News release

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CINZ launches Education Hub at MEETINGS 2017

A new Education Hub at CINZ MEETINGS 2017 highlights the importance of training and professional development to the business events sector.

Conventions and Incentives New Zealand (CINZ) Chief Executive Sue Sullivan, launched the Education Hub at the opening of MEETINGS 2017 today. She says education for its 430 members, who come from a diverse range of businesses, forms a key part of the CINZ strategy.

“We have seen strong demand for access to professional development within our sector. This industry is all about people, and we know it is crucial we invest in human infrastructure, as well as physical infrastructure to grow our country’s business events sector,” she says.

The Hub is a lounge-style space located in the centre of the show floor, and will be a go-to place for visitors to work and network over the two-day event. ServiceIQ will be providing updates on their industry training programmes, and Reserve Group will be demonstrating the CINZ online event planning tool. Independent consulting company TMS.Workshop will also profile their training workshops and share their insights into retaining and inspiring staff for the business events sector.

In recent years CINZ has established other successful education initiatives, including Mentorship and Emerging Talent programmes, Masterclasses and a Diploma qualification for experienced professionals.

Tomorrow (1 June) at MEETINGS, CINZ is running a Masterclass for New Zealand’s leading professional conference organisers. Topics include the latest trends in conference space design, and an in-depth look at conference insurance.

The CINZ Mentorship Programme is now in its fourth year, and is successfully delivering business event professionals with additional personal and career guidance and advice.

“What we want to do is grow the skills of our people and strengthen the networks within our industry so that everyone is at the top of their game. This programme is designed to create valuable relationships and lead to significant personal growth,” Sue Sullivan says.

The CINZ Emerging Talent programme has been running in Auckland and Wellington for two years, and is designed to meet the needs of up-and-coming professionals and give them valuable network building opportunities.

“This programme is giving young professionals the stepping stones they need to build their professional networks and assist them as they progress in their careers into management positions,” she says.

For more experienced professionals looking to advance their qualifications, CINZ and ServiceIQ have worked together to run the New Zealand Diploma in Tourism Conventions and Incentives (Level 5) with strands in Conference Organisation, Convention Bureau, Incentives Planning, and Venue Sales and Operations.

Every year before MEETINGS, CINZ offers Event Management and Hospitality and Tourism Management students from Auckland University of Technology (AUT) internship opportunities at CINZ MEETINGS.

“Several of our AUT students have walked away with excellent job opportunities after gaining their first hands-on experience at MEETINGS,” she says.

CINZ MEETINGS 2017 is open to anyone who organises business events, meetings, conferences, exhibitions and incentive travel. Registration is free at [www.meetings.co.nz/daybuyer](http://www.meetings.co.nz/daybuyer)

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Click here to access the online [MEETINGS Media Centre](http://meetings.co.nz/media-image-library) to download images and news.

Join the conversation on [Facebook](https://www.facebook.com/CINZ.Social/), [Twitter](https://twitter.com/TweetCINZ) and [Instagram](https://www.instagram.com/cinz_gram/) using the hashtag #CINZ17.

**Background information**

* CINZ MEETINGS 2017 is New Zealand’s largest business tourism trade exhibition.
* Conventions & Incentives New Zealand (CINZ) owns and manages the event, which has been run annually since 1997.
* It is New Zealand’s leading platform for connecting influential domestic, Australian and international buyers with key regions, meeting facilities, accommodation, off-site venues and activities.
* Air New Zealand is Principal Sponsor for CINZ MEETINGS 2017, renewing its ongoing commitment to the sector and to the hosted buyer and media programmes.
* Other major sponsors include ASB Showgrounds, Peek Exhibition, Centium Software and Auckland Convention Bureau.
* This year’s event will showcase over 195 exhibitors from 19 regions across New Zealand to more than 500 New Zealand, Australian and international buyers. Exhibitors include venues, theming companies, hotels, AV companies, regional bureaux, attractions and activities.
* More than 220 qualified hosted buyers will attend, including over 90 hosted buyers and media from Australia, over 30 from international markets, 120 hosted buyers and media from around New Zealand. As well, more than 300 day buyers are set to attend.
* Tourism New Zealand and Air New Zealand are bringing over 30 influential buyers and media from China, South East Asia, India and North America.
* For the first time, Air New Zealand is bringing a group of influential buyers from Argentina to attend MEETINGS.
* The latest Country and City Ranking Report by International Congress and Convention Association (ICCA) shows New Zealand rose four places in the global listings for the number of international association meetings held in 2016. It is ranked at number 12 in the Asia Pacific region and the 47 in the world, hosting 67 conferences in total.