

# CONVENTION NEWS



March 2007

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## TCB News Headlines

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## National Meetings Industry Conference Hits Tasmania

The 20<sup>th</sup> national conference of Meetings and Events Australia, the professional development body of the Business Events industry, will be held in Hobart from Sunday 1<sup>st</sup> April until Wednesday 4<sup>th</sup> April.

An estimated 480 delegates, exhibitors and speakers from all states will visit Tasmania and with the conference concluding within one day of the Easter break, many are staying for a few days to visit other parts of Tasmania.

Delegates attending the conference come from a range of national associations, major corporations, professional conference organisers and various venue and service providers to the convention industry.

About 50 percent of the delegates have the potential to influence future conferences to come to Tasmania.

The TCB will be assisting to enhance delegates' first impressions by assisting the initial reception at the airport and sponsoring coach transfers to city hotels.

## Launceston Conference Expo Helps Secure Business

The Launceston Conference and Seminar Expo held on 14<sup>th</sup> March was the catalyst for significant publicity on the role of the TCB in attracting conventions and meetings to Tasmania.

Twenty four members exhibited and most reported positively on obtaining leads for business.

The associated seminar for meetings planners presented by Jacqui Muir, an experienced, Melbourne based, conference organiser, provided an insight to organising a conference and dealing with suppliers.

## **Tasmania Joins Team Australia in Shanghai**

Twelve Australian Convention Bureaux and 40 Australian companies joined Tourism Australia at the Team Australia Business Events Educational (TABEE) in Shanghai in mid March.

The three day event included updates on market conditions in various Asian countries and over 56 appointments each of 12 minutes with corporate end-users and travel agents from 11 Asian countries.

India, Indonesia and Thailand provided Tasmania with very real opportunities for business within the next nine months.

There is increasing interest in Tasmania from a number of countries and this follows them having incentive groups visiting other Australian states for a number of years.

## **Tasmanian Push in Brisbane, Sydney and Melbourne**

During the three month period from March to May, the Tasmanian Convention Bureau, with co-operative support from its members, will be conducting a range of appealing marketing activities in the major cities.

A lunch for 30 clients at the Queensland Club in Brisbane showcased Tasmania and its food and wine brilliantly and was productive for members.

From 19-21 April a 10 delegate familiarisation visit has been organised to showcase Hobart to Melbourne and Canberra based clients.

During May, the TCB will attend RSVP in Melbourne, a tradeshow aimed at the corporate events market and in Sydney it will exhibit at the Australian Events Expo.

## **Tetsuya – a Friend of Tasmania**

The TCB and industry members will soon host a Tasmanian dinner at Tetsuya's in Sydney for a limited number of clients associated with placing high yield incentive groups from interstate and overseas.

Although Tasmania offers limited five-star accommodation, five star experiences can be built at a range of breathtaking locations and the aim is to lift clients' perceptions of the sophistication of Tasmania as a destination.

Tourism Tasmania's new interstate advertising campaign is making an impact in re-positioning Tasmania and is stimulating corporate enquiries to the TCB.

## New Members

Scene Change Tasmania  
(03) 6229 5822  
www.scenechange.com.au

Unique Locations  
Graham Jackson  
(02) 9449 3533

Mike Calder Photography  
Mike Calder  
(03) 6227 8649

Events Tasmania Pty Ltd  
Tony Davies  
(03) 6398 6266

## Conventions Coming Our Way

	Date	Delegates	Value
AAMBS National Convention 2009	Sep 2009	800	\$624,000
Balint Society of Australia Leaders Workshop	Jun 2007	40	\$49,200
Rolls Royce Owners' Club of Australia Federal Rally	Dec 2010	350	\$455,000
Mitsubishi Incentive	Oct 2007	26	\$53,300
Suncorp Conference	Apr 2007	200	\$164,000
Actelion Pharmaceutical Conference	May 2007	22	\$27,060
Raine and Horne Annual Conference	Sep 2007	240	\$295,200
Poolwerx Annual Convention	Aug 2007	350	\$430,500
Events with Moore	Nov 2007	150	\$246,000
Holy Sheet Meeting	Apr 2007	10	\$16,400
Mr Carports Annual Conference	Jul 2007	60	\$73,800

## Tasmanian Convention Bureau Limited

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