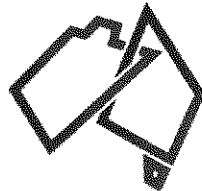




**BUSINESS EVENTS
AUSTRALIA**



**Association
of Australian
Convention
Bureaux**

Large Scale Business Events Legacy Strategy

**By: Samantha Thompson, Business Development Manager, Gold Coast Tourism,
M: 0424985725, E: samantha.thompson@gctourism.com.au**

AACB Staff Scholarship 2016/17 Submission

Monday, 15 August 2016

Andrew Hiebl
Australian Association of Convention Bureaux
C/- Canberra Business Chamber
Ground Floor, 216 Northbourne Avenue
Braddon ACT 2612

Dear Andrew,

RE: AACB Staff Scholarship 2016/17

I am delighted to nominate and support the application of Samantha Thompson for the AACB Staff Scholarship 2016/17.

Samantha joined Gold Coast Tourism – Business Events team in September 2015 as a Business Development Manager. She is responsible for sourcing and securing new conference business from the association and corporate markets in Queensland, NSW and South Australia. Working alongside our members and key stakeholders i.e. City of Gold Coast and Gold Coast Commonwealth Games Corporation, Sam has already secured 33 new conferences to the Gold Coast with an estimated economic impact of \$29,145,608.

Sam's passion and expertise in the Business Events industry is evident in her negotiation skills; converting 40% of all business leads, her genuine client relationships and her sincere belief in product. She is a hardworking and positive individual who is highly respected by her colleagues, clients and management.

I am proud to nominate and support Samantha Thompson's submission for the AACB Staff Scholarship 2016/17. With the Commonwealth Games less than two years away, the success of this project will not only raise the profile of business events in the Gold Coast but if replicated, also have a measurable economic impact to the state.

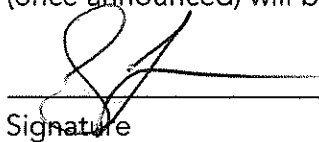
Yours sincerely,



Martin Winter
Chief Executive Officer
Gold Coast Tourism

APPLICATION FORM – to be complete by the applicant

I, Samantha Thompson (Applicant), Business Development Manager (Position),
at Gold Coast Tourism (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 Martin Winter, CEO of Gold Coast Tourism (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.



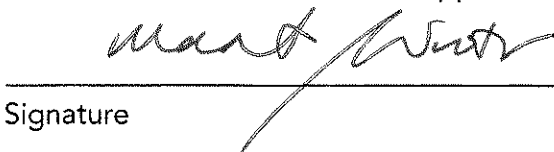
Signature

16/08/16

Date

NOMINATION FORM – to be complete by the CEO

I, MARTIN WINTER, CEO of GOLD COAST TOURISM GRP (Org.),
endorse the submission of SAMANTHA THOMPSON (Applicant), a middle/
senior level staff member at our bureau, for the AACB Staff Scholarship 2016/17. 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

16/08/16

Date



Résumé of Samantha Thompson

Mobile: 0424 985 725

Email: somsaysam@gmail.com

Key Strengths and Skills:

Business:

- Business Development
- Project Management
- Strong, client focus, natural sales approach with the ability to interpret a client's needs, deliver tailored solutions to retain and expand client base – trusted advisor
- Effective communication skills across all modes internally and externally including website management and social media
- Experience reporting of business daily and monthly statistics, business report writing and implementation of policy and processes for office productivity efficiencies
- High level PC skills in Microsoft Office Suite; Excel, Outlook, PowerPoint, Opera, CRM systems, Visio and Access and the demonstrated ability to learn new software quickly.
- Demonstrated ability to maintain high levels of confidentiality of sensitive nature
- Database Management

Personal Attributes:

- Strong verbal, written and interpersonal communication skills that allow interaction and reporting at all levels including excellent negotiation skills
- Self motivated approach with a strong work ethic and high personal integrity
- Ability to multi task, work independently yet be part of a highly motivated team
- Strong organisational skills with the demonstrated ability to successfully plan, prioritise and perform daily, weekly, monthly objectives
- A high focus and strong attention to detail
- Good understanding of and commitment to workplace health and safety, equal employment opportunity and anti-discrimination practices

