

BUSINESS EVENTS AUSTRALIA NEWS



Excitement builds for Dreamtime 2015

Preparations for Tourism Australia's signature incentive showcase, [Dreamtime](#), to be held from 6 to 9 December 2015 in [Adelaide](#), are well under way and gathering momentum. This year, over 100 qualified buyers and media from more than 10 key markets will experience Australia's incentive offering first hand through a program of business sessions, networking events, destination showcases and educationals. Engaging with international buyers and media in the lead up to the Dreamtime is crucial to delivering a deeper awareness of the quality and variety of Australia's incentive offer, and to this end Tourism Australia has developed a comprehensive communications plan for Dreamtime, including enlisting the help of some of South Australia's most passionate food and wine personalities such as Penfolds Chief Winemaker Peter Gago. Check out the [film](#) to see why he calls Adelaide home.

October, 2015

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Meet the team | Chris Ingram

This month we introduce you to Chris Ingram, Tourism Australia's Business Events Specialist for the North American market. Based in Tourism Australia's Los Angeles office, Chris has extensive experience marketing Australia, most recently as Tourism Australia's Partnership Manager in New Zealand. He brings with him a strong knowledge of the business events sector and Australia's business events offering. Chris is just one of Tourism Australia's dedicated business events staff working in key international markets, and can be reached at cingram@tourism.australia.com.



Greater China Showcase 2016

Greater China Showcase 2016, Tourism Australia's signature business event showcase for the Greater China region, will be held in Shanghai in early 2016 with dates set to align with Australia Week in China (AWIC). Designed to provide the Australian business events industry with an opportunity to make contacts and drive conversion of business out of Greater China, Australian industry are encouraged to attend. Please get in touch with the Business Events Australia team to discuss the Showcase, and how it can help your business reach qualified agents, corporates and media in this dynamic tourism market. A 'save the date' for the Showcase will be issued upon confirmation of the dates for Australia Week in China 2016. For more information please contact [Kelly Maynard](#), Trade Programs Manager Business Events Australia.

Australian product out in force at PAICE 2015

Recognising the importance of the New Zealand



business events market, an impressive 44 Australian business events industry will join the 'Australian Precinct' at [PAICE](#), the key international trade show for the New Zealand incentive, meetings and events market. Business Events Australia will also host an invitation-only breakfast at PAICE, providing Australian sellers with the first opportunity of the day to network with business events buyers attending the event.

Australia on show at IBTM World

More than 15,000 business events professionals will get the chance to discover for themselves why there's nothing like Australia for business events at IBTM World, with a strong showing of partners for the Business Events Australia stand at this key European trade show. Six Australian industry partners including [Arinex Events](#), [Business Events Sydney](#), [Four Points by Sheraton Sydney](#), [International Convention Centre Sydney](#), [JCM Destination Australia](#) and [Melbourne Convention Bureau](#), will take part in [IBTM World](#), held 17 to 19 November 2015 in Barcelona, Spain. The event runs for three days and presents Australian industry with the opportunity to connect and do business with some of the leading business events buyers in Europe.

Business Events Australia seminar in Chengdu

Tapping into the growing opportunities in regional Chinese cities, Tourism Australia hosted 50 business events agents for a full-day Business Events Australia seminar on 27 October in Chengdu. [Brisbane Convention Bureau](#), [Business Events Cairns & Great Barrier Reef](#), [Business Events Sydney](#), [Gold Coast Business Events](#) and [Melbourne Convention Bureau](#), partnered with Business Events Australia at the seminars, showcasing Australia's exceptional business events offering to qualified buyers.

North American buyers connect with Australia

Business Events Australia along with [Arinex](#), [Shangri-La Hotel Sydney](#) and [Virgin Australia](#), joined the Shangri-La Hotels and Resorts 2015 US MICE Sales Mission in October. The roadshow covered Chicago, Rosemont, St. Louis, Minneapolis and Des Moines and provided Australian industry with the opportunity to connect with more than 100 different companies from the North America market.

EEAA Awards 2015

The [2015 Exhibition & Event Association of Australasia \(EEAA\) Awards for Excellence](#) will be held next, on 2 December, to recognise members with dedication and excellence in the exhibitions and events sector. The awards are judged by a panel of 30 industry professionals.

What's trending @MeetinAustralia

Tag your tweets with [#MeetinAustralia](#) or [@MeetinAustralia](#) so we can share Australia's great business events products with our followers. Our most popular tweets in August were:



Biz Events Australia @MeetinAustralia
Psst...#Eventprofs there is a new 5 star hotel opening in #Sydney CBD by @Woods_Bagot - <http://bit.ly/1LW6Wai>
pic.twitter.com/z0HaUWoa9R

Biz Events Australia @MeetinAustralia · Oct 26
Construction of Australia's largest airport rooftop solar system to begin soon at @AdelaideAirport
[@etbtravelnews](#) bit.ly/1jDvU3S



Biz Events Australia @MeetinAustralia
Planning an event in Perth? New hotel @CrownPerth is opening in December 2016 #Eventprofs
<https://www.crownperth.com.au/hotels>
pic.twitter.com/4zknNbP8kX



Biz Events Australia @MeetinAustralia
#Eventprofs in Adelaide, Melbourne and Sydney, RSVP for @NTConventions Walkabout 2015 here: <http://bit.ly/1KsMzfm>
pic.twitter.com/17nZBYOAUx

What's going on in the industry

Upcoming trade activity

[Two big wins for Melbourne at World Travel Awards](#)

[ICC Sydney reveals short film at IMEX America](#)

[Crown Towers luxury hotel project on track to delivery jobs and growth to Perth](#)

[Innovators to dominate Cairns conference](#)

[AIME appoints new Event Director](#)

[Brisbane's strong appeal for the scientific, healthcare and research sectors](#)

[International recognition for Brisbane Convention and Exhibition Centre](#)

[Asian incentive delegates to boost Sydney economy by \\$113m – Cathy Life Taiwan Summit the latest to be secured](#)

[Gold Coast set to host CEO Symposium](#)

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Contact:

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Tourism Australia

W: australia.com/businessevents

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17-19 November 2015 | [IBTM World](#) | Barcelona, Spain

18 November 2015 | [PAICE](#) | Auckland, New Zealand

6-9 December 2015 | [Dreamtime 2015](#) | Adelaide, Australia

10-12 April 2016 | [International & European Associations Congress](#) | Berlin, Germany

Tentatively the week commencing 11 April 2016 | Business Events Australia Greater China Showcase | China

19-21 April 2016 | [IMEX Frankfurt](#) | Frankfurt, Germany

For more information on our long term trade activity program, please refer to the [BEA Events Calendar](#) or contact [Kelly Maynard](#).

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