



Association
of Australian
Convention
Bureaux

A submission to:

The Association of Australian Convention Bureaux

AACB Staff Scholarship 2015/16



Vibhor Pandey | Manager, Market Research and Lead Generation

T +61 7 3006 6249 | M +61 7 4054 38532

Level 6, Roy Harvey House, 157 Ann Street, Brisbane QLD 4000

Enclosures attached with this application

Bureau CEO's Nomination	Application
- Nomination Form	- Application Form
- Letter of Reference	- Resume

Backdrop:

In today's information era, the more informed we are about the prospective business, the better we can engage with the prospect – and the better are the chances of entering into a meaningful business relationship with prospective clients. Everything that we learn while researching a lead benefits us when it comes to writing a proposal/bid. Since the proposal focuses on the customer, it would be wise to start the process as early in the engagement process as possible.

In a recent ICCA workshop, at this year's Research, Sales and Marketing Programme (RSMP) in Amsterdam, association leaders and leading suppliers in the international association meetings industry discussed the latest trends in bidding for association meetings. One of the many defining discussions concluded that suppliers need to build a relationship with their potential clients by researching the process, mentality and decisive factors in order to be successful in association bidding. Research, Insights and the Big Data plays an important role in this process.

Juan Jose Garcia of Director of Marketing and Sales Viajes Iberia Congresos, Spain said: *"Big Data has changed our business. We know a lot about associations and association executives before we approach them."* Source: [[ICCA Press Release](#)]

A snapshot to the situation analysis:

Applicant's Profile	Proposed Project's Profile
<p><i>Vibhor Pandey in his capacity as Manager – Market Research and Lead Generation is responsible for identifying, qualifying, developing and segmenting opportunities that will contribute to the bidding pipeline to help achieve Convention Bureau objectives. He supports the activities of market segmentation, business development, convention bidding and general Convention Bureau customer insights optimisation. Vibhor also manages the relevant outputs from company- wide strategic research along with secondary research reports and operationalises them to benefit the Convention Bureau.</i></p>	<p><i>The ICCA Research, Sales and Marketing Programme (RSMP) are specifically designed for meeting industry professionals who work with association meetings research, new leads generation, marketing or sales. Every year the event provides fresh expertise, stimulating ideas and teaches new skills. The RSMP programme is designed to the specific needs of research, sales and marketing professionals as a whole, along with to the individual needs of each delegate. The RSMP provide opportunities for individual consultancy appointments with a wide range of leading meetings industry experts and association clients</i></p>

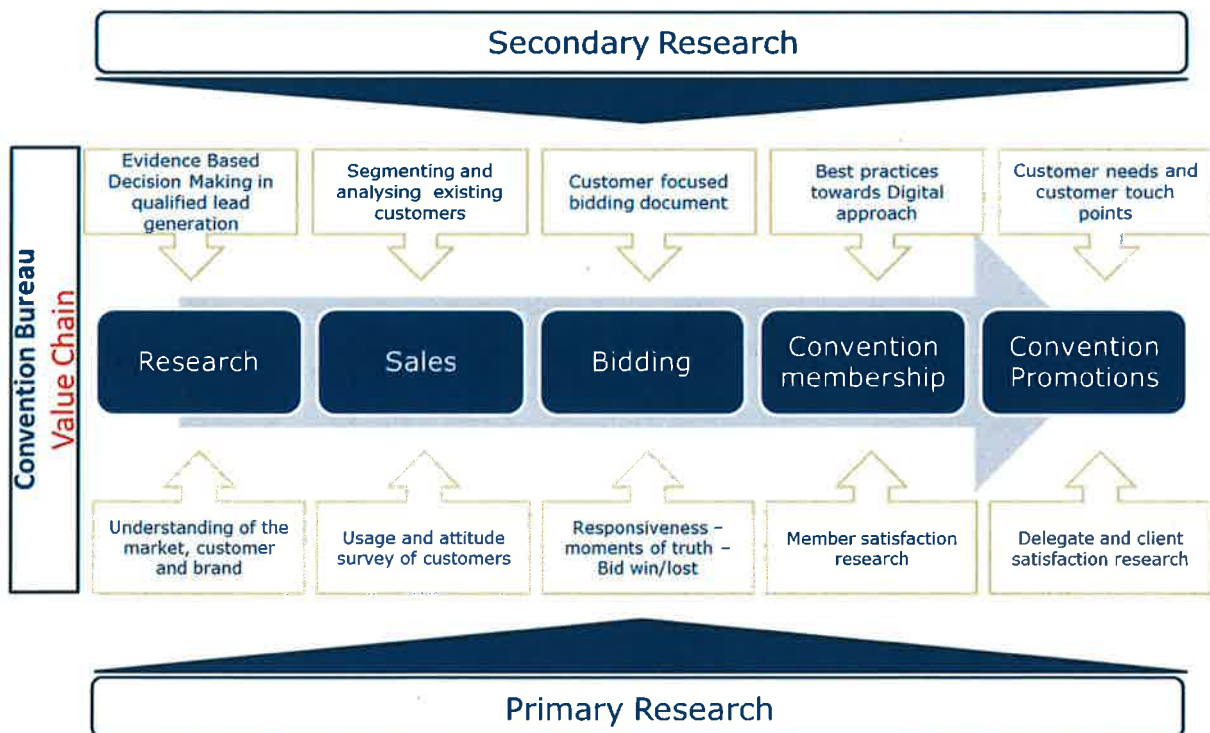
Project Specifications:

I propose to attend the ICCA Research, Sales and Marketing Programme (hereafter RSMP). Having worked in the MICE industry for the past 20+ months, it is significantly evident that attending an educational conference helps in the professional and personal development. The RSMP is specifically designed for meeting industry professionals who work with association meetings research, new lead generation, marketing or sales. Every year the event provides fresh expertise, stimulates ideas and teaches new skills.

Aims and Objectives:

My aim is to enhance the data based decision support system for the Brisbane Convention Bureau. This system functions on evidence based research and big data insights about the association meetings industry to generate better qualified leads, to increase the bid conversion rate with more customer focused bids and further, to enhance the delegate acquisition for each conference. The insights and understanding of the macroeconomic indicators in the meeting industry will place the bureau as a thought leader and provide us with a competitive advantage.

Rationale why Research and Insights are important for the Convention Bureau Value Chain (Fig1)



Key benefits of attending this program: Professional and Bureau related

Knowing and Mastering the Holy Tool:

Every convention researcher is well aware of the fact that the ICCA association database is the “Holy Tool” to identify, segment, and qualify prospective leads. Further, ICCA’s various other tools such as the ICCA Statistics Tool, Hot leads, Big Data Search helps me to analyse the association meeting industry with validated and credible information. Due to this it is not only important to know the tool sufficiently enough to use it but also to master the beauty of it.

Expanding the Network:

This program presents the opportunity to establish international relations, share experiences and innovations within the Australian meetings industry. I believe – people do business with people, and not with brands. For me, the greatest benefit is to get to know the right people to share the Brisbane story. The global meetings industry is about people that we like and need to meet – a meaningful conversation and exchange of ideas can cut short months of training and hours of research. I believe the ICCA RSMP could be a great opportunity to expand the business network, learn from experts and utilize this here in Australia.

Business Exchange:

The Business Exchanges (BE) are sessions where participants share information on events which they have recently handled. This information could turn into potential business for our destination. Participants will give valuable background information, usually not publically available on the decision making process, contacts, budget issues etc. If I managed to obtain one or two well qualified leads and bring these back to the office, the time and money spent on this training will be worthwhile.

Key benefits of attending this program: Personal development

Gaining skills and thorough understanding of the industry:

I am a multi-disciplinary market research and business intelligence professional with a successful track record of applying research, project management and data insight skills to shape and grow diverse businesses within demanding local and global environments. I studied a MBA in Marketing Management and so far have acquired more than 6 years of international experience within the tourism industry. I have been part of the business events industry for the past 20+ months and am already a vital part of the Brisbane meetings industry. By attending this program I will be able to hone my skills, apply these to the meetings industry, generate insights out of the various data available to the bureaux and improve the application of data driven decisions across the whole value chain, as shown above in a pictorial presentation (Fig1).