Education and Professional Development

2012 **Certificate IV - Frontline Management – RMIT University**
Effective Complaints Handling Workshop – TMI Australia

2008 **Bachelor of Science in Psychology – Bond University GC Campus**
Currently completed 15/24 subjects

1998 **Bachelor of Business – Marketing and Event Management – Griffith University GC Campus,**
Marketing, Business Law, Information systems and Business Communication

1996 **Associate Diploma of Business Marketing – Institute of TAFE - Southport**

Professional Development in 2012/2013

• Responsible Service Of Alcohol	• Compliance Training
• Work Health & Safety	• Responsible Gaming

19/8/16 .

*This is to verify that this resume of
Samantha Thompson is true & correct,
Thanks Sharon. Thwaites*

Employment History:

09/2015 – to present **Business Development Manager – MICE**
Gold Coast Tourism – Business Events
Identify and qualify business opportunities in allocated markets – QLD, NSW and SA and as required in other domestic territories. Develop and implement a Business Plan for target markets. Conduct sales activity in key markets as per the approved Business Plan. Prepare board reports and adhoc reports as required. Collaborate effectively with key stakeholders to maximise impact and leverage opportunities. Build and maintain a quality business events CRM database for your target markets.

09/2014 – 08/2015 **Business Development Manager – MICE**
Crowne Plaza Surfers Paradise – IHG
Responsibilities of this role include; generating revenue into the hotel by leading and managing sales activities in line with Business Plan and Strategic Sales Revenue Plan. Management of the department budget and marketing activity. Identify, initiate and implement new business sales activities within the property and all IHG properties. Generate new leads by cold calling, telemarketing, attending networking and trade events and utilising digital channels. Plan and manage famils and tradeshowes. Monitor industry trends, competitor activity & trends; prepare quotes and contracts for clients. Prepare detailed monthly reporting and weekly update on sales strategic plan. Yielding accommodation & banquet rates to ensure maximum revenue for the property & to ensure budgets & KPI's are met. Full account management and revenue generation for all areas of the hotel

Achievements:

Offered Business Development Manager position in the proactive team.

03/2013 – 08/2014 **Business Development Executive**
(Please see notes below re: position description)
Jupiters Hotel and Casino, Broadbeach Gold Coast QLD

Summary of role:

Responsibilities of this role include conference, event and group room block sales for all corporate clients. Developing and implementing sales & marketing campaigns, proactive telemarketing and networking to source and secure leads across the corporate market segment. Initiate, contribute and at times lead projects across the property with key stakeholders to generate revenue, efficiencies and create greater brand awareness. Work with our Marketing and PR teams on new and/or existing sponsorship and partnership opportunities. Conduct face to face sales meeting, tailored site inspections, complete proposals and contracts for client. Ensure each and every event/conference delivers to the individual clients needs by creating memorable experiences each and every time through delivering out of the box experiences – securing events annually and creating a great referral base!

Achievements:

My role was titled as Sales Coordinator, however a position description change had been in process since November, 2013 to have this changed, no success until after I left the property. I worked as part of three team members in the MICE department towards a target of \$18 million in banqueting and room night revenue.

5/12/2011 – 03/2013 **Customer Engagement Coordinator**
Jupiters Hotel and Casino, Broadbeach Gold Coast QLD

Summary of role:

Responsibilities of this role included effective reporting, liaising with internal stakeholders to identify improvements and implement initiatives to maintain and build upon customer loyalty. Embody superior customer service, investigation and resolving escalated property complaints over the phone, via email, face to face or via website or social media. This role has required effective time management to achieve high volume output and maintain service level agreements for internal and external customers.

