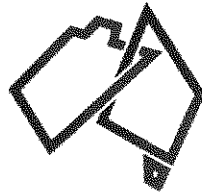




**BUSINESS EVENTS  
AUSTRALIA**



**Association  
of Australian  
Convention  
Bureaux**

# **Large Scale Business Events Legacy Strategy**

**By: Samantha Thompson, Business Development Manager, Gold Coast Tourism,  
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**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

## **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 bureaus. 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**

<b>AACB Scholarship 2016/17 Timeline</b>	
<b>Approximate Dates</b>	<b>Targets</b>
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**

<b>AACB Scholarship 2016/17 Budget Proposal</b>	
<b>Item</b>	<b>Approximate Cost (AUD)</b>
<b>Qantas Flights</b>	
Return Flight: Brisbane to London return	\$2,740
<b>Flights covered by Qantas</b>	<b>\$2,740</b>
<b>Transport</b>	
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
<b>Accommodation</b>	
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
<b>Other Incidentals</b>	
Food x 12 days, breakfast, lunch & dinner	\$1,200
Flight from London to Glasgow return	\$360
Flight from London to Turkey –Antalya return	\$600
<b>Total Approximate Costs**</b>	<b>\$5,294</b>

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