Project timelines and other details:

Based on the latest ICCA update (Not a Public Release)

[Source: an email from Willy Cortus ICCA Data Research Executive / Education Officer, ICCA]

“
ICCA education officers are working on a new concept, and hope to make an announcement very shortly about dates and venue. The new concept (which will include a new name) will include the attendance of significant numbers of association executives as delegates, not just on the faculty. We can't officially confirm the details because of ongoing negotiations, but it is going to be held in **Dubai** at the end of May (because IMEX is in April next year). Pricing is likely to be similar to the current RSMP, but again more budgetary planning is needed before we can confirm registration fees. Content will continue to focus on areas that RSMP covered, but the approach will be to identify common interests and challenges of associations and suppliers, to encourage better partnership working and mutual understanding.”

Timeline:

Dates (subject to change)	Activities
22 nd / 23 rd May 2016	Travel from Brisbane to Dubai
24 th May to 27 th May 2016	Attend the ICCA RSMP (new name to be announced)
28 th and 29 th May 2016	City MICE offerings – Site visits
30 th Or 31 st May 2016	Travel back to Brisbane
September 2016	Presentation to the AACB Conference

Key outcome of this training and how this can benefit AACB and all other Australian bureaus:

Post RSMP training I propose to present a case study on the findings of this program that align with industry understating of how Research, Insights and Big Data are helping our, and other, industries to innovate, sustain and be a thought leader. In preparation of this case study - once the program is finalised and announced - I will be designing a discussion guide based on the type and nature of the attendees at the 2016 program and conduct a research of my own to overcome or reinforce the challenges that we are facing. Steps that will be taken to inform and present the findings to all AACB members are:

- 1** Arrange a 10minute telephone interview with all bureau heads (or face to face) to uncover the challenges that the research & sales teams are facing.
- 2** Design a discussion guide scoping a 10minute face to face qualitative discussion with 2016 ICCA RSMP participants and gauge what the challenges are that they are facing and if they can share some success stories.
- 3** Analyse the data and responses, after coming back to Brisbane, and write a white paper on the findings to be shared it with all the AACB members.

Budget: (Based on USD and AED conversion rate as on 29th July 2015)

Activities	Budget (in AUD)
International Return Flight QF529 and QF1 (BNE to DXB) QF2 and QF504 (DXB to BNE)	Qantas Prize
Registration cost - ICCA RSMP Program	\$1,500
City to Brisbane Airport	\$45
Dubai Airport to Hotel	\$45
Hotel Accommodation (x9 days)	\$2,475
Daily conveyance (x9)	\$225
Food (x9)	\$315
Hotel to Dubai Airport	\$50
Brisbane Airport to City	\$45
Travel Insurance	\$150
Miscellaneous – (Including gifts for AACB Staff Conference 2016)	\$150
Total (in AUD)	\$5000*

**Should the final costs of the project exceed the cash prize of \$5,000 Brisbane Marketing is committed to cover any remaining balance.*

*****End of the document *****

Summary

A seasoned market research professional with an MBA in Marketing Management and more than 8 years of international experience in the field of market research, Vibhor has handled a range of engagements in the Indian sub-continent, South Asia, North Africa, Sub-Saharan Africa, North America and Europe. His professional background is completed by entrepreneurial expertise in developing new businesses, formulating business strategies, and driving innovation processes.

Experience

Market Research Manager

Brisbane Marketing

December 2013 – Present (1 year 8 months) | Brisbane, Australia

He is responsible for identifying, qualifying and segmenting opportunities that will contribute to the sales pipeline to help achieve Convention Bureau objectives. He supports the activities of sales lead generation; market segmentation, bidding and general Convention Bureau customer insight optimisation.

His key responsibilities are:

- Develop, facilitate and maintain a research platform that will support the sales pipeline and drive potential opportunities for the Business Development team to meet key KPI goals.
- Develop and oversee a relevant and informative customer segmentation framework which provides target categories for lead generation and focused sales activity.
- Monitor priority segments via market trend analysis, competitive activity and by leveraging the Colmar Brunton (Market Research Company) work to ensure the Convention Bureau is well informed and well placed to take advantage of competitive opportunities.
- Develop and oversee the delivery of a robust customer insights framework.
- Partner with the strategic research team to assist BD with identification of key market opportunities and operationalizing them for lead qualification.
- Leverage any other relevant secondary research to better inform areas of focus for BD team and department as a whole.
- Share in performance goals and objectives of the BD team and company- wide research team
- He manages the relevant outputs from company- wide strategic research and then operationalise them to benefit the Convention Bureau in collaboration with other teams.

