



Business Events Sydney

Business Events Sydney (BESydney) is Australia's leading business events marketing organisation, responsible for promoting Sydney as a business events destination, identifying new event opportunities and competing to bring these events to Sydney. The organisation is a not-for-profit partnership between the New South Wales Government and more than 200 leading tourism attractions, venues, event suppliers and conference organisers.

BESydney assists businesses and associations to host outstanding and memorable events in Sydney by providing support from the first stages of a bid right through to the final farewells. Our industry expertise, government and supplier contacts and objective advice are invaluable resources for meeting, conference and incentive planners.

BESydney has an impressive track record of attracting national and international events, spearheading Sydney as the leading business events destination in Australia.



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businesseventssydney.com.au



From strategic planning to developing creative ideas and lobbying for support, BESydney offers a range of services to assist associations, corporations, meeting and event planners to bid and host their national or international event in Sydney.

The profile of Sydney as an experienced events destination is important in providing a competitive advantage to any bid, whether it be a scientific, medical or academic based meeting. BESydney's success in winning these events is due to our focus on meeting the unique needs of each of our clients across the spectrum and delivering a tailored bidding strategy.

Our services

BESydney can help you bid for and win the right to host national and international business events in Sydney and NSW. We provide the following free services and products to help you win the bid:

Strategies, opportunities and goals

- Tailor a bid strategy to suit the event and its criteria
- Allocate a dedicated BESydney bid manager and executive to the bid effort
- Source funding opportunities to enable the bid

Research and support

- Research your industry to demonstrate your association's strengths in the bid strategy
- Conduct a competitor analysis to position Sydney in the national and international environment from both a destination and subject specialisation perspective
- Find appropriate venues and infrastructure to include in the bid, and secure these for the event
- Introduce you to Australia's most experienced professional conference organisers and suppliers
- Host site inspections for key decision makers

Event marketing

- Advise and assist to identify communication channels to promote the event
- Work with the host committee to identify related events to promote the Sydney meeting
- Assist to identify media opportunities to raise the profile of the event

Free event planning service

BESydney's official event planning team, AccessNSW can take all the hard work out of your next conference, meeting, gala events or team building activities.

AccessNSW provides independent choices on the best venues, accommodation and conference suppliers in Sydney and NSW. The team will create a shortlist of suitable event suppliers tailored to your specific needs and budgets and can also provide ideas, coordinate site inspections and source quotes on your behalf while maintaining your privacy.

By using AccessNSW's services, you can be assured of

- Professional and personalised service
- Expert and unbiased information
- Time-saving assistance



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Why host an international conference, congress or event

While at first glance hosting an international event in Sydney might seem to be inviting stress and responsibility, the reality is that you have an excellent and highly experienced partner every step of the way.

Business Events Sydney (BESydney) has over 40 years experience in partnering with individuals and associations in bidding and winning their industries' peak congresses, conferences and events for Sydney and New South Wales.

BESydney's key services are to provide you with the planning and coordination of the whole bidding process including the production of bid documents, liaising with venues, creating presentations, as well as providing introductions to investment

partners, lobbying, guidance and advice in maximising delegate attendance. After the bid is won, we assist you with sourcing the most appropriate professional conference organiser to provide the logistical and administrative support for your event.

The benefits of hosting a meeting in Sydney are many and are not all tangible. These include the opportunity for the host to:

- Bring the best brains and thought leaders from around the world together under one roof, in a productive, focused and positive environment
- Enable local professionals to attend a world class event without the cost and time of having to travel overseas
- Promote their name, institution and areas of expertise to a wider audience than would be possible if the host has to go overseas to do the same thing
- Influence the program content towards their own areas of expertise and ambition
- Exchange latest findings to advance the science, to debate the issues, to resolve conflicts
- Produce citable publications
- Show international leadership in the field
- Engage the Asia-Pacific region and assist in participation from developing countries





“One of the great opportunities that came from chairing the Congress was that it has allowed us to get through doors with policy advisers as never before.”