Achievements:

- **Winner of the Annual Business Innovation & Improvement Award for 2013 Jupiters Hotel and Casino**
- Implement standards of process for all key tasks
- Quickly built strong relationships and networks
- Drive, achieve and exceed customer satisfaction and loyalty targets



- Developed individual stakeholder reporting and analysis critical for decision making
- Project lead the successful implementation of the Jupiters Gift Card – doubling revenue year on year
- Nominated as an Initiative leader and award winner within Jupiters by CEO

2/2010 – 9/2011

Sales and Booking Agent / Relief Manager

Splash Mineral Pool Spa and Bar Attraction Gold Coast QLD

Summary of role:

As a sales and booking agent my role was generally the first point of contact, responsible for attending to all customer contacts in an inbound sales environment. This included, processing of appointments, up selling, follow up of customer service and enquiries. Arrange all marketing collateral, organizing events, managing large conference requests and bookings. Collaborate with local Gold Coast businesses to sell 'money can't buy' experiences. Build upon our brand and profile via website and social media forums such as Facebook.

Achievements:

- Stepped up as Manager for a period of three months and oversaw all facets of this operation – day to day business decisions including managing a team of 30

1/2007 – 12/2009

Administration Coordinator – The Centre for Executive Education

Bond University, Gold Coast QLD

Summary of role:

Working within this faculty I held a number of key responsibilities including sales for executive courses, finance management, processing and reporting. Event Management incorporating speakers, leisure activities, accommodation and venue hires within agreed budget limitations. First point of contact and face of the centre.

Achievements:

- Managed the administration of this program from start up to successful program implementation for Bond University encompassing all modes of executive education. E.g. EMBA, workshops, short and long courses.

12/2005 – 12/2006

Executive Assistant to Director of National Program Delivery

Health Improvement Directorate, Department of Health, London, UK

Summary of role:

Support the Director of National Program Delivery (NPD) and section heads of Obesity, Sexual health, Substance Misuse and Tobacco teams in the implementation and maintenance of program and project management disciplines. Provide full Executive level support to the Director with diary management of day to day meetings, minutes, competing deadlines and projects. Coordinate the activities of the embedded program offices and interpret commissioning notes for NPD policy areas and coordinates responses

Achievements:

- Quickly formed strong relationships with key players within the Ministers office and directors within Department of Health for effective key deliverables.
- Demonstrated ability to interpret policy and commissioning notes to enable definitive response drafts for the Director.

6/2004 – 12/2005

Personal Assistant to Director of Substance Misuse

Health Improvement Directorate, Department of Health, London, UK

Summary of role:

Personal Assistant to the Director of Substance Misuse required strong time management and delegation of work on behalf of my Director. As PA I ran the day to diary management, serviced meetings and arranged all travel coordination.

S. J.

Maintaining high levels of confidentiality and sensitivities of both clients and key stakeholder privileged information was critical.

Achievements:

- Recommended by my Director and successful in achieving a promotion to become Executive Assistant to the Director of National Program Delivery encompassing support to all sections heads of the program.
- **Integral key player in successful implementation of The White Paper 2004 across all streams of Health for UK**

Prior to 2004

Award Reservations Manager (4 years) – Wyndham Vacation Resorts Asia Pacific (2000-2004)

Wyndham Reservations Consultant (traineeship) – Wyndham Vacation Resorts Asia Pacific (1999-2000)

Won the Annual Wyndham Vacation Resorts Asia Pacific Star Achievement Award for 2003 – encompassed a six week overseas trip to parent company in Seattle and resorts in Vegas, Mexico, LA & Fiji

Referees: Full details avail upon request

S.J.

AACB Staff Scholarship 2016/17 Project Proposal Large Scale Business Events Legacy Strategy

My proposal is to research, plan and implement a Business Events Legacy Strategy for The Gold Coast Commonwealth Games being held in April, 2018. The strategy will not only involve the Gold Coast as the host city but all cities associated with the event. It is envisaged that this project could be used as a model for future cities within Australia hosting large scale events.

Aims:

- Meet with the Embracing our Games Legacy: Queensland's Legacy for The Gold Coast 2018 Commonwealth Games Committee to explore synergies relating to the business events arena, with the ultimate goal to gain a position on the committee. Meet with city and statewide stakeholders for feedback and thoughts on the project.
- Meet with the Glasgow City Marketing Bureau Director, Aileen Crawford and team to investigate the efficacy of their Business Events Legacy Plan. Also work in the office for up to three days shadowing team members to learn more about how the bureau works.
- Meet with the Daniel MacIntyre, Senior Manager at Glasgow Tourism & Events to discuss their Action Plan and learn more about the Major Events Charter.
- Meet with the Convention Edinburgh team, in particular Lesley Williams, Head of Business Tourism for one full day to better understand their involvement and successes from the Games in 2014, as well as how they work as a bureau.
- Meet with Sinan Inan, Director of the Antalya Convention Bureau, and team to discuss G20 successes and failures, and to shadow team members to learn more about the bureau and how they operate. Learn about current strategies the bureau is putting into place around such uncertain times.
- Analyse findings of the research and write strategy.

