



IBTM comms report

A **GLOBAL** report on destination marketing and communications will be released tomorrow on the IBTM Connect online portal.

Dubbed *it's time*, the report was compiled based on an extensive survey targeting over 220 city, regional and national convention bureaux and destination marketing organisations whose primary role is the promotion and hosting of business events.

Key findings relating to marketing and communications include details of how destinations have communicated with their audiences during the pandemic, channels they are planning to use as part of their recovery, and the levels of projected future marketing spend.

A free copy of the report will be available to attendees - register at ibtmevents.com.

Scottish fling

VISITSCOTLAND Business Events has launched a new "Journey to Change" campaign aiming to highlight how business events can drive social and economic transformation.

Currently business events represent 20% of all tourism spend in Scotland - for more details [CLICK HERE](#).

Canberra guide

CANBERRA Convention Bureau has launched its 2021 Meeting Planners Guide, now available in both print and online formats.

The 114-page document is the ultimate guide to Canberra, which is now served by direct flights to 12 domestic ports - [CLICK HERE](#).

NZ still shut

THE business events sector continues to be held on tenterhooks after yet another delay in a decision about a trans-Tasman travel bubble.

A discussion paper laying out protocols and procedures for the restart of travel between Australia and NZ was considered by New Zealand's Cabinet yesterday, but rather than moving forward, Prime Minister Jacinda Ardern only announced that a decision would not be announced for another two weeks.

Business Events Industry Aotearoa (BEIA) is still inviting Australian delegates to register for its planned MEETINGS 2021 gathering, scheduled for 02-03 Jun in Auckland - meetings.co.nz.

BUSINESS EVENTS TOOLKIT

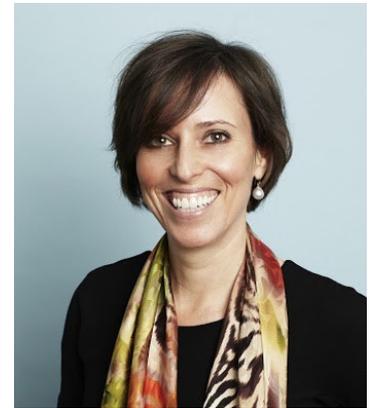
BUSINESS Events Australia, the specialist division of Tourism Australia, this morning formally released a new toolkit of resources for the local business events industry.

The initiative is part of a "broader recovery strategy to aid the industry following the ongoing impact of COVID-19," offering event organisers, venues and other stakeholders free access to a range of marketing assets.

The collateral can be used in event bids and pitch presentations as well as across social media channels and other promotional platforms, according to Tourism Australia Executive General Manager of Events, Penny Lion (**pictured**).

"The toolkit has been designed to help drive consideration and conversion of business events - both domestic and international," Lion said.

"By providing industry with access to quality marketing materials, our goal is to help



inspire, educate and rebuild desire for business events in Australia," she added.

A dedicated Business Events Australia folder is now part of Tourism Australia's online resource portal, featuring 30 and 60 second video vignettes, maps, a social media guide, logos and marketing collateral promoting key Australian business event destinations.

There's also a social media guide and information plus fact sheets on funding programs.

See resources.australia.com.

MEA's packed events calendar

MEETINGS & Events Australia (MEA) is hosting an exciting range of education sessions over the next couple of months, as part of an ongoing event calendar to help the industry get back on track.

This week there's a webinar on "Lady Leadership" tomorrow at 11am AEDT, while on Thu there's a MEA Future Leaders breakfast in Adelaide - just two of a host of activities coming up - for info [CLICK HERE](#).

Events space?

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 **business events news**



LET'S Meet AGAIN SOON

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BUSINESS EVENTS GOLDCOAST.



THE sooner the world can start to meet in person the better, right?

A new online app may accelerate the process, by providing a way for those who are sick and tired of videoconferencing to easily get out of their calls.

The new free-to-download Zoom Escaper “web widget” makes it easy to add fake audio effects to a Zoom session, with the aim of making it so annoying for other participants that they end the call.

Audio effects available include the sound of a crying baby, an incessantly barking dog, noisy construction, high winds, a man weeping loudly and even urination.

The software also offers the ability to interfere with call quality to simulate a choppy connection, reports *The Verge*.

Zoom Escaper was created by an artist called Sam Lavigne, who said he came up with the idea after “thinking about how sabotage might work in a digital context”.

Lavigne’s ingenious inventions also include Zoom Deleter, a small program that runs in your menu bar.

“It continually checks for the presence of Zoom on your computer, and if found, immediately deletes it,” he said - quick, install it now at lav.io/projects/zoom-deleter.

Auckland appoints

THE Auckland Convention Bureau has announced the promotion of Richard Clarke to be Head of Major and Business Events, leading the organisation following the departure of Anna Hayward earlier this year.

Clarke will also now lead the Bureau’s roll out plan for the NZ Government’s Regional Events Fund which aims to promote domestic tourism via major and business events.

Kenneth Pereira also joins the Auckland Convention Bureau team as Business Events Manager - Australia, while Sarah Burlin is the organisation’s new Marketing and Communications Manager.

Crowne hybrid

CROWNE Plaza hotels across Australia are now offering a combined hybrid meeting solution, which enables planners to simultaneously connect delegates across borders and cities via live streaming.

Dubbed Crowne Plaza Connections, the offering is available at 12 destinations and the initiative also sees planners benefit from having a single point of contact to manage the booking across multiple venues.

Technology platforms can include MS Teams, Zoom, Skype and more, and the scheme comes with IHG’s Meet with Confidence program with zero cancellation and attrition fees - mice@ihg.com.

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MEET AT ULURU!



VOYAGES Indigenous Tourism hosted this group of key meeting and incentive planners at an event in Sydney last Fri, with the aim of showcasing Ayers Rock Resort as an ideal option for clients.

Voyages CEO Matt Cameron-Smith, who has been in the role for about six months now, said the pandemic down-time had seen a huge investment in the property, including a \$16 million upgrade for the Sails in the Desert Hotel.

The resort previously had about 50% international visitation, but is now aiming to rebuild the domestic market alongside the gradual resumption of flights.

As well as its own convention centre, Ayers Rock Resort is set to shortly reopen its Wintjiri Gallery after a makeover.

The gallery, which is available for cocktail parties and corporate activations, focuses on emerging Indigenous artists from the Red Centre region, and will commence trading from 01 Apr ahead of an official

launch ceremony scheduled for Jul.

Cameron-Smith also noted that Voyages had recently been accredited with Indigenous procurement authority Supply Nation, meaning clients with Reconciliation Action Plans can direct 100% of their spending at Ayers Rock Resort to achieving RAP targets.

As well as the Voyages business events team of Sharnel Bor and Kathy Majetic, attendees at the gathering included Rebecca McCaig and Freni Violan from Northern Territory Business Events.

McCaig, who having endured the multiple Melbourne lockdowns said she was “delighted to be in a room with people I’m not related to,” highlighted the NT Business Events Support Fund which offers assistance from \$100 per delegate.

“If there’s anything we can do to support you to bring business events into Uluru and the Northern Territory, please let us know,” she urged.

See ayersrockresort.com.au.