



Convention, Incentive Marketing June, 2011

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Confidence in new event despite no-shows

While 1293 buyers registered for the inaugural Perth Events Show, only 881 attended, including three from overseas.

There were 68 exhibitors at the two-day event, in the Perth Convention Exhibition Centre, and some have already signed up for next year's show.

Buyers comprised corporate planners (13 per cent), association planners (3 per cent), conference organiser (12 per cent) and event organisers (48 per cent).

While the keynote presentations were not well supported, says organiser Richard Campbell of the organising company CMS Events, "it was encouraging to see a very good response to the education seminar program".

Promotions included an Eco Beach getaway door prize, Wyndham Resort & Spa Dunsborough daily prizes, an *A List Guide* giveaway and a Fraser's Kings Park radio prize incentive.

"We're delighted the business events industry in Western Australia turned out in force to support the inaugural show," says Perth Convention Bureau managing director Christine Allen.

"A debriefing session showed that exhibitors were happy with the overall results, most reporting a positive return on investment. But of course the inaugural event is a steep learning curve, and we are discussing ways to improve next year's show.

"It's an exciting time in the evolution of business events in Perth and the industry can certainly be proud of this event."

Next year's show is slated for mid-May and will target 90 exhibitors and 1500 visitors.

Famils up and down the coast

Leading up to the Perth Events Show there was a three-day famil of South-West Australia, including Mandurah, and following the show another group headed off on a North-West famil, exploring Broome and surrounds.

Included in the South-West trek were Wilna van Eyssen (EventSmart, New Zealand), Brooke Ravenscroft (Amgen Australia, NSW), Livia Russell (Promaco Conventions, WA), Rebecca Smith (Event Planners Australia, Victoria), Samantha Fieliciano (Events Boutique, Sydney). Their itinerary included visits to Forte Mandurah Quay Resort, Mandurah Performing Arts Centre and Boranup Karri Forest, with a sunset cruise and wine tasting at Voyager Estate.

On the other trip the group included Michelle Milton (Mirror, Victoria), Maria Margarejo (Corrs Chambers, Victoria), Maureen Brennan (Incentive Connect International, Queensland), Mikaela Thorne (Siemens, Victoria), Belinda Woodhouse (Nationwide Travel, NSW) and Anne Gowlett (Insignia Management, Victoria). Their itinerary included massages, a visit to Willie Creek Pearl Farm and a visit to Eco Beach. **►**



Taking the long way round...

Stretch Hummers treated some of the Perth Events Show hosted buyers to Italian cuisine at Villa d'Este Restaurant. They were hosted by Marina McKeague, Karen Iber, Shenade Unicombe and Kara Coote of Perth Convention Bureau.

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What they thought

Overall, visitors to the inaugural Perth Events Show were impressed with the exhibition as well as the pre- and post-event touring...

"This was my first visit to Perth in many years. It was a great opportunity to meet suppliers, and I made good contacts for future reference. The Perth Convention Exhibition Centre was a great space, and well located in the CBD."

- Anne Gowlett, Insignia Management, VIC.

"From a New Zealand perspective, Perth shows great potential as an incentive and conference destination for clients. The Perth Events Show was great as all the key suppliers were under one roof. I would certainly consider attending again."

- Wilna van Eyssen, EventSmart, NZ.

"As a new PCO I gained valuable insight in the Perth events industry as I was able to meet with experts with valuable knowledge that will be useful to me and my company."

- Livia Russell, Promaco Conventions, WA.

"Events like the Perth Events Show are essential for event co-ordinators like me. It is so convenient having suppliers in the one place so I can make new contacts."

- Mikaela Thorne, Siemens, VIC.

"We had a good trip although I really didn't get to see much of Perth, but I was pleasantly surprised with Broome, which certainly ticks a lot of boxes for incentive travel programs. The Perth Events Show highlighted a range of experiences, suppliers and services, and it was a good opportunity to see what Perth and other regions of WA have to offer."

- Maureen Brennan, Incentive Connect International, QLD.

