



THUMBS UP THUMBS DOWN



Talk to any event planner and they ask you what's new, what's different, what's something that can wow their event attendees. It seems that the smart people in Mackay have their creative thinking caps on, recently assisting PCO ICMSA with something different for its annual conference. Rather than hold an event in a hotel ballroom – BORING – they organised for the time-poor group to enjoy a lunch atop one of the city's massive water tanks which provided delegates with 360-degree views of the region and enabled them to enjoy a perspective of the city that no other group had ever experienced. Up there for thinking!



The adage that a picture can tell 1000 words has been repeated since the camera was invented. Everybody understands that images are a powerful way in which to reinforce brands and key messages. Unfortunately, the selection of an image in an attempt to be smart or humorous can have a detrimental effect on a brand. Our advice to PR companies, convention bureaux and others is if you're sending out a press release to media outlets include a couple of high resolution images as well that add to the story you're trying to tell. An editor may not use them but at least they'll understand the message you're trying to get across and may even think about the photo they select to accompany the story.



The Crowne Plaza Surfers Paradise is adding a touch of sophistication to the Gold Coast business events scene with the recent opening of the Balthazar Wine & Dining room which is now available for use by groups. Wine tasting and wine and food pairing in Balthazar is just one of a raft of new additions to the property which were revealed last month.



The responsible service of alcohol at events shouldn't just be a thing people say without understanding the implications, as is evidenced by a number of cases (outlined on page 9). Employers can get themselves in hot water if they don't ensure the safety of their event attendees.



Peter Jones of Peter Jones Special Events has had a busy 2016 off the event floor as well as on. Peter secured a Lifetime Achievement Award recently at The Australian Event Awards. It follows him receiving the Event Management Organisation of the Year and the Platinum Award at the Meetings & Events Australia annual awards earlier in 2016. Congrats Peter! **m**