



Association of Australian  
Convention Bureaux

# AACB Staff Scholarship 2020-21

Future recovery and rebound of Australia's business events industry.

Proudly sponsored by

BUSINESS EVENTS AUSTRALIA



## CONDITIONS & SCHOLARSHIP DETAILS

*AACB is committed to the recognition and encouragement of excellence. This scholarship is designed to offer bureau staff an opportunity to demonstrate their professional commitment, delivery of high-quality service and dedication to the business events industry.*

### **SUBMISSION DEADLINE: 5pm AEST Friday 23 October 2020.**

Submissions are to be sent via email to [communications@aacb.org.au](mailto:communications@aacb.org.au) as a single PDF file.

- Eligible applicants must be employed by an AACB member, within a convention bureau or business events department, in a permanent capacity for a period of at least 12 months by the submission deadline.
- Previous winners of the AACB Staff Scholarship are not eligible. Past applicants including runners-up and applicants from convention bureaux that have won previously are encouraged to apply.
- CEOs are encouraged to nominate more than one staff member, and to open submissions to any division within their bureau or business events department.
- Submissions may be judged by one or more of the following: an executive of AACB, plus a representative from the sponsor(s), and a nominated representative.
- Applicants agree by submitting an application that as part of the judging process, they may be required for a videoconference interview by the judging panel at a date to be determined.
- Two successful AACB Staff Scholarship 2020/21 winners will be announced on Monday 2 November 2020. The winners may be required to give a presentation on their project at the AACB Annual Conference in 2021 or similar event.
- Applicants accept that if they are one of up to two Scholarship winners, they will each receive a cash grant of AU\$2,500 +GST which must be expended by 30 June 2021.
- AACB reserves the right to decline to award the Scholarship if the judging panel shall so recommend.



## APPLICATION GUIDELINES

The application process comprises three (3) elements as follows:

1. CEO/Manager nomination
2. Applicant form
3. Project proposal

### 1. CEO/MANAGER NOMINATION

The Bureau Manager or CEO should complete the following nomination form, endorsing the applicant's submission.

### 2. APPLICATION FORM

Applicants need to discuss their project proposal with their Manager or CEO and complete the following application form.

### 3. PROJECT PROPOSAL

We invite you to nominate a project that:

- Supports your career professionalism,
- Brings benefit to your bureau and AACB bureau members across Australia, and
- Considers the future recovery and rebound of the business events industry in Australia.

The project needs to be a business events focused research project relevant to crisis recovery. It should incorporate recovery of the domestic and/or international business events markets in Australia and address recovery in the short, medium and long term.

The research project could also consider

- Innovation,
- Recovery tactics,
- Membership engagement,
- Sales strategies,
- The business events pipeline by industry and/or incentive groups,
- Promoting destinations beyond the event and
- The future of digital platforms.

To achieve the outcomes of your project we support undergoing professional development, registration of events, access to research and support that may be required from other services.

Please address your response in order of the following:

3.1. Briefly describe your project and how it will benefit the future recovery and rebound of Australia's business events industry. Outline your aims and objectives as well as how your bureau will benefit (500 words maximum).

3.2. Describe in bullet points:

- When you propose to undertake the project including a timeline of activities and key targets
- How/where you will be undertaking various elements of your project.



3.3. Describe your budget required to complete your project, which must be expended by 30 June 2021. Please present this in a table or spreadsheet like manner, including for example:

- Professional development courses
- Event registrations
- Access to research
- Support required from other services
- Other incidentals

NB: You and your Manager/CEO agree, by making this submission, to cover the balance should your project exceed the cash prize of AU\$2,500 +GST.



**APPLICATION FORM – to be complete by the applicant**

I, \_\_\_\_\_ (Applicant), \_\_\_\_\_ (Position),  
at \_\_\_\_\_ (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 \_\_\_\_\_, CEO/Mgr of \_\_\_\_\_ (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

**NOMINATION FORM – to be complete by the CEO/Manager**

I, \_\_\_\_\_, CEO/Mgr of \_\_\_\_\_ (Org.),  
endorse the submission of \_\_\_\_\_ (Applicant), a middle/  
senior level staff member at our bureau, for the AACB Staff Scholarship 2020/21. 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