Objectives:

- Research the reasons for the success and failures of business event strategies from cities previously hosting large scale events, and identify how these are measured.
- Create a Strategic Plan around business events legacy relating to the Commonwealth Games for 2018.
- Become an advocate on the Gold Coast Committee for Business Events to ensure we are included in their planning and are visible to all involved with the Games.
- Shadow and work within international convention bureaus to gain experience and fresh perspective on the operations of convention bureaus.
- Increase business events economic impact into the Gold Coast.
- Share findings with other bureaus as a model for future large scale events with ultimate goal to increase business events within Australia.

Benefits

This project aims to increase business events for the Gold Coast, Queensland, and Australia. This will result in an important economic impact for the community for years to come and will raise the profile of Business Events for destination Australia as a whole.

I will work collaboratively across the bureaus of each city and with stakeholders involved in the Commonwealth Games to form a model that will be easily implemented into their bureaux. The project will raise the Gold Coast Bureau's profile and will ultimately set up a strategy to benefit from other future large scale events.

Proposed Timeline

AACB Scholarship 2016/17 Timeline	
Approximate Dates	Targets
01-10-16 - ongoing	Meet with the Embracing our Games Legacy: Queensland's Legacy For The Gold Coast 2018 Commonwealth Games Committee to explore synergies relating to the business events arena. An ultimate goal would be to gain a position on the committee. Also meet with city and statewide stakeholders for feedback and thoughts the project
28-07-17 - 30-07-17	Travel from Brisbane via London to Glasgow
31-07-17 - 02-08-17	Meet with the Glasgow Convention Bureau - Aileen Crawford and team to learn more about their business events legacy project and to shadow team members for three days to learn more about the bureau and how they work.
03/08/17	Meet with the Daniel MacIntyre, Senior Manager at Glasgow Tourism & Events to discuss their Action Plan and their engagement in the Major Events Charter
04-08-17	Travel from Glasgow to Edinburgh (1.5 hours by car)
04-08-17	Meet with the Convention Edinburgh team, in particular Lesley Williams, for one full day to better understand their involvement in the Games in 2014, as well as how they work as a bureau.
12-08-17	Travel from Glasgow via London to Turkey
14-08-17 - 16-08-17	Meet with Sinan Inan, Director of the Antalya Convention Bureau, and team to discuss G20 successes and failures and to shadow various team members for three days to learn more about the bureau and how they work.
19-08-17	Travel from Turkey to Brisbane via London
20-08-17 - 07-09-17	Analyse findings of research and liaise with various stakeholders for feedback on my project before presentation

Proposed Budget

AACB Scholarship 2016/17 Budget Proposal	
Item	Approximate Cost (AUD)
Qantas Flights	
Return Flight: Brisbane to London return	\$2,740
Flights covered by Qantas	\$2,740
Transport	
Gold Coast to Brisbane Airport transfer	\$120
Glasgow airport to hotel transfer	\$32
Glasgow hotel to airport transfer	\$32
Taxis to appointments in Glasgow	\$100
Car hire Glasgow to Edinburgh	\$250
Turkey airport to hotel transfer	\$50
taxis to appointments Turkey	\$100
Turkey hotel to airport transfer	\$50
Accommodation	
Glasgow - Hotel five nights' accommodation @ \$205 per night	\$1,200
Edinburgh – two nights' accommodation @ 230 per night	\$500
Turkey - Hotel five nights' accommodation @ \$116 a night	\$700
Other Incidentals	
Food x 12 days, breakfast, lunch & dinner	\$1,200
Flight from London to Glasgow return	\$360
Flight from London to Turkey –Antalya return	\$600
Total Approximate Costs**	\$5,294

**Costs above \$5,000 above are to be paid by the Bureau and Staff Member