

EventsUpdate

NOVEMBER 2017

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THREE VENUES REMAINING IN NZEA SEMINAR SERIES — See page 3

COUNCIL EVENTS TEAM WINS H&S AWARD — See page 5

MUDTOPIA KICKS OFF THIS WEEKEND — See page 6



Catch a seminar while you still can!



The past month has been an amazing opportunity for me to meet many of our members as I travel to our regional events around the country. Being relatively new in the GM role, these opportunities are to be seized as I get to know the

challenges and strengths of this industry.

Firstly the inaugural Wellington Region Events Industry Group gathering in early November – initiated by our Regional

Rep for Wellington, Penny Mitropoulos, off the back of this year’s ETF conference. It was a lovely opportunity to get to know some of the Wellington industry and get to grips with some of the local issues at the same time. Thanks to Penny, Drew Naika from WREDA, and Rugby New Zealand for hosting the event. Shortly after that I found myself in Whanganui for similar regional gathering – lots of great feedback from a passionate industry in this area. Thanks to Lyn Cheyne for initiating.

And this past week we have kicked off our Regional

Seminar Series with Christchurch, Tauranga and Wellington events already under our belt, and Auckland, Marlborough and Queenstown to follow over the coming week – if you’re in these cities and haven’t booked yet, get in quick! Rebecca Caroe is delivering a wealth of information on Marketing and Digital Media for Events, and it is being very well received. The seminars are free for NZEA members so please get in while there is still time!

Yours,

Ségolène de Fontenay
General Manager, NZEA

Christchurch Convention Centre one step closer

Source: Meeting Newz, 14 November 2017

The first slab of concrete has officially been poured on the new Convention Centre in Christchurch, getting the garden city one step closer to a larger conferencing offering.

The Convention Centre will have a 2000-person capacity and the ability to host two 700-person events at the same time once completed, which is expected to be in the first quarter of 2020.

Caroline Blanchfield, ChristchurchNZ Convention Bureau and industry partnership manager says seeing work start on the convention centre was good news for the city and wider region.

ChristchurchNZ calculates the lack of a suitable conference venue is costing the local economy more than \$90million each year in direct economic investment.



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Cover image: monkey business at Mudtopia - see page 6



NEW ZEALAND
EVENTS
ASSOCIATION



Marketing and Digital Media for Events with Rebecca Caroe

Christchurch

Wednesday, 22nd November

Tauranga

Monday, 27th November,

Wellington

Tuesday 28th November

Auckland

Friday 1 December, 2.00pm to 5.00pm

Blenheim

Monday 4th December, 2.00pm to 5.00pm

Queenstown

Thursday 7th December, 1.30pm to 4.00pm

TICKETS: These events are **FREE** for NZEA members so book now to secure your place. Non-NZEA member tickets are \$50.00 per person.

VENUES: See www.nzea.co/seminars for further details on each city's venue and timing as well as to register.

BOOK ONLINE AT: www.nzea.co/seminars

CANCELLATIONS: 24 hours' notice for cancellations must be given to secure a refund.

Get in quick to book a place at your local event in NZEA's new seminar series, *Marketing and Digital Media for Events*.

Led by expert in search engine marketing and direct response copywriting, Rebecca Caroe, this seminar will focus on low-cost, practical, digital marketing to increase your marketing reach and effectiveness.

Rebecca is a Business to Business marketing and customer relationship management specialist with experience in New Zealand, UK, Australia and US markets. She knows how to research an audience, pitch a product and persuade the audience to take action. She's an active masters athlete in rowing and commented on the London 2012 Olympics for the BBC.

Register now to learn how to promote, amplify and get your audience engaged with your events and ultimately sell more tickets!

With reference to the recently produced [Marketing and Social Media modules](#) of the New Zealand Major Events Resource Bank, this session will be full of take-away tools and resources you can apply once you leave the session.



VolunteerNet

Connecting New Zealand Volunteers & Events
Te Taura Here Tangata

ICC Under19 Cricket World Cup New Zealand 2018
13 January to 20 February 2018



Northland, Southland and Canterbury opportunities!
A range of volunteer roles in a range of locations to help assist with the tournament delivery.

volunteernet.org.nz/event/icc-under19-cricket-world-cup-new-zealand-2018-volunteer-opportunities-1

Bluebridge Karapoti Classic
17 February 2018, Karapoti Park, Upper Hutt



Based in Wellington's rugged Akatarawa Ranges, 10k north of Upper Hutt City, the Karapoti Classic is New Zealand's premier mountain bike event – be part of the team that make it happen!

volunteernet.org.nz/event/volunteer-color-run-auckland

Currently Seeking Volunteers
volunteernet.org.nz

The Colour Run Auckland
11 March 2018
QBE Stadium, Albany, Auckland



If running is not your thing, but you still want to be part of the action and have some fun join The Colour Run's Volunteer team.

volunteernet.org.nz/event/volunteer-color-run-auckland

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and you will be entered into our fortnightly prize draw – between now and 15 February 2018 we will be drawing a prize winner every fortnight! Lucky prize winners must attend Show Me Wellington 2018 to collect their prize on the day from an exhibitor.