Project Director

Metrix Consulting

March 2012 – October 2013 (1 year 9 months) | Perth, Australia

Metrix Consulting is a business advisory firm focusing on evidence-based research, marketing analytics, database mining, web analytics, social media analytics, forecasting, econometrics and data visualisation.

He is responsible for managing public and private sector clients, developing R&D based research products, and driving the social media initiatives within the organisation. His skills are applied in data analysis, data manipulation and the delivery of research insights that answer key strategic questions. Vibhor is managing the consulting engagements for Horizon Power, Water Corporation, Alinta Energy, Crown Perth, St John Ambulance, University of WA, Sunday Times, Princess Margaret Hospital and Department of Health.

His key responsibilities are:

- Account management - ensuring deliverables meet client needs and maintaining account efficiency and profitability.
- Day-to-day client management and consultancy.
- Designing end-to-end research instruments (complex questionnaires, strategic proposals and pitches).
- Data analysis using SPSS and Q.
- Writing commercially focused research reports and translating insights into engaging stories.
- Delivering engaging presentations and facilitating constructive workshops.
- People management, fostering cohesive teamwork environment with a focus on maximising individual and team performance.
- Business development and P&L management with a focus on total customer growth (repeat and new business).

Achievements:

Vibhor has developed a customer experience model (regression model) based on Fish-n-Bone theory integrating an index-based algorithm. It is an MS-Excel based simulator and works as a barometer of overall customer performance as well as helps to build and maintain a positive relationship with customers. This project was initially awarded as a test run in parallel to the old methodology with an objective to evaluate the goodness of the fit of the model and its outcomes. Later, with its highly commendable findings the study was commissioned as a quarterly tracking for another two years.

Project Director

AMRB-Millward Brown

December 2008 – November 2011 (3 years) | Egypt

A part of Kantar Group of companies and a leading global research agency specialising in advertising, marketing communications, media and brand equity responsible for servicing businesses in Egypt and rest of North Africa.

He was responsible for Business Consulting practice in Egypt and rest of North Africa, with responsibilities in team management, operations and P&L. He led a team of 3 researchers; designed, conducted and managed several Brand and Communication research with focus on FMCG (Cadbury, Nestle, PepsiCo, The Bel Group), retail, and beverages (Al Haram & Heineken) and other businesses (Automotive (Renault, Temsa), Tourism (Egypt Tourism, Maroc), Tobacco (BAT), Banks (Audi, CIB) in Egypt and rest of North Africa.

His key responsibilities were:

- Key Account management (Telecom, FMCG, Tourism, B2B and Retail Banking) - ensuring deliverables meet client's requirements and they are in line with global service level agreements. (MB products, managing local and global accounts)
- Day-to-day client management (Egypt, Morocco, Algeria and Tunisia)
- Managing brand tracking research and ad hoc studies. New pitches, renewals and ongoing tracking consultation.
- Designing end-to-end research instruments (questionnaires, proposals and contributing in global pitches).
- Data analysis using SPSS and liaising with data processing team to ensure a smooth project management.
- Writing commercially focused research reports and applying global learning for local clients.
- Delivering engaging presentations and supporting senior management in pitches.
- People management, managing culturally diverse team of researchers and maintaining strong relationship with researchers at other regional offices.
- Business development and P&L management with a focus on repeat business and targeting small and medium enterprises in Egypt, Algeria and Morocco.
- Partnering with WPP media and advertising agencies like JWT Egypt, Morocco and UAE to help in their key pitches by conducting research studies to strengthen their proposals and maintaining a positive relationship with key people to grow mutual client base.

