



# business events news

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## IMEX 2018 now open

**REGISTRATIONS** have opened for groups to secure their spot with Tourism Australia at IMEX Frankfurt, to be held 15-17 May 2018.

The Australia stand will provide the chance to meet and do business with int'l event planners at one of the largest MICE trade shows.

In 2017, over 50 business leads were generated for Australia at IMEX Frankfurt.

**CLICK HERE** for more info.

## EEAA UFI CONGRESS

**THE** Exhibition and Event Association of Australasia (EEAA) has joined close to 500 participants from around the world at the 84th UFI Global Congress in Johannesburg, South Africa, last week.

Australia was represented at the event by EEAA chief exec Joyce DiMascio and board members Jo-Anne Kelleway and Helen Mantellato.

DiMascio said there was a tremendous opportunity to

position the Australasian events sector as an agile, competitive and enterprising market.

"We can play an important role connecting our Members with the insights shared and relationships created through this face-to-face exchange."

The conference addressed major industry issues like digitisation, security, skills and labour, safety, as well as demographic and economic changes in the world.

## PCB Aspire information lunch

**THE** Perth Convention Bureau (PCB) will hold an annual free information lunch as part of its 2018 Aspire Program.

The event will take place on 05 Feb 2018 from 12pm and will be held at the Perth Convention and Exhibition Centre.

Attendees to the event must RSVP by 25 Jan.

For more details on the Aspire lunch - **CLICK HERE**.

## Media Sales Executive Macquarie Park, NSW

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## 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.

## Interviewer or interviewee

**WITH** the candidate market being extremely tight particularly within the senior candidate market the recruitment process is no longer one sided.

During the interview process this is the time for both parties {candidate and employer} to promote their individual qualities and value. This is the time that an employer must promote their business and identify their work culture.

Remember that the candidate is likely to be deciding between 2 or potentially 3 job offers.

So what do candidates really look for? A clearly outlined position description, ongoing career opportunities and increasingly a priority is the work culture of the organisation.

Next time you are hiring and commence interviewing ask yourself, why someone would want to work for our company. This may assist you in promoting your business to prospective candidates and securing great talent.

## Events Calendar

WELCOME to the **BEN** events calendar.

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

### 26 - 28 NOV

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

### 3 - 9 DEC

Dreamtime 2017; Brisbane, Queensland; details here: [tradeevents.australia.com](http://tradeevents.australia.com)

### 20 - 21 FEB

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

### 7 - 11 MAR

ITB Berlin; Messe Berlin ExpoCenter City; for details see: [www.itb-berlin.de](http://www.itb-berlin.de)



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