



Today's issue of BEN

Business Events News today has two pages of news.

SITE ANZ

THE Society for Incentive Travel Excellence (SITE) has launched a new chapter for Australian and New Zealand incentive travel professionals.

The new group focused on generating powerful connections, providing education and supporting its members has attracted 36 local incentive travel specialists.

DMS Destination Marketing Services Managing Director, and SITE ANZ Co-President, Marissa Fernandez, said the group would offer "unique opportunities for incentive professionals to grow and flourish".

SITE Global President, Philip Eidsvold, said the establishment of the ANZ chapter would "elevate both countries as the incredible destinations they are".

"It gives incentive professionals access to resources not previously available," he said.

PCOA 2019

THE Professional Conference Organisers's Association (PCOA) will host its annual networking function aboard Sydney's Starship on 09 Dec, and will be sponsored by Shorty's Liquor.

The event will be part of the PCOA Conference and Exhibition at the International Convention Centre Sydney 08-10 Dec.

The 2019 event will explore new ways of thinking, working and creating.

CLICK HERE for more.

US FUGITIVE WEB SUMMIT STAR

US WHISTLEBLOWER, Edward Snowden, will be one of the star attractions at international technology event, Web Summit, in Lisbon next month.

The former US Central Intelligence Agency employee, famed for leaking classified National Security Agency (NSA) documents, has been announced as one of the key speakers at the four-day event, which is set to attract 70,000 delegates to the Portuguese capital.

Residing in Russia since fleeing the US in 2013, where he has been granted temporary asylum, Snowden will speak via video link about his work at the NSA, his role in developing the surveillance system designed to secretly monitor every single phone call, text message and

email sent by US citizens.

During the address, Snowden is expected to explain what drove him to expose the system's ability to pry into the private lives of people around the world.

Web Summit will feature more than 1,200 speakers, with delegates from 160 countries set to attend, including over 11,000 CEOs.

Snowden will be joined by high profile speakers including former British Prime Minister, Tony Blair; EU Commissioner for Competition, Margrethe Vestager; Huawei Rotating Chairman, Guo Ping; JUST Water co-founder and son of Hollywood star - Will Smith - Jaden Smith; Booking.com Chairwoman, Gillian Tans; and former heavy-weight boxing



World Champion Wladimir Klitschko.

Web Summit will take place at the Altice Arena and Fil, Lisbon, from 04-07 Nov.

"Late late" registration for the event close on 17 Oct, with tickets starting from €1,195, for a general attendee pass.

ART famils

DELEGATES attending the Australian Regional Tourism Convention in Devonport, Tasmania, are being encouraged to take advantage of pre-event famils.

The famils will give attendees the chance to explore the Cradle Coast, with Royal Automobile Club of Tasmania Destinations offering 15% accommodation discounts at the Cradle Mountain Hotel, Strahan Village and Feycinet Lodge.

Delegates traveling to Tasmania for the event can secure discounted fares with Qantas and *Spirit of Tasmania*, with a networking event on board for those sailing from Melbourne on the evening of 20 Oct.

Pre-convention tours will depart Devonport at 8.30am on 21 Oct.

HTA Herman appointment

THE Hawaii Tourism Authority (HTA) has appointed Pattie Herman as Vice President of Marketing and Product Development.

Herman will be responsible for the administration and promotion of all tourism programs supporting leisure and group travel.

She will bring more than 40 years' experience in the

Hawaiian tourism industry to the role, having worked in marketing roles for major hotel groups in the state including the Waikiki Beach Marriott Resort and Spa, Sheraton Waikiki/Moana Surfrider and Westin Resorts Hawaii.

Herman will assume the position with the HTA on 02 Dec.



TRAVEL DAILY

A-LEAGUE TIPPING IS BACK

Grand prize of Etihad Airways flights, tickets to see Manchester City & ReadyRooms accommodation voucher.

CLICK HERE TO SIGN UP






NZ LANDS INT'L EVENT

AUCKLAND will host the 61st Annual Meeting and Congress of the International Association of Forensic Toxicologists (IAFT) in 2023.

The successful bid for the five-day meeting, comes hot on the heels of the Auckland Convention Bureau (ACB) announcing the city had secured four conferences for 2021, which are expected to generate NZ\$2.4 million in tourism spending.

The IAFT event will held at the New Zealand International Convention Centre, attracting an estimated 650 delegates, with the event forecast to deliver NZ\$1.28 million in visitor spending and generate 3,140 guest nights.



New Zealand Institute of Environmental Science and Research (ESR), General Manager Forensic, John Done, said it will be the first time the event has been held in the country.

"It's an honour to bring the conference to Auckland... and to have the opportunity to host some of the world's greatest scientific minds," he said.

"We are looking forward to showcasing ESR and Auckland to toxicologists from around the globe."

ACB Head, Anna Hayward, said the benefits of securing international conferences were far-reaching.

"This is a great outcome for New Zealand's scientific community to have this congress held in Auckland and further supports our reputation as a leading business events destination," she said.

"In addition to the economic value that comes with them, they bring people together to exchange ideas, build new relationships, and can build legacies that benefit our community."



SOME would say the most important business is the business of drinking.

One can indulge in the finest of work in Sydney this weekend, at the 15th Annual Australian Beer Festival.

Spanning four days, the free event takes place at The Australian Heritage Hotel on Cumberland St in The Rocks.

For those looking for a little more from the event, there are also exclusive experiences that can be purchased.

Early bird and package tickets for the event can be purchased **HERE**.

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*.

CUT IT OUT

IN 1983 I wrote an essay about 1984. I was in my final year of High School and our English text was, ironically given the year, George Orwell's dystopian novel 1984. I recall with perhaps way too much over-confidence, writing a long, detailed essay in my Trial HSC exams and handing it in to my teacher, Mr Whitehurst.

I considered myself a good English student, I had studied hard, I knew the ins and outs of the novel and expected to get a fairly decent mark.

To this day I recall the disappointment of getting the essay back (mark - 11/20) with red pen scribbled all over my answer, whole paragraphs scrubbed out by Mr W and at the end of the exam book, my wise teacher had written just 3 words "ECONOMY OF LANGUAGE."

Mr Whitehouse was a quirky, brilliant teacher, the head of the English department and one of those teachers whose impact you only truly appreciate years later. When I went to see him to get him to explain his comment, he said to me that I was unfailingly long-winded, I tended to say in one paragraph what could be better said in one sentence. I waffled. I repeated myself. I used unnecessarily flowery, verbose language. "Words matter" he said. Use them sparingly, use the right words, be clear, succinct and to the point.



His comments have stayed with me to this day and it is a lesson I try to adhere to, not always successfully, but it's certainly a lesson I pass on when training clients in presentation skills.

If you can deliver your conference presentation in less time, then do so. Keep it simple. Use plain English language. And edit. Then edit again. And when you think you have cut out as much as you can, cut some more. Less words on your slides. Less diagrams. Less PowerPoint slides. Less key messages. Keep It Simple.

The best conference presentations are usually the clear, simple, easy to follow and easy to digest ones. Conference audiences rarely complain that a presentation was too short!

The first draft of this article was originally twice as long as this.

I hope that Mr W would have been proud.

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.