Secure your spot today! VISIT: WWW.SHOWMEWELLINGTON.CO.NZ/EXHIBITION

Register as an attendee! VISIT: WWW.SHOWMEWELLINGTON.CO.NZ/ATTENDEES

REGIONAL UPDATES

The latest from our team of NZEA Regional Reps

BAY OF PLENTY:



Jenna Quay, Regional Rep for Tauranga

Jenna.Quay@tauranga.govt.nz

Council's City Events team wins health and safety award

SOURCE: Sunlive, 14 November 2017

An award recognising an organisation that demonstrates excellence in workplace health and safety practices, and that has successfully integrated these into its operation, was presented to Tauranga City Council on Friday night.

The council received the workplace safety award at the Westpac Tauranga Business Awards.

The judges commended the city events team on outstanding commitment and leadership in health and safety.

"We integrated the Health and Safety at Work Act 2015 into



Developing customer focussed health and safety tools resulted in the city council events team winning an ACC award.

Credit: Supplied photo.

event organisation in a way that aligned with Council's approach to risk, and helped to give event organisers a level of comfort that their events were well-planned," says city events

manager Gareth Wallis. "We developed some customer-focused health and safety tools and guidelines for event owners, and provided specialist advice and dedicated workshops for them to assist in delivering safe, healthy and successful events. The city events team and the wider organisation has worked really hard in this space and it's fantastic to be recognised for that."

The Westpac Tauranga Business Awards recognise and celebrate the excellence, innovation and success of business in the Western Bay of Plenty.

WEST COAST:



Ashley Cassin

ashley@leftcoastevents.co.nz

The days are starting to get longer and the water is starting to get warmer, that must mean it's almost summer and the silly season. A very busy time of

year for events on the West Coast.

There is a new Event Manager in for the iconic Hokitika Wildfoods Festival, the 29th annual running of the Festival is scheduled for Saturday 10th March 2017. Welcome to Sarah Brown, who replaces the West Coast NZEA Regional Rep and former Hokitika Wildfoods Festival Manager Ashley Cassin who is heading into a new role as Business Manager of the Glacier Hot Pools in Franz Josef and will continue to deliver events in his spare

time but focusing more on his passion of the community and charities

Fingers crossed for better weather for this summer, off the back of many cancellations, postponements and alterations to events over the summer of 2016/2017 which effected many of the main events on the West Coast including the biggest two; Hokitika Wildfoods Festival and Kumara Races.

With just over a month to go until Christmas, the Coast is a buzz with promotions for the various events in the run in to

the big day. With Christmas Market Days, Christmas Parades, Christmas at the Beach, Light up the West Coast and a Christmas Carnival, amongst a range of other activities all on the cards for the Coast.

Some of the most unique Christmas Parties also occur on the Coast with paddle boat cruises through White Heron sanctuaries, brewery tours, underworld caving adventures and of course the many beautiful spots for the quintessential kiwi bbq and byc at the river, lake or beach.

HAWKE'S BAY:



Kevin Murphy

kevinm@napier.govt.nz

The Summer Cycling Carnival kicks off in Napier, January 5-10. It's a celebration of cycling combining elite and fun cycling events.

The Carnival begins with the Elite Road National Championships and ends with fun events for the kids, families and recreational riders.

With tons of events from

professional road cycling, dress your bike competition, fun rides, kids rides and hard core challenges - it's cycling all the way!

Hawke's Bay has more than 200kms of on-road and off-road trails, a Pump Track, Junior Cycling Track, world class road rides and more restaurants, bars, wineries

and places to stay than you can think of.

www.summmercyclingcarnival.co.nz

Also worthy of note in the Region over summer is the Iron Maori Half on December 2nd and the Mission Estate Winery Neil Diamond Concert on March 17.

‘Unforgettable’ weekend promised at Mudtopia festival in Rotorua

SOURCE: Stuff.co.nz, 28 November 2017

The co-director of this weekend’s inaugural Mudtopia is promising an unforgettable weekend for those attending the Rotorua festival.

Sarah Lewis said the mix of mud and music, and the ability to pick and choose from activities, would make for a unique event.

“A real highlight is going to be the three days of non-stop music action on the Mud stage,” she said.

“The line up boasts many of New Zealand’s best artists like Anika Moa, Hollie Smith, Jupiter Project, Aroha... the culmination of the R18 Saturday night concert with Shapeshifter, Aussie duo Peking Duk and DJ Chores is set to be a really massive draw card for many visitors.”

Lewis said the original Mudtopia, held in the South Korean town of Boryeong, has been taken as the inspiration for the Rotorua event.

“The team in Rotorua has worked really closely with the Boryeong team to make the most of their key learnings and knowledge around operating a festival like this,” she said.

“Taking cues like mud arena activities and the music element from Boryeong, but making it distinctly kiwi and aiming to make it a ‘bucket list’ event on the global event calendar.”

Lewis said given this was the first Mudtopia event in New Zealand it was important to motivate people to attend.

“The multi-dimensional nature of Mudtopia called for a marketing approach that appeals to a cross section of festival fans,” she said.

“We are confident that the people who come along this year will become passionate advocates of the experience.”

Lewis refused to be drawn, however, on questions as to whether the adverse publicity around the decision to import Korean mud had affected the festival, referring the question to a Rotorua Lakes Council spokesperson.

“It’s difficult to quantify any impact of the publicity regarding the proposed mud powder importation as the festival is a brand new concept in New Zealand,” they said.

“Our ambition has always been to put on the best possible event experience for those who attend.”

Mudtopia takes place at the Arawa Park Racecourse from December 1-3.



Monkey business at Mudtopia.

Linked In NZEA Group



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