Professor Ian Caterson
Co-Chair, International Congress on Obesity 2006
Professor Caterson now heads up the Sydney based Institute of Obesity, Nutrition and Exercise, launched in July 2007

- Offer visits to meet local experts on campus or at research institutes, thus potentially expanding international links, introducing new ideas, promoting collaboration and intellectual property
- Offer technical tours to local industry sites, exposing achievements to a wider audience leading to investment and technical developments
- Introduce venture capitalists, exhibitors and sponsors who may invest in the field
- Generate financial profits that can be used to support a local secretariat or to fund an educational foundation
- Engage the interest of local politicians and funding bodies, thus stimulating wider community interest in the field and promoting themselves as the peak body
- Procure professional and general public media exposure, thus widening awareness of the subject work, issues and achievements
- Stimulate the local economy. International conference visitors spend on average A\$677 per day
- Reciprocate the hospitality they have experienced in attending conferences overseas
- Show off the beauty, attractions and leisure opportunities of Australia. One third of conference delegates intend to return for a holiday



6th World Congress on Paediatric Critical Care

Sydney

13-17 March 2011

With the theme of “One World Sharing Knowledge”, the Congress attracted more than 1500, from 80 countries, of the world’s leading experts in the care of critically sick children to Sydney, planting the seed for expanding local knowledge, growing new networks and assisting in research, funding and development for the specialisation.

This is the first time that the Congress has been jointly hosted by the paediatric critical care nursing as well as medical community.



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“Australia has played a key role in the global development of paediatric critical care, so we were delighted that our bid to bring the 6th World Congress to Sydney was successful. In fact, this was the first time it has been hosted outside the US or Europe, which demonstrates Australia’s leadership in the field,”

Dr David Schell

Congress co-Chair of the Paediatric Intensive Care Unit at The Children’s Hospital at Westmead

Sydney provided an ideal destination for the Congress, having been selected due to both its iconic stature and the facilities it offers for such a large scale event.

Research has demonstrated that approximately 23,000 children under the age of five die unnecessarily every day. That is 960 unnecessary deaths every hour. A desire to improve this disturbing statistic was the common goal for more than 1500 specialists who convened in Sydney over five days in March 2011 for the 6th World Congress on Pediatric Critical Care.

Congress co-Chair Dr David Schell, of the Paediatric Intensive Care Unit at The Children’s Hospital at Westmead, said since the first Congress in the series in 1992, the event had become a vital forum to harness international expertise, experience and influence to improve the outcomes of children suffering from life threatening illness and injury.

“Australia has played a key role in the global development of paediatric critical care, so we were delighted that our bid to bring the 6th World Congress to Sydney was successful. In fact, this was the first time it has been hosted outside the US or Europe, which demonstrates Australia’s leadership in the field,” Dr Schell said.

“The Congress attracted more than 1500 specialists from around the world who shared their knowledge on best practice in the field, and generated practical discussions on issues of relevance to developed and developing countries – all of which will ultimately lead to better help for children who are critically ill.

“Importantly, it provided a forum to build international connections between

specialists, which should lead to further global collaboration – this is a particularly important way to advance paediatric critical care around the world,” he said.

In addition to exposing local specialists to global leaders, the Congress also highlighted Australian innovation, research capacity and facilities in the field.

Australia’s uniquely inclusive approach was reflected in the decision to jointly host the Congress for the first time by both the medical and critical care nursing communities – through the Australian and New Zealand Intensive Care Society and the Australian College of Critical Care Nurses.

“In Australia, we look at the important roles played by everyone in the paediatric intensive care cycle – not only the doctors, but also the nursing and allied health staff, such as physiotherapists and psychologists. Our workshops and scientific program were structured to accommodate the diversity of skills, interests and experiences of all delegates attending, and we’re confident that this approach will set the standard for future Congresses,” Dr Schell said.

