



## welcome

Welcome to the first edition of Platform, the Sydney Convention and Exhibition Centre's newsletter for national associations. In each issue we'll provide useful meeting tips, the latest information from the Centre, plus an update on recent and upcoming association meetings. We hope you enjoy reading Platform and look forward to welcoming your organisation to the Centre soon.

## how to Reachout

Humility has no place in the competition to win a meeting, according to the organiser of a major international medical event.

Australasian Menopause Society past president Dr Rod Baber said he had learnt this lesson during his organisation's recent successful bid to host the 4th Scientific Meeting of the Asia Pacific Menopause Federation in Sydney in 2010.

"The worst thing you can do when bidding is be humble... you have to really sell yourself," Dr Baber said.

Dr Baber made his comments at a Reachout seminar in Sydney in July. Reachout is an annual event staged by the Sydney Convention and Exhibition Centre and the Sydney Convention and Visitors Bureau (SCVB) to provide hands-on advice to associations looking to bid for and host an international meeting.

In other tips, Dr Baber suggested that a successful bid document should offer flexibility on dates for an event and provide a budget summary predicting a profitable outcome.

Dr Baber also emphasised the role of a strong supportive host organising committee, a message delivered by another speaker, Professor Rolfe Howlett. Professor Howlett, whose organisation, the Australian Society of Biomaterials, hosted the 7th World Biomaterials Congress in Sydney in May this year, said it was important to establish a stable committee that offered a range of skills.

In a presentation packed with hints, Professor Howlett also stressed the importance of appointing the right professional conference organiser, securing a lead sponsor and establishing a voluntary ambassador program, with industry members marketing the event worldwide to their colleagues.

Professor Howlett said his organisation had wanted to host the World Congress as it would enable the scientific exchange of information, highlight the potential of the Australian biomaterial industry, and promote student education and networking.



Left to right: Tom Hill from the Centre, Dr Trevor Norman, Annabel Davis from the Centre and Professor Rolfe Howlett.

He said the event had achieved these aims and had also made a profit of \$100,000, which would be ploughed back into student education.

Other speakers at this year's event included two leading professional conference organisers, and the convenor of the 2004 International Congress of Biological Psychiatry. Representatives of the SCVB, the Centre and the NSW Department of State and Regional Development also provided detailed advice on the assistance available to associations considering bidding for an international event.

For information on the 2005 Reachout seminar, scheduled for July, contact Annabel Davis.

Please see the back page for details.

A visit to Sydney can be made even more enticing with the offer of exclusive benefits through the Sydney Visitor Pass.

Available to delegates attending international and national conferences held at the Centre, the Sydney Visitor Pass entitles users to special leisure, dining and shopping benefits in the Darling Harbour precinct and the historic Rocks area.

An ideal inclusion in a delegate's registration satchel, the pass is packaged in an envelope with an introductory letter as well as a brochure listing all benefits and a special guide map.

Delegates simply present the pass to participating outlets to claim their benefits on the spot.

# sydney visitor pass



## case study

### Sydney looks good for dermatologists



Dermatologists from around Australia enjoyed a 'five-star' meeting at the Sydney Convention and Exhibition Centre in May, with organisers attributing record attendance numbers to the appeal of a Sydney venue and a quality speaker program.

More than 700 people registered for the four-day Australasian College of Dermatologists – 37th Annual Scientific Meeting, including 350 dermatologists, 150-plus trade delegates and scores of partners and family members.

College CEO Rodney Sheaves said the meeting was the biggest yet. "It really was a five-star event in terms of the venue as well as the quality of the speakers," he said.

Mr Sheaves said the College had devised a tightly packed program, featuring five prestigious international speakers addressing topical areas such as evidence-based dermatology, as well as local speakers discussing more generic medical issues such as professional development.

He said the requirement for medical professionals to earn points for Continuing Professional Development had made the annual meeting increasingly popular in recent years.

Mr Sheaves said the meeting, which is held in a different State capital each year, could only be conducted in convention centres because of its requirements, as well as its size.

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# ology conference

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“Dermatology is a very visual profession so we require auditoriums with tiered seating so that everyone can see the slides accompanying the presentations.

“We also have a growing exhibition component – this year we had 80 booths – so we need a convention centre which has dedicated exhibition space.”

