



Today's issue of BEN

Business Events News today has two pages of news.

Expo Centric offers reusable structures



EXPO Centric has been announced as the exclusive Australian distributor for the AirClad range of 100% reusable event structures (pictured).

The company said that while the events and exhibition industry is "down for the count" through the COVID-19 pandemic, it had searched the world for innovative products which could assist clients in a post-pandemic world.

The modular AirClad systems are ideal for pop-up kiosks, serving stations or as an alternative to traditional frame marquees - for more info see expocentric.com.au.

Virtual Reed

REED Travel Exhibitions has confirmed that both the upcoming IBTM World and World Travel Market (WTM) events will be online this year, due to the "incredibly unpredictable travel restrictions that continue to be in place across the globe because of COVID-19".

IBTM World had been set for Barcelona in Dec, while WTM was planned for London.

Event easings

NEW regulations being introduced in Western Australia and Tasmania are set to see the return of larger events, operating under strict protocols.

From this Fri 25 Sep, capacity at outdoor events in Tasmania will increase to a maximum of 1,000 people.

Density limits of 2m² per person will apply, and any events must have a thorough COVID safety plan which addresses all the risks of their activities.

In WA new guidelines will allow for public and private events for more than 500 people, subject to COVID Event Guidelines and COVID Event Plans which are required if the activity is subject to local government authority approval.

Turn of Events success

ABOUT 500 business event delegates took part in last week's "The Turn of Events" hub and spoke conference hosted by Arinex and its partners (**BEN** 08 Sep).

The event included live and virtual participation from six Australian locations with keynote speakers including Patrizia Buongiorno, VP of AIM Group, and BECA's Vanessa Findlay who unpacked the details of the Government's \$50m business events package (**BEN** 15 Sep).

AIME'S NEW EVENT DIRECTOR

TALK2 Media & Events has announced the appointment of Silke Calder (pictured) as Event Director for next year's Asia Pacific Incentives and Meetings Event (AIME).

Calder joins the team with more than two decades of industry experience, including roles with Messe Frankfurt in Dubai and Germany.

Now based in Melbourne, Calder will spearhead a new hybrid model for AIME, with Talk2 Media CEO Matt Pearce welcoming her to the team.

"It's undoubtedly been one of the toughest years for our community that we've experienced in a generation.

"The appointment of a strong leader, particularly as we look to launch AIME's new hybrid model, means we are strengthening our mission to grow business for those attending the event – both physically and virtually"

Taking place live in Melbourne 15-17 Mar 2021 and then available online through until 26 Mar, AIME 2021 will be the



first show to kick off next year's business events calendar.

Calder said she was excited to kick-start the sector's recovery for the Asia Pacific region.

"The opportunity to deliver the event's new format and pave the way for more innovative means for our industry to conduct business is incredibly exciting.

"Now more than ever, we must harness the power of technology to come together and get business back on track.

"AIME's DNA of connecting quality buyers and exhibitors to create meaningful connections has not changed, but rather adapted, and I am honoured to be able to deliver what I know is sure to be a stellar event for those attending," she said.

Submit your cocktail recipes!

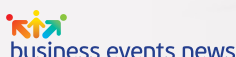
We want your recipes from around the world for our weekly feature.

[CLICK HERE TO SUBMIT](#)

Events space?

Let's talk about how our space can help fill your space.

SPECIAL PACKAGES AVAILABLE





COVID-19 restrictions in some parts of the USA unfortunately led to the cancellation of a major Ernest Hemingway event in Jul, but the venue has now reopened and it's not a second too soon for a number of the famous author's alter egos.

The 40th Ernest Hemingway Look-Alike Contest had been scheduled for the Sloppy Joe's bar in Key West, Florida where the great man himself was a regular fixture in the 1930s.

The reopening of Sloppy Joe's saw a number of keen participants (**pictured**) head there for a drink, with the place looking reasonably packed with Hemingways despite a 50% capacity restriction.

Patrons are also required to wear face coverings, but fortunately they are allowed to remove their masks when sitting down to eat or drink, meaning their grey Hemingway beards can be seen in all their glory.



Pic Rob O'Neal, AP.

CINZ event confirmed

CONVENTIONS and Incentives New Zealand (CINZ) has released details of its one-day BE Reconnected conference (**BEN** 07 Apr) which will take place as planned on 01 Dec.

The update follows the move of Auckland to Stage 2 COVID-19 restrictions this week, while the rest of NZ is moving to Stage 1 allowing larger events to take place.

Set for the Te Pokapu Aotea Centre, CINZ CEO Lisa Hopkins said BE Reconnected will focus on rekindling vital industry relationships.

"Guests can expect to experience a day of connecting with and learning from the experts," she said, with the day offering "plenty of time to network, connect over great food, hear from some fascinating speakers and finish with a relaxed meet-up".

For more info **CLICK HERE**.

Caloundra chief

STEVE Romer has been appointed as General Manager of The Events Centre (TEC) in Caloundra on the Qld Sunshine Coast.

Romer joins the venue from his former role as CEO of Byron Bay's Bluesfest, prior to which he was head of the Venue Management Association Asia Pacific.

He's also a former GM of the Sydney Entertainment Centre, and takes the role vacated by retiring TEC GM Gary Mears who has led the venue for the last 7 years.

Making hybrid meetings a success

MICE bouncing back in Taipei!

THE MICE community in Taipei is considering the present challenges, but over the past few years, an explosion of new technologies took place. Virtual and/or Hybrid Conference & Exhibition Events have clearly emerged as excellent options in the face of disruption. And although the event logistics involved are more complex, as they require two kinds of infrastructure, physical and digital, Taipei has become a top consideration for associations and organizations.

Despite the global pandemic, Asia's leading biotech industry event—BIO Asia-Taiwan 2020 International Conference and Exhibition—was held during July 23–26 at Taipei Nangang Exhibition center Hall 2. It was the world's first combined onsite plus online biotechnology conference. As one of the event organizers, Mr. Tiger Lin, General Manager of Chan Chao Int'l Co.: "Virtual trade shows are the future of trade fairs, the convenience, cost-saving, reach, and measurability is unmatched, saves travel expenses and can be visited 24/7."

The combination of Taiwan's

expertise in developing IT hardware and being MICE event facilitators offers organizers a "bridge" to Asia's North, North East and South East based audiences.

Simon Wang, Managing Director of the 2020 Taipei City MICE Enhancement Plan and Executive Vice President of TAITRA, concludes: "Thanks to Taiwan having a high level of technological talent throughout its academia and manufacturing sector, the transition to digital formats and events that combine both live and digital formats has come naturally."

All Taipei's stakeholders are ready for the "next normal" in the MICE industry competitive arena, having rethought how to connect with and attract people to events.

For more information please visit www.expopark.taipei or www.anticovid19tw.org

Pictured: Taiwan President Tsai Ing-Wen attended opening ceremony for BIO Asia-Taiwan 2020 International Conference and Exhibition. (Source: Chan Chao International Co., Ltd.)

