



Catch up on the latest NZ MICE news in the July issue of *travelBulletin*.

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## Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email [info@businesseseventsnews.com.au](mailto:info@businesseseventsnews.com.au)

### 20 - 21 JUL

The Travel Industry Exhibition & Conference; Luna Park Sydney; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 25 - 26 JUL

The Travel Industry Exhibition & Conference; MCEC Melbourne; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 28 JUL

Get Global – Where the World Meets; International Convention Centre Sydney (ICC); read more: [www.getglobal.com.au](http://www.getglobal.com.au)

### 17 - 20 SEP

Luxperience; Australian Technology Park, Sydney; registrations now open: [www.luxperience.com.au](http://www.luxperience.com.au)

### 25 - 27 OCT

ITB Asia; Marina Bay Sands, Singapore; for details and to register visit: [www.itb-asia.com](http://www.itb-asia.com)

### 26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: [www.pco.asn.au](http://www.pco.asn.au)

### 20 - 21 FEB

AIME 2018; Melbourne Convention and Exhibition Centre; visit: [www.aime.com.au](http://www.aime.com.au)

## PERFECT IN ADELAIDE

**SOUTH** Australia welcomed 3,000 Perfect China delegates over 10 days last month in the state's first large scale incentive tour to date.

Broken into groups of 500, each party spent four days in Adelaide experiencing its food, wildlife and lifestyle.

The delegates added more than \$11.2m to the state's visitor economy during their trip.

Initially Perfect China wanted to send 200 VIP's to Adelaide, but had a change of mind after a site inspection and decided to send the entire group.

Damien Kitto, ceo of Adelaide Convention Bureau, said there were plans in place to grow the large tour market after launching the state's offerings

at Dreamtime 2015.

"We are already working with a number of other operators from China and South East Asian countries and look forward to making further announcements in due course," Kitto revealed.

During their stay, the delegates had a chance to visit sites including the Art Gallery of SA, the SA Museum, Cleland Wildlife Park and Adelaide Botanic Gardens, and made cider at Glen Ewin Estate.

Kitto said a key to producing the itinerary was meeting cultural sensitivities, and that it had been a challenge to avoid SA's most famous produce - its wines - in order to avoid conflict with Perfect China products.

## Rosso to MC Luxperience

**LUXPERIENCE** has announced that comedian and TV and radio presenter Tim 'Rosso' Ross will once again be the event's master of ceremonies.

Rosso will entertain delegates at a welcome reception to be held this year at Hilton Sydney.

He will also introduce attendees to the Thought Leaders Forum, whose presenters will be named at a later date.

Luxperience will be held at Australian Technology Park from 17 to 20 Sep.

## ICC wins best venue award

**INTERNATIONAL** Convention Centre Sydney (ICC Sydney) has been named Australia's best conference venue at the recent Qantas Business Travel Awards.

Geoff Donaghy, ceo of ICC Sydney, said the venue was delighted to receive industry awards after only six months of operation.

In the same awards, Elements of Bryon Bay won best large-scale corporate retreat and Inchcolm Hotel & Suites in Brisbane won best meeting room with its Foxtrot Room.

## INPLACE Insights



Each month Senior Account Manager **Peter Jackson** of inPlace Recruitment, shares his observations from a recruiter's perspective to help job seekers and employers find the perfect fit.

Peter has over 12 years' recruitment experience in the event and hospitality industry.

### Job Descriptions

**A NECESSARY** evil and task that often gets put on the back burner. Employers, you may well be doing yourself an injustice if you don't action this task BEFORE looking to hire staff. Firstly the most apparent benefit of having an up-to-date job description is for potential applicants to enhance their understanding of the job they are applying for- inadvertently filtering out unsuitable candidates. Secondly, by having a job description you increase the professionalism of your brand. Finally, having a job spec will give you a clear picture of the skills needed to perform the job thus allowing you to tailor your interview questions around the outcomes specific to the job. Ideally a job description should be written by someone currently doing the role and not a third party or HR division who are often removed from the daily tasks. A job description is also a great tool for performance measuring, staff reviews, goal setting, promotion and salary scaling.