



ASIA-PACIFIC INCENTIVES & MEETINGS

AIME EXPO 2016

AIME 2016 was held in Melbourne 23 to 24 February for meetings, events and incentives industry decision makers. Heritage Hotels attended with Conventions and Incentives New Zealand (CINZ) and other New Zealand operators to promote New Zealand as a destination to Australasia and the rest of the globe.

The expo also provided the Heritage team the opportunity to gain an appreciation of what event organisers were looking for. Three key themes came through; make my experience unique; provide a planner extraordinaire; and make it easy for me.

TIP 1

MAKE MY EXPERIENCE UNIQUE

Event organisers are looking for a unique experience for their delegates and to keep them engaged through the course of the event. The challenge is how this can be delivered in a normal conference setting. Room theming, seating layout or choosing different locations each time are common solutions. Knowing your audience and talking through their needs with your event partner so they can make suggestions is the real key for you exceeding your delegate's expectations.

TIP 2

PROVIDE A PLANNER EXTRAORDINAIRE

Ensure that your event partner is able to support you in the lead up to delivering an extraordinary event is crucial. They should be offering you a planning template, reminding you of the critical deadlines for audio visual (AV) ordering, catering numbers and dietary requirements etc. and helping you finalise those detailed run sheets for your event.

Make sure you and your event partner have a great working relationship, they will usually move heaven & earth to ensure you deliver an event that will be remembered by the delegates and you will be remembered for delivering it.

TIP 3

MAKE IT EASY FOR ME

Your event partner should do this automatically, but there are some things you should consider when short listing your options. Easy to follow contracts, you shouldn't need a law degree to understand the terms and conditions. Internationally New Zealand is known for being easy to work with.

Ensure you are dealing with an event partner that is empowered to make decisions with confidence and able to provide answers in a timely manner. They will be able to anticipate your needs and provide the information you require before you ask along with suggestions that will enhance your delegate's experience.



Shelley Eastwood
Conference & Incentives Sales Manager
Heritage Hotels

AIME 2016 & UPCOMING EVENTS

AIME was a great opportunity for buyers to visit the largest international business events expo in Australasia. Over 4,000 suppliers, meeting and event planners and buyers attended with over 11,000 organised face-to-face meetings being held.

Upcoming business event expos Heritage will be attending are:

- Convene Auckland
12 April 2016
- Meetings 2016 Auckland
15-16 June 2016
- Convene South Christchurch
6 September 2016
- IMEX America Las Vegas, USA
18-20 October 2016