This year’s meeting offered a wide range of social activities including a cocktail party at the Centre and a gala dinner featuring a special performance by some talented dermatologists-cum-musicians, aptly named the ‘Skintones’. Golf and tennis were also on the agenda.



Mr Sheaves said that the Sydney setting had been a drawcard to bring people in from interstate.

He said organisers looking to maximise numbers should make their event family-friendly. “More people will come if you stage your event in the school holidays and make sure there are things for families and friends to do.”

## what's coming up?

Event	Dates	Attendance
Trauma Care 2004	15-17 Oct 04	450
CPA Congress 2004	19-21 Oct 04	600
2nd Australian Health and Medical Research Congress	22-26 Nov 04	1,200
Financial Planning Association Convention & Expo 2004	1-3 Dec 04	2,250

## association events on the centre's calendar

Event	Dates	Attendance
Information online 2005	1-3 Feb 05	1,000
Urban Development Institute National Congress	3-10 Mar 05	500
Pathology Update 2005	12-13 Mar 05	700
Aged Care Community Conference 2005	31 Mar - 1 Apr 05	500



## recipe from the centre's kitchen

The Centre's Executive Chef Detlef Haupt celebrates Australia's performance at the 2004 Athens Olympic Games by serving up a gourmet seafood dish with a Greek influence.

Serves 4

- 4 large green scampi
- 40 ml ouzo
- frisée lettuce to garnish
- 4 large ripe roma tomatoes, quartered, seeds removed and flesh diced
- 4 tbsps extra virgin olive oil (rich green Greek olive oil is preferred)
- 2 shallots washed and cut into small pieces
- 1 large spanish onion diced
- 120 gms greek feta crumbled or cut into small dice
- 30 gms continental parsley finely chopped
- 2 tbsp olive oil
- juice of 1 lemon
- sea salt/white pepper

Combine tomatoes, shallots, spanish onion, feta and parsley in a bowl and mix well. Add olive oil, lemon juice and ouzo to the salsa mixture. Let the mixture sit while preparing the scampi so all flavours can macerate.

Remove the scampi heads and cut the tail in half. Rinse under cold running water and pat dry. Brush the cut side with olive oil and sprinkle with sea salt and white pepper. Place the cut side on the hot plate for approximately 2 minutes or until the skin becomes opaque and pinkish.

Arrange the scampi tail in the centre of the plate. Spoon the salsa over the scampi and sprinkle with sea salt and white pepper. Garnish with washed frisée lettuce leaves and serve immediately.

Tip: Serve the salsa at room temperature by warming the olive oil slightly before adding it to the mixture. Serve the dish with a crisp Sauvignon Blanc or Unoaked Chardonnay.

# supporting delegate boosting

It's every host's dilemma. You've chosen the dates and you've booked the venue. But how do you make sure everyone turns up?

The Sydney Convention and Exhibition Centre offers a number of services to help meeting organisers draw more delegates to an event.

Firstly, the Centre can provide a professional promotional video highlighting the best of Sydney, Darling Harbour and the Centre. The video can be tailored to include a specific meeting logo and details as a closing image and is ideal to show as part of a presentation aimed at boosting delegate numbers.

Also on offer is a superb collection of royalty-free, high quality, professional images of Darling Harbour and the Centre, ideal for presentations, collateral and websites.

Finally, the Centre has a wide range of prizes and promotional items available for meeting organisers' use – from food hampers filled with goodies from the Executive Chef's kitchen to a selection of corporate gifts. These promotional giveaways and prizes are an effective way of drawing potential delegates to booths and reminding them of the appeal of a Sydney-based event.

## did you know?

Pymont Bridge, which links Darling Harbour to Sydney's CBD, is one of the oldest electrically operated swing-span bridges in the world. Now operating solely as a footbridge for Darling Harbour's 15 million-plus visitors each year, the bridge officially opened in June 1902.

## contact us

If you would like further information on holding your event at the Sydney Convention and Exhibition Centre, please contact:

Annabel Davis  
Director of Sales – International  
Phone: (02) 9282 5033  
Email: [adavis@scec.com.au](mailto:adavis@scec.com.au)

Tom Hill  
Account Manager  
Phone: (02) 9282 5127  
Email: [thill@scec.com.au](mailto:thill@scec.com.au)

[www.scec.com.au](http://www.scec.com.au)