



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

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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> |

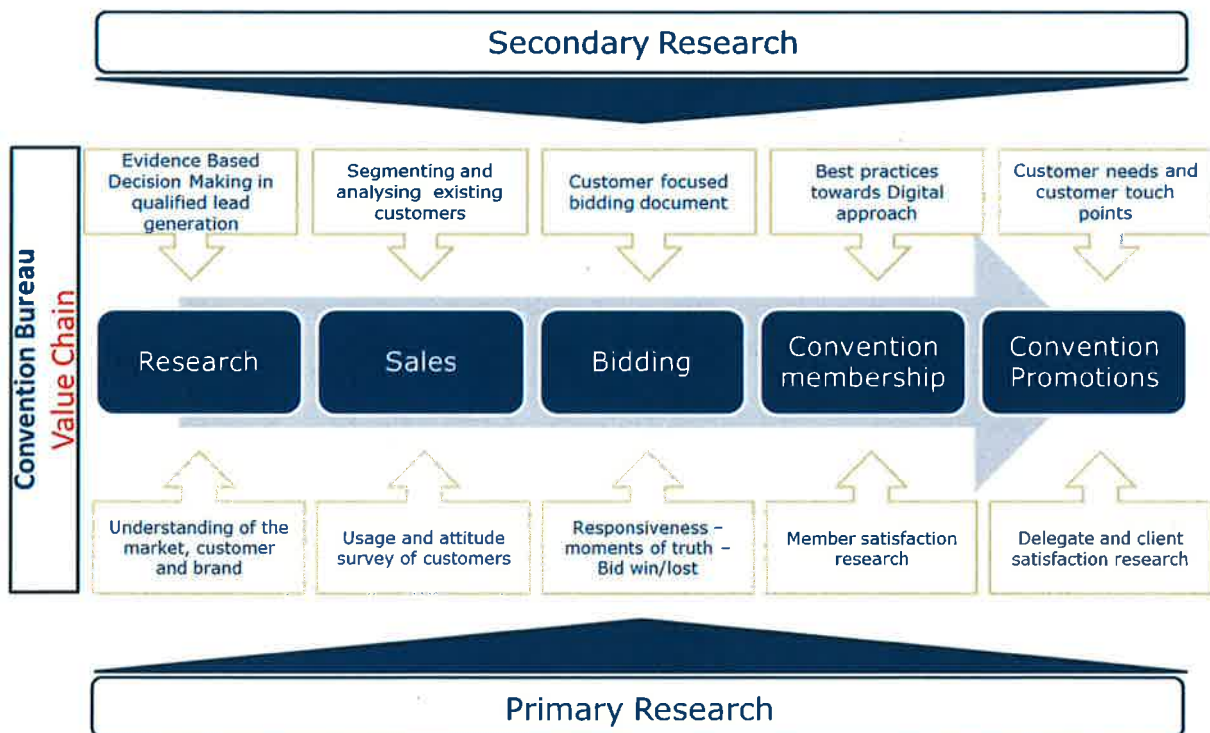
Project Specifications:

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 *****

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

