

AIME FOR MAGGIE BEER

Adelaide, South Australia's stand at AIME saw some 10 co-exhibitors showcase their companies and highlight the Team Adelaide aspect of doing business in South Australia - whilst the stand itself became a focal point for promoting the newly launched Adelaide Convention Bureau's* name and logo.

After revealing details to the South Australian media and industry members just days prior, The Adelaide Convention Bureau used a media call on day 1 of AIME 2010 as a vehicle to officially launch its new brand and details of a new strategic direction – an exercise that proved to be nothing but positive in feedback and outcomes.

Key highlights of the Adelaide, South Australian stand at AIME 2010 included the South Australian Tourism Commission's new Cellar Door campaign which is aimed firmly at high-yield, wine-loving east coast visitors. "The campaign strongly promotes the fact that Adelaide has more than 200 cellar doors less than an hour's drive away. That's less time than many Sydneysiders and Melbournians spend on their commute to work each week day."

Adelaide Convention Bureau CEO Damien Kitto said "we were thrilled to welcome new Team Adelaide exhibitors to the AIME Adelaide, South Australia stand including IHG Hotels representing the recently acquired Intercontinental Hotel and the soon to be opened Crowne Plaza Adelaide, The Stamford Group, Kangaroo Island's Aurora Ozone Hotel and SAPMEA whilst the Adelaide Convention Centre, Adelaide Expo Hire, All Occasions Group, Novotel Barossa Resort (Accor) and the Sebel Playford Adelaide made welcome returns".

After a full day of meetings and media launches, the Adelaide Convention Bureau held what was undoubtedly one of, if not the most delectable evening functions of the event.

80 guests indulged in an exclusive dining experience at the Bluestone Restaurant with renowned South Australian chef, 'Senior Australian of the Year 2010' and star of the ABC's 'The Cook and The Chef', Maggie Beer preparing a 4 course meal featuring South Australian produce.

The menu prepared by Maggie and introduced course by course with a highly entertaining and witty dialogue included;

- o Warm salad of marron with tomato and avocado concasse
- o Seared chicken breast & jus served with polenta accompanied by a salad of radicchio, witlof and rocket with Farmshop vinaigrette

- o Barossa Valley Cheese Company Le petit princess with quince paste and lavoche
- o Careme Puff Pastry with Fresh Figs burnished with vino cotto with Maggie's Burnt Fig Ice-cream

Of course superb food must be accompanied by great wine – and fortunately South Australia has both – Langmeil Wines' Toby Yap also provided a highly entertaining and insightful introduction to each of the wines served throughout the evening.

Event guest Mike Cannon, Director, Australian Association of Convention Bureau said "One of the best ways to promote a destination for business events is to bring potential buyers and the media in to experience first-hand the products and services. If that is not possible you 'take the mountain to Mohamed' and take your destination highlights to them. Dinner with the Adelaide's illustrious and magnificent Maggie Beer has to be one of the finest examples of this selling tactic. It was so Adelaide! The quality of the food and wine, the blue-stone venue, and the informal but super-slick way the event was conducted was a wonderful portrayal of the destination's ability. Few would fail to be impressed."

Bryan Holliday, Managing Director, ICMS Australasia said "Thank you very much for hosting such a wonderful event last Tuesday evening. It was a real privilege being in the same room as Maggie Beer and Toby.....plus of course you and the new ACB team. The dinner was quintessentially "Adelaide"...sophisticated, stylish with great F & B all in an embracing environment."

Fine wine and fabulous food at the end of a highly successful day – it really sums up what Adelaide, South Australia is all about!

* pre March 2010, Adelaide Convention Bureau was known as ACTA – Adelaide Convention Tourism Authority

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