Achievements:

Vibhor has single-handedly managed one of the largest consulting projects at the Egypt office. It was a multi-country (8 countries) brand and perception research where he was responsible for designing the research, providing strategic inputs in implementation and presentation of findings to all the stakeholders. The outcome of this engagement was to inform global communication strategy, implement the strategic findings for each country and track the effectiveness of the implementation against the benchmark. It was an online and face-to-face study conducted for three years and helped the Egyptian government to reposition the Brand Egypt.

Senior Research Executive

TNS Global

November 2007 – November 2008 (1 year) | India

A part of Kantar Group of companies and a leading global research agency specialising in advertising, marketing communications, media and brand equity research servicing businesses in western part of India

He was part of **automotive team** responsible for supporting the entire research engagements notably annual customer car satisfaction studies, marketing contact audit, advertising research and NPD (product clinics).

His key responsibilities were:

- Account management, with a focus on the accurate and timely delivery of account outputs including data tables, KPIs, presentations, reports and workshops, accurate analyses, data checks and presentations.
- Project management, with a strong focus on timely delivery of research instruments and analysis inputs, day-to-day liaison with DP team, Field managers across India, and with clients' team.
- Research design and quantitative questionnaire development.
- Conducting Data Analysis and preparing presentations and reports including strategic recommendations.
- Generate invoices; raise purchase orders, estimate requests, collate regional and global pitch and liaison with international project team based in Singapore.
- Proactively manage and maintain relationships with designated clients, both during and beyond project work.
- Assistance in developing new business development amongst existing clients.

Achievements:

Vibhor was part of automotive vertical and played a pivotal role in managing one of the biggest brands in business like Daimler, Volvo, Mahindra Tractors, Volkswagen to name a few. Vibhor was also responsible for conducting qualitative interviews with fleet owners, owners of personal and commercial vehicles.

Senior Research Executive

Market Search India Private Limited

June 2005 – October 2007 (2 years 5 months) | India

A boutique consulting firm specialising in Automotive, Business, and Retail research handling quantitative and qualitative research across India and neighboring countries.

He joined Market Search IPL as a management trainee through campus recruitment and was responsible for supporting the entire research engagements notably NPD and tracking, product testing, advertising research; and under B2B research vertical he was responsible for building Excel models for demand estimation, market size estimation and managing other ad-hoc B2B projects on daily basis.

His key responsibilities were:

- Supporting all aspects of research projects from liaising with clients to delivering effective research involving desk research, qualitative interviews, focus groups and surveys.
- Managing quantitative and qualitative projects and attending fieldwork.
- Analysing the research findings and obtaining the client feedback on behalf of the team.
- Proof reading and checking the outputs of reports prepared by others, ensuring strong attention to detail and high quality outputs.
- Planning and scheduling his work and delivering to the deadlines.
- Adhering to the internal quality processes and provide inputs to improve processes and management of day-to-day tasks.
- Attending conferences, seminars and professional trainings (e.g. Public Speaking, Advance Quantitative Techniques etc.)
- Developing research reports by conducting secondary research, notably obtaining information from various sources, structuring it, synthesizing it and presenting it in a clear, concise and management friendly report.

Achievements:

Vibhor has successfully managed all his responsibilities and built several industry contacts in a very short span that was helpful in the business growth. He got his hands dirty at the grass-root level; and he was soon ready for client exposure with his fundamentals and understanding of implications of the research in marketing actions. Vibhor was part of one of the most unique projects at Market Search IPL, it was a Usage and Attitude study to understand rural retail in Northern part of India wherein he travelled in villages and facilitated group discussions with farmers and their families. Few of his focus groups had more than 50 to 60 participants.

Marketing Executive

BM Petro Products

July 2000 – October 2002 (2 years 2 months) | India

BM Petro Products is an industrial pipe manufacturing firm specialising in PVC products.

Vibhor was responsible for managing below the line activities viz dealer engagement and customer loyalty programs.

Education

Chetana Institute of Management and Research, Mumbai University

MBA – Master's Degree in Business Administration (Marketing)

2003-2005

In Summary

Vibhor has working experience in emerging markets such as Africa and Asia as well as in western market like Australia (project experience in North America and Europe). He is fast moving, determined and committed to results. He is at ease in complex situations and successful in people management. He has demonstrated capabilities to add value and to turn around businesses in troubled situation, accepting great challenges in his personal and professional life.

