

Juliet Alabaster, acting general manager, Brisbane Convention Bureau

What are you doing at IMEX this year?

The Brisbane Convention Bureau is part of the Tourism Australia stand showcasing all that Brisbane has to offer as a premier meetings destination. We're excited to let event planners know about everything happening, so please stop by and say 'hi'.

What are you most looking forward to at this year's show?

IMEX is a great opportunity to reconnect with friends and business associates from all over the world. But of course, the bureau is here to promote so I look forward to helping planners bring their next meeting to our welcoming city.

Any tips for IMEX novices on getting the most from the show?

Wearing comfortable shoes is a must. I also make sure I find time to walk the exhibition floor, connect with others in the industry and experience as much of the show as possible.

What is exciting you in meetings and events at the moment?

The Brisbane Convention Bureau is really enthusiastic about helping planners leverage major events to enhance their programme and create memorable delegate experiences. Brisbane has a full calendar of events, many of which are exclusive to the city and offer excellent alignment opportunities, such as the World Science Festival Brisbane, the Asia Pacific Screen



Awards and the Brisbane Global Rugby Tens tournament.

It's also exciting to see the innovations coming from Brisbane's venues and service providers. For example, the Brisbane Convention & Exhibition Centre (BCEC) this year established a dedicated dietary kitchen to cater to increasing levels of special dietary requests and enhance the dining experience for clients - a first for Australian convention centres.

How do you think 2017 will be remembered?

I think 2017 will be remembered as an uncertain year when the planning and execution of meetings worldwide were impacted by global happenings.

What will you be doing away from the exhibition hall?

Tasting some of Germany's renowned Riesling.

Stand B320

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Filderhalle unveils digital upgrades for hybrid events



THE Filderhalle in Leinfelden, close to the Stuttgart International Airport, has launched a series of digital services for hybrid events.

Hybrid congresses staged at the venue can now live stream information to delegate smartphones, tablets, PCs and laptops and allow delegates to participate interactively via surveys and polls.

Since the start of the year, the Filderhalle has also been offering customised websites for event planners.

These websites can be designed in the corporate colours of the customer and they are optimised for mobile-use. The new hybrid event functions can be integrated into the websites, along with the option to book event-specific services such as catering, tickets, hotel accommodation or other products before or during the event.

Stand FO20 filderhalle.de