



Today's issue of BEN

Business Events News today has two pages of news plus a full page from **One&Only Royal Mirage Dubai**.

CONVO2019

QUEENSLAND has hosted Australia's first event designed to create a community campaign against cyberbullying.

More than 100 12-25-year-old Queenslanders met at the Queensland State Netball Centre yesterday for CONVO2019, to develop strategies to combat online bullying.

Hosted by the State Minister for Child Safety, Youth and Women, Di Farmer, the event aims to raise public awareness of the issue, and create an education campaign, which will be launched next year, in line with recommendations made by Queensland's first Anti-Cyberbullying Taskforce.

Farmer said the State Government has a zero-tolerance policy to bullying.

Bridgestone extends WSC deal

TYRE brand, Bridgestone, has signed a 10-year deal to retain its title sponsorship of the World Solar Challenge (WSC).

The announcement follows the conclusion of the 2019 edition of the annual solar-powered race from Darwin to Adelaide.

Welcoming Bridgestone's continued commitment to the event, South Australian Minister for Trade Tourism and Investment, David Ridgway, said the WSC was a major contributor to the state's tourism industry.

SYDNEY LANDS WORLDPRIDE 23

SYDNEY will become the first city in the southern hemisphere to host WorldPride 2023, between 24 Feb and 04 Mar 2023.

The NSW capital secured the event at InterPride in Athens, Greece, last weekend, winning 60% of delegates votes, ahead of North American rivals, Montreal (36%) and Houston (3%).

Organisers, Sydney Gay and Lesbian Mardi Gras (SGLMG), cited figures from consultancy firm, Deloitte, which estimates WorldPride 2023 will boost visitor numbers in the city by up to 40%, with tourists likely to make Sydney the first stop of a tour down under.

SGLMG co-chair, Kate Wickett, welcomed the support government agencies provided throughout the bid process.

"We'd like to say a huge thank you to our Federal, State and Local governments, corporate and community partners, the extended team at SGLMG, as well as our global community for helping bring WorldPride to Sydney 2023," she said.

"This has been a truly



collaborative pitch."

The event will coincide with the 50th anniversary of Sydney's first Australian Gay Pride Week and the 45th Sydney Mardi Gras Parade.

Federal Minister for Trade, Tourism and Investment, Simon Birmingham, welcomed the decision to award Sydney the hosting rights for WorldPride 2023.

"Sydney has long demonstrated its ability to host spectacular world-class events that attract visitors from right across Australia and around the globe," he said.

"It is absolutely fitting that

Australia, and particularly Sydney, celebrate our diversity through such a symbolic event that will also deliver a huge boost to our tourism industry."

Budgets for the event submitted as part of the bid, show organisers expect to spend more than \$16 million on WorldPride 2023.

More than \$5 million has been slated for the opening and closing ceremonies combined, with close to \$1 million to be allocated for a Bondi Beach Party, while similar sum will be used for a Human Rights Conference, and \$670,000 for a WorldPride march.

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Read how Arabia is hotting up for conferences and events in the October issue of *travelBulletin*.

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CHINA IBTM GROWTH

CHINA is set to host two pavilions at the IBTM World event in Barcelona next month, boosting its representation at the trade show by 450% compared to the 2018 exhibition.

One of the two Chinese pavilions will host 10 new exhibitors from Zhejiang Province, while the other will include businesses from the province's capital, Hangzhou, a representative from the Ziamen and China Star, one of the country's leading DMCs and PCO.

Representation from across the broader Asia-Pacific region is up 18% on 2018, with Malaysia (19%), Singapore (16%), Macao (10%) and the Philippines (8%) all increasing their footprint in Barcelona this year.

IBTM World Event Director, David Thompson, said the increased number of exhibitors from China reflected the success of the recent IBTM China event in Aug.

"The expanded presence from China and Asia Pacific at IBTM World this year will provide fantastic added value for our Hosted Buyers," he said.

"The increasing number of Chinese and Asia Pacific exhibitors at IBTM World is a natural result of the success of our IBTM China event, as well as the introduction of the newest event to our portfolio, IBTM Asia Pacific."

IBTM World is expected to host more than 2,800 exhibitors from 150 countries.



CONFERENCES can provide attendees the opportunity to show off their knowledge to peers in specialist fields.

But a key thing to remember is that fellow delegates may know a little bit more.

Just ask Tasha Stanton, who was advised to boost her knowledge of painful knee osteoarthritis by reading a paper by "Stanton et al".

The delegate was left feeling slightly awkward when she politely smiled and said three simple words, "I AM STANTON".

Safe as houses

INTERNATIONAL Convention Centre (ICC) Sydney's security team has landed a major gong at the Australian Security Industry Awards 2019.

The ICC Sydney group shared the title of Outstanding Security Team with the Sydney Opera House's security crew.

ICC Sydney CEO, Geoff Donaghy, praised the team's "meticulous planning and collaboration" that has ensured high profile events including visits from Presidents and Prime Ministers have gone off without a hitch.

Gray's Say



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

Loyalty or Motivation?

WHEN Adam ate the apple offered by Eve, was that out of loyalty or simply because he'd been offered something he desired?

I'm no bible scholar but it seems to me that loyalty didn't come into it. Adam was offered the prospect of a reward he desired and so he took a bite which, according to the narrative, sealed the fate of mankind thereafter.

Airlines and supermarkets offer their customers rewards in return for their loyalty in purchasing from them. These loyalty programs are flexible inasmuch as they offer increased opportunities to earn rewards if certain goods and/or services are purchased - and this is determined by the sponsor (the company of brand offering the reward).

But what about insurance companies that offer rewards for new business and ignore their established customers who may have been with them for many years? This is not rewarding loyalty - in fact the contrary may be true; it could be rewarding disloyalty to some other brand.

Loyalty is defined as "a strong feeling of support or allegiance" so, by offering rewards in order to stimulate this 'loyalty', is this going beyond the emotional?

Could this instead be regarded as a bribe? Certainly, in the case of insurance companies that offer rewards for a first-time purchase, this would seem to be the case.

Motivation, on the other hand involves more than just a bribe. It involves behavioural modification whereby people are encouraged to engage in certain behaviours (or perhaps to stop engaging in certain behaviours) and where participants value the reward they will achieve on a long-term basis. A one-off bribe will not achieve this.

So, where am I going with this? So many so-called incentive programs these days are described as 'loyalty programs' where the term loyalty has no place in the program at all. Dealer incentives which require resellers to meet or exceed targets contain no element of loyalty. This might be different if competing brands were to offer rewards to the same group of resellers but even then I doubt it. It all comes down to the reward offered - and the ease or otherwise of being successful.

I notice in the media these days that frequent flyer rewards are now being pilloried for increasing the level of carbon emissions by encouraging people to travel. Now that's a conundrum worth studying!

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at peter.gray@motivatingpeople.net



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