Software Proficiency – SPSS, Q and CRM platforms

Advance Quantitative Methods Used – Regression, Cluster, Factor, Conjoint/CBC, and Discriminant analysis to name a few.

Millward Brown Products – Dynamic Tracking (20+), Link (50+), Ideablog, BrandZ

VIBHOR PANDEY



+61 (0) 4054 38532



to vibhor@yahoo.com



au.linkedin.com/pub/vibhor-pandey/15/a4b/794

Friday 31st of July 2015

Andrew Hiebl
Executive Director
Association of Australian Convention Bureaux
PO Box 91
Collins Street West, VIC 8007

Dear Mr Hiebl,

It is my pleasure to endorse Vibhor Pandey's application for the Association of Australian Convention Bureaux (AACB) 2015 Staff Scholarship.

Vibhor joined the Brisbane Marketing Convention Bureau team in December 2013 on a full time role in the capacity of Manager – Market Research and Lead Generation. Vibhor brought to the team over nine years' experience in Research in various industries with over 6 years within the travel & tourism industry; in the last 20 months within this organisation, he has contributed greatly to the success of the Convention Bureau's Research Strategy and lead generation.

In his role as Manager – Market Research and Lead Generation, key responsibilities are:

- Develop, facilitate and maintain a research platform that will support the sales and bidding pipeline and drive business development objectives to meet key KPI goals for each financial year.
- Develop and oversee a relevant and informative customer segmentation framework to drive the business development activities.
- Monitor priority segments via market trend analysis, competitive activity and by utilising the primary research to ensure the Convention Bureau is well informed and well placed to take advantage of competitive opportunities.
- Develop and oversee the delivery of a robust customer insights framework by analysing market / customer trends, macroeconomic indicators and organisation business history.
- Develop insights driven business development strategy and channel it through various activities during tradeshows, industry events and in the day to day stakeholder management.

Vibhor has embraced the business events industry in his time at Brisbane Marketing and has excelled in gaining a greater understanding of the role of the Convention Bureau and its contribution to the city's economic prosperity. He has shown great insight and initiative in developing newly created research and insights processes and building relationships with internal and external stakeholders.

Vibhor's proposed project of "ICCA Research, Sales and Marketing Programme", aligns with Convention Bureau's strategies and forward planning. A case study and qualitative discussion with industry experts can be used as educational tool for all the members of AACB, specifically Brisbane with Brisbane Marketing's strategy to establish a robust decision support system driven by research and insights.

As his CEO I am proud to support Vibhor's application to the AACB Staff Scholarship and wish him every success.

Yours sincerely


John Aitken
Chief Executive Officer



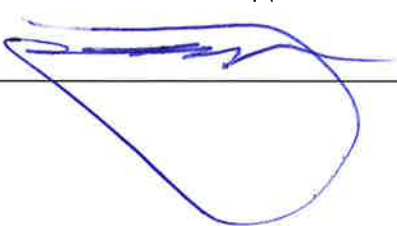
APPLICATION FORM – to be complete by the applicant

I, VIBHOR PANDEY (Applicant), MANAGER-RESEARCH AND LEAD GENERATION (Position),
at BRISBANE MARKETING (Bureau), hereby submit this application for the AACB Staff Scholarship. I confirm that I have prepared this submission personally and that I have consulted with JOHN AITKEN CEO of BRISBANE MARKETING (Org.) in the development of the Project Proposal included within. I have read and understand the "Conditions & Scholarship Details" and also accept that the decision of the judging panel (once announced) will be final and that no negotiations will be entered into.

Signature  Date 31-July-2015

NOMINATION FORM – to be complete by the CEO

I, JOHN AITKEN, CEO of BRISBANE MARKETING (Org.), endorse the submission of VIBHOR PANDEY (Applicant), a middle/senior level staff member at our bureau, for the AACB Staff Scholarship 2015/16. I have consulted with the applicant on their Project Proposal and I confirm that it is a relevant initiative which would deliver identifiable benefits to our organisation and AACB member bureaux. I also confirm that the applicant has read the "Conditions & Scholarship Details".

Signature  Date 31/7/15

