

16 August 2017

Australian Association of Convention Bureaux  
PO Box 6308  
O'Connor ACT 2602



Dear AACB colleague

The purpose of this letter is to nominate Leah Muir for the AACB Staff Scholarship 2017/18.

Leah has worked for Business Events Tasmania (BET) since August 2015 and throughout that time has demonstrated a high level of professionalism and maturity while performing her role as Business Development Manager. Her previous experience within the tourism and hospitality industries has supported her in producing strong sales results as part of the BET team.

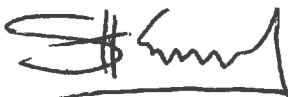
Over the last nine months while the organisation has been transitioning to the new CRM system Simpleview, Leah has taken a leadership role in implementation and internal training and development. Leah's aptitude for this role along with her desire for professional development has been highlighted over this time.

Knowing the importance of strong data to an organisation such as BET and the benefits that this can have on not only the organisation's success and profitability but also key relationships with national and international clients and stakeholders, I encourage Leah to broaden her knowledge of, and BET's use of the Simpleview software.

While this would no doubt benefit my organisation, I'm also certain that other national bureaux would benefit from Leah's development in this field. Leah has expressed a strong interest in sharing her acquired knowledge with other bureaux colleagues through the Simpleview user forum group, resulting in, amongst other things, consistent and comparable reporting across all states and regions.

I'm positive that an investment in Leah through the AACB Staff Scholarship 2017/18 would be a valuable one not just for BET and our internal sales processes but for Australian bureaux more broadly.

Yours sincerely

A handwritten signature in black ink, appearing to read "Stuart Nettlefold", written over a horizontal line.

Stuart Nettlefold  
Chief Executive Officer  
Business Events Tasmania

# **AACB Staff Scholarship 2017/18 Application**

## **Leah Muir, Business Events Tasmania**

### **Project description**

I have so far enjoyed a satisfying career in the tourism and hospitality industries, in recent years this has focussed on the conferencing and business events industry. One of the key tasks of my role as Business Development Manager at Business Events Tasmania (BET), is to identify and actively seek conferences and business events that could be held in Tasmania. My two years working with BET has highlighted the importance of having accurate and relevant data available to perform my job more efficiently and effectively.

High level destination marketing software, incorporating a customer relationship management system, allows my organisation and my colleagues to work smarter and this is particularly important for a smaller bureau such as BET.

I have recently been heavily involved in BET's adoption and implementation of destination marketing software Simpleview, including being the driver of internal training. This project has shown me the potential benefits that innovative destination marketing software can provide to an organisation. It has also highlighted that with a little more knowledge of the system, I could lead my colleagues in using Simpleview to greater advantage.

My goal is for BET to be the national leader in the way we use Simpleview and I believe a way of achieving that goal is to increase my knowledge of the software system and how it can be best applied to my organisation.

After attending a recent event in Melbourne, I'm confident that BET is already leading the way in use and comprehension of Simpleview. I would like to now take this a step further and increase my understanding of Simpleview system. My aim is for BET to set the bar nationally for best practice use of Simpleview, in turn increasing the quality of data we hold as an organisation and increasing conversion of business events to Tasmania.

In applying for the AACB Staff Scholarship 2017/18, I'm requesting support to attend the 2018 Simpleview Summit from 7-10 May 2018 in Scottsdale Arizona, USA. The Summit, held annually, is the ideal opportunity to provide me in-depth training, exposure to cutting edge trends, best practices and of course networking with my peers on an international level.

As well as bringing the benefits of this new knowledge back to my organisation, I hope to share it with my colleagues at other bureaux through the already established Simpleview User Group Forum. I hope to work with other bureaux that use Simpleview to lead a push for consistent reporting, something that I feel is currently lacking within our industry.

Overall this will be very beneficial to BET and AACB's strategic goals for the industry with a strong focus on market intelligence and member value whilst correspondingly ensuring optimum utilisation of destination marketing software.

## Project details

- April 2018 - I propose to start the project in April 2018 in Tasmania, preparing for the 2018 Simpleview Summit to be held in May.
- May 2018 – attend the Simpleview Summit 7-10 May in Arizona, including pre-conference training sessions
- May-August 2018 – Review how BET could be better using Simpleview software and put in place procedures for improvement
- Ongoing – Use knowledge gained at the 2018 Summit to lead the Simpleview User Group Forum and establish best practice reporting systems.

## Budget requirements

Activity	Detail	Amount
Transport (not including airfares)	Taxi fares to and from airport – Tasmania and Arizona	\$250 AUD
Accommodation	6 nights' accommodation near Summit venue in Arizona	\$1400 AUD
Summit registration	Registration for full 4-day Summit	\$TBC AUD
Summit pre-conference training	Pre-conference training session and activities	\$500 AUD
Summit networking opportunities	Opening reception, official dinner and closing party	\$600 AUD
Food, beverage and incidentals	\$130 AUD per day for 7 days (based on ATO recommended provision)	\$910 AUD
	<b>TOTAL</b>	\$