



## Today's issue of BEN

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

## MEA launches course

**MEETING & Events** Australia has created "Events Essential"; an online introductory course for entry-level candidates who are seeking to upskill and understand the events industry or build a foundation of understanding and skills.

The two units in the course are Source & the Use of Information, and Plan In-House Events or Functions.

# SUNSHINE COAST CC OPENS

**QUEENSLAND** Tourism Industry Development Minister Kate Jones believes the 3,300m<sup>2</sup> Sunshine Coast Convention Centre will be a "game-changer" for the region.

Officially opening the centre at the Novotel Twin Waters Resort today, Jones said it will provide a host of new opportunities for the area.

"This centre has enough capacity to house 200 trade stands at once. It will be instrumental in securing events the Sunshine Coast has never been able to host in the past," she said.

"With the expansion of the Sunshine Coast Airport and millions of dollars in



new tourism infrastructure developments under way, the local tourism industry is booming.

"I look forward to coming back in Nov this year when the convention centre will come

alive for Queensland's leading tourism industry event, the DestinationQ Forum, which will again be held alongside the Queensland Tourism Awards."

**Pictured**, Sunshine Coast CC entry meeting space.

## Students get Vivid at ICC Syd

**INTERNATIONAL** Convention Centre Sydney will welcome high school students from across the city to Vivid School, the first vocational education program of its kind taking place as part of the annual festival.

STEM students and budding artists in grades nine to 12 will be able to meet the professionals behind Vivid's acclaimed light installations, and to learn more about the creative process involved in light art production, at the ICC

Sydney over the course of four days this week.

Students will also have the rare opportunity to map their future career pathways in the creative industries by networking with experts working in projection, event production, technology and design, including the ICC's audio-visual team.

ICC Sydney CEO Geoff Donaghy said the venue acts as a connection point between students and Vivid Sydney.

## Adelaide targets Space Ex

**THE** Adelaide Convention Bureau (ACB) is pleased to announce the 19th Australia Space Research Conference (ASRC) will be hosted by the city this coming Sep.

Off the back of winning the IAC and the announcement of Adelaide as the home of Australia's space agency, the ACB has directly targeted related business events.

This will be the 13th ASRC which is jointly sponsored and organised by the National

Committee for Space and Radio Science and the National Space Society of Australia, with the support of the Mars Society of Australia.

The conference runs from 30 Sep to 02 Oct, and is held in conjunction with the South Australia Space Forum, convened by the South Australian Space Industry Centre.

Discussions will focus on space science, engineering and emerging technologies.

## Today's meeting vs. Tomorrow's..



Conference on the picturesque shores of the south coast at Headlands Austinmer Beach, located just an hour south of Sydney!

### INCLUDES:

- \*Overnight luxury accommodation + breakfast
- \*Full day delegate package for the price of a half day
- \*FREE AV + FREE WIFI + FREE Secure Parking

\*T&C's Apply. Minimum 10 people. Valid 1/06/2019 - 31/08/2019, Midweek Sunday - Thursday only.

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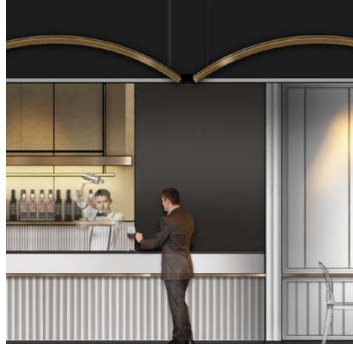
## Doltone House Club Marconi deal

**DOLTONE** House has announced a new partnership with entertainment, sports and recreation venue Club Marconi, Bossley Park.

Club Marconi is situated on 12.5 hectares of land, and is one of the largest registered clubs in Australia, and the largest sports club in Sydney.

Doltone House will take over all functions at Club Marconi, offering a premium service for business events and conferences, weddings and social events from 2020, aiming at offering the local and business community of Sydney's west a long-awaited premium event offering.

Executive Chairman of Doltone



House, Paul Signorelli, said it was a partnership borne from a shared history.

"Many of our clients have asked us over the years to bring Doltone House closer to them, and we are very pleased to have this exciting opportunity in which to do so."

### EAs' thoughts wanted

**EXECUTIVE PA** Media has for the past three years partnered with the Association of Australian Convention Bureaux, and Meeting & Events Australia to produce a survey which exclusively reaches out to Executive Assistants.

The survey is being conducted again, with seven sections taking no longer than 11 minutes to complete, with those who participate in the survey eligible to receive an early copy of the report in Jul.

Responses will be deidentified to ensure private data is not shared with third parties.

**CLICK HERE** to participate.



**PHILADELPHIANS** are being urged not to be intimidated by beer snobs ahead of the 10-day Philly Beer Week XII, which starts this week.

Yes, that's a 10-day week, suggesting the organisers have either gone metric, or have been indulging in some premium craft beer as they planned for the event.

Philly Loves Beer Executive Director Christina Dowd said the city's answer to Oktoberfest will have "eccentric beer-nerd events... [but] for the general public there are a lot of good parties...they shouldn't be intimidated by beer people".

## Partner Up

The low down on tech in the events world



## How to use personalisation to delight your event guests

**WITH** the significant rise in data available, people want to stand out and be recognised, not just grouped in as an attendee. But how can you make each guest feel unique, when accommodating a diverse range of people?

Here are 5 tips:

### 1. Create different attendee types

Use categories to classify your guests. For example; VIPs, entrepreneurs, exhibitors, etc. Create personalised activities so your guests can meet like-minded attendees. This makes it easier to design experiences that align with your guests. For the entrepreneur group, create a business problem-solving activity and your VIPs could attend a private tour.

It's valuable to recognise returning attendees to offer experiences and presentation recommendations based on their past selections.

### 2. Help coordinate their day

If you are hosting your event at a hotel, ensure staff help attendees plan their day. For example, have staff book a taxi for offsite meetings or offer wake-up calls for early meetings.

### 3. Create a social media wall

This is a popular way to encourage participation and a clever way to personalise your event. Discover which social media channels are commonly used by your guests. Then create one that displays user-generated content related to your event. Share a hashtag and ensure your attendees know how to tag your event in their posts.

Attendees love to see what others are sharing and this will encourage them to share their own content. To encourage engagement, speakers could post questions and ask attendees to respond.

### 4. Breakout sessions and options for more interactivity

Breakout sessions give the impression of a tailored event showing you are catering to their interests and business needs. Going back to your categories, offer an entrepreneurial stream, vendor stream, thought-leadership and practical sessions.

Planning sessions that are highly interactive encourage your attendees to engage with others. It could be useful to group your attendees based on preferences, for example you could host a vegetarian dinner with a theme to discuss a business problem.

### 5. Post-event content delivery

Post-event, you should follow up your guests. Thank them for attending and ask for feedback. To personalise your follow up, offer them the notes from the sessions they attended.

For accurate records, have a barcode on each attendee badge and use a scanner to scan them into each session. This gives you a record of sessions attended so you can distribute notes to each attendee. This will make your attendees feel valued and your event becomes memorable.

For more tips on how to use technology to personalise your event, [contact AVPartners](#).

**Andrew Hackett** is Managing Partner at 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)