“We also showcased a successful Australian initiative, the Between the Flags program, which was developed by NSW’s Clinical Excellence Commission. It’s designed to standardise and improve the way we identify, and then rapidly respond to, patients whose condition is deteriorating. We’re pleased that we are now seeing other countries take our lead by adopting a similar standardised approach to address this universal issue,” he said.

The Sydney Convention and Exhibition Centre catered for the extensive scientific

and educational sessions, almost 50 exhibition booths and the well attended Pre-Congress Workshops.

Almost 600 delegates also took the option of enjoying a dinner and dance cruise on Sydney Harbour. Partners of delegates participated in a well coordinated program of activities, including tours of Sydney, the Northern Beaches, a coffee cruise on Sydney Harbour and BridgeClimb. Additional Post-Congress tours were available to the Red Centre or to Far North Queensland.

Dr Schell said he was pleased with the positive feedback. “The feedback we’ve received from delegates shows that the Congress was a success. It shows that we got the program right and, very importantly, that we got the atmosphere and social events right.”

Mr Jon Hutchison, CEO of Business Events Sydney – the organisation that supported the bid to bring the Congress to Australia – said he was delighted the event had delivered immediate and longstanding benefits to NSW and Australia.

“After nearly 10 years of intensive lobbying, we were pleased with Sydney’s success in securing the Congress over close competitors, Cape Town and Shanghai. While the long term benefits for the Australian paediatric critical care field are extensive, the State economy was also a direct beneficiary of the Congress, through the injection of around \$6.7 million,” Mr Hutchison said.



7th International Melanoma Research Congress

Sydney
4 - 7 November 2010

Sydney hosted the 7th International Melanoma Research Congress in November 2010. The Congress attracted 950 delegates from 30 countries which was the highest attendance in the history of the Congress.

Sydney's bid was described as 'outstanding' with the fantastic destination, Australia's strong links with Melanoma and the 5 star facilities offered. Sydney had once again demonstrated its ability to deliver a successful congress.



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“Historically the congress has been held in city hotels, which sometimes have limitations on the delegate numbers and on the ability to deliver five star service. The general service of the Sydney Convention and Exhibition Centre was impressive and the people who attended were very happy; the feedback was excellent.”

Professor Nick Hayward

Co-convenor of the Congress, and Senior Principal Research Fellow at Queensland Institute of Medical Research

Billed as one of the most comprehensive melanoma conference of the decade, Melanoma 2010 attracted a major gathering of more than 950 international melanoma and skin cancer experts in Sydney.

Co-convenor of the Congress, and Senior Principal Research Fellow at Queensland Institute of Medical Research, Professor Nick Hayward, highlighted the importance of the event in tackling Australia's 'national cancer'.

“With more than 10,000 Australians diagnosed with melanoma each year and 1,200 dying from the cancer, the Melanoma Research Congress series is incredibly important in bringing experts together to discuss new molecular therapies to treat this disease,” Professor Hayward said.

“A clear highlight of the event was the opportunity to showcase major clinical trial results which have provided the biggest breakthrough in melanoma treatment in 50 years. We revealed new drugs under development which may provide the first effective treatments for advanced forms of the disease.

“This gave people who live with this terrible disease a renewed hope that a treatment might be in reach. Before now, hope of a cure was far off.

“It's extremely exciting, and really reinvigorated interest in melanoma

treatment – both clinically and fundamentally. The conference helped to revive an interest to work in the field, and at the same time demonstrated that Australia is at the forefront of the research effort,” he said.

This was the first time this prestigious congress had been held in Australia, since the start of the annual series in 2003. Professor Hayward puts Australia's success at being selected as the host nation in part down to the significant medical expertise and research facilities located here dedicated to finding ways to improve treatment for melanoma patients.

The Congress was hosted by the Melanoma Institute of Australia, the world's largest research and treatment facility of its kind, which has the latest clinical research and access to some of the best clinicians from Australia and around