings, iVvy has joined American Express to provide a meetings management solution to its Australian customers.

## CINZ mentors

**REGISTRATIONS** are now open for the CINZ 2019 Emerging Talent program on 27 Jun at Rydges Hotel Auckland.

Conventions and Incentives New Zealand (CINZ) Chief Executive, Sue Sullivan said the program has been "designed to inspire, educate and provide a platform for attendees to learn practical skills and take-aways".

The CINZ 2019 Mentorship Program will run together with the Emerging Talent Program on 26 Jun at the Heritage Hotel Auckland. To register **CLICK HERE**.



**A SMALL** mining town of Kurri Kurri in the Hunter Valley recently hosted its second annual Mulletfest, a celebration dedicated to the "the business in the front, party in the back" hairdo.

The event even crowned its very first queen, with the highly-coveted best mullet of all going to Michelle "Darlzy" Grainer (**pictured**).



Peter Gray, an independent Motivation Consultant, presents a regular **Business Events News** feature on current issues in the Conference and Incentive industries.

## AIME - reimagined or just holding on?

**OVER** the last few days I have read several accounts of what has been described (by the organisers) as a 'Reimagined AIME'.

I attend trade shows as a buyer, mainly of incentive destinations, products, services and venues; they are an important factor when comparing destinations and meeting suppliers. To be of value there have to be sufficient exhibitors to enable such a comparison to be made.

This year AIME barely kept the promise of its name. I have attended every Melbourne Meeting Mart (AIME's predecessor) and AIME since 1991 and have experienced the highs and, particularly recently, the lows of the event. Talk2 Media were presented with a huge task this year, but as I don't know what they were asked by the Melbourne Bureau to achieve it's difficult to say whether it could be adjudged a success.

It is reported that Matt Pierce, Talk2 Media's CEO, said he wanted AIME to be considered as part of the grand slam of industry events alongside IMEX and IBTM World. In this I consider the show failed miserably. He apparently described AIME as being the largest shown of its kind in Asia Pacific. It's not!

While the show did manage to attract back some exhibitors it also lost a few more. I also wonder when Italy became part of the Asia Pacific region.

The show was light and attractive. I enjoyed the show's architecture. But I hated receiving multiple emails asking me to register when I had already done so after the first one.

The App was easy to use although the QR code didn't work, apparently because of a glitch which took several hours to fix. The education sessions were unremarkable and there was only one - the very last one - which dealt with incentives.

The cost of exhibiting at AIME remains exceptionally high (I suspect because the Bureau wants its 'cut' as well as the organiser's profit margin) and potential exhibitors find it more cost-effective to hold outside events (ambush marketing) than to exhibit.

As a domestic show it might be considered a success but as one of the grand slam events? I don't think so.

An IMEX-equivalent in the southern hemisphere is what the business events industries need, but AIME has a long way to go.

**Peter Gray** is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net)





## MEETINGS WITH INCENTIVES



Event organisers have three more good reasons to host their next event at The Langham, Melbourne.

To qualify for a 5% reduction and to be entered into the draw for a Californian dream holiday, meeting organisers simply need to book a minimum of AUD \$10,000 worth of guest accommodation and AUD \$4,000 value in catering between Tuesday 1 January 2019 and Monday 30 September 2019.



Plus, The Langham, Melbourne's Executive Chef, Deepak Mishra, has introduced new menu items that feature locally grown produce from within 100 kms of the hotel.

For more information, please visit:  
[melbourne.langhamhotels.com.au](http://melbourne.langhamhotels.com.au)



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