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OFFICIAL AIME DAILY

25<sup>th</sup> Asia-Pacific Incentives & Meetings Expo

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DAY TWO

# Welcome to the party

The Asia-Pacific Incentives & Meetings Expo (AIME) celebrated its 25<sup>th</sup> year in style at the Welcome Event on Monday night. The much anticipated AIME Welcome Event, presented by Melbourne Convention Bureau, uncovered the best of Creative Victoria, to showcase the breadth and depth

of the state's thriving creative industries. That creativity is also on display on the show floor with AIME 2017 looking at the future of the industry, the up and coming leaders, the new technologies, the new event styles and forms of global

collaboration. This year over 400 exhibitors will fill the show floor and the very successful Knowledge Program will return with an all new line up of Saxton speakers.



## NEWS FROM THE SHOW FLOOR

# Mackay teams up

The Mackay Region of Queensland is returning to the Asia-Pacific Incentives and Meetings Expo (AIME) as an exhibitor this year but this time in a collaborative effort, joining a collective of like-minded Queensland regions. Under the inaugural banner of "Boutique Queensland", Mackay,

Toowoomba and Townsville have grouped together, with the initiative driven by the Mackay Entertainment and Convention Centre (MECC). The group will also be hosting relaxed "Wind Down & Win" drinks on the Mackay Stand (# 2128) on the Wednesday afternoon of the show from 3:30pm to 4:30pm.



# JAPAN Incentive Travel Awards 2016 winners announced



This year, Japan National Tourism Organization (JNTO) established the JAPAN Incentive Travel Awards. In addition to the prize for Best Incentive Travel, JNTO established two other awards to recognise events that showcased the destination in a unique way. The prize for the Best Creative Planning recognize innovation in event planning and the prize for the Best Community Contribution recognizes events that in some way contribute to the local community. Three exceptional incentive programs were selected from 21 applicants to receive the awards.

The Best Incentive Travel award went to Taiwan's Lion Travel Service for both its incorporation of the local culture of Hokkaido and for the logistical feat of bringing 6500 of the company's top performers to Sapporo. Germany's teamtravel premium GmbH won Best Creative Planning for its innovative use of technology to showcase the destination. Best Community Contribution went to Australia's JTB Australia for a program that took their delegates to multiple cities and encouraged interaction with local communities and businesses.

# PCO Association goes for gold

The Professional Conference Organisers (PCO) Association's annual conference and exhibition will be held on the Gold Coast in November. The event will bring together more than 400 meeting professionals at the Gold Coast Convention and Exhibition Centre from

November 26-28. PCO Association president Barry Neame said this year's theme of MEETING Beyond Tomorrow provided the perfect backdrop for an event that would focus on future opportunities and examine industry growth and development.

# EEAA looks to broaden its scope

We can look forward to "big things" from the Exhibition and Event Association of Australasia (EEAA) in 2017, says Chief Executive Joyce DiMascio. The Association has just released its 2016 Report Card, with DiMascio saying she was excited about introducing new initiatives, partnerships, and tools that had the potential to "change the game" for the EEAA, its members and the industry at large. "Our five-year plan (2013-18)

underpins our core programs, which are proven to serve the members most effectively and they don't change from year to year. But, there is a lot of scope to be creative in how we deliver these programs," she said. "This year, we are stepping outside of our core industry to engage a broader stakeholder community. We believe this approach has the potential to deliver much greater rewards and build an even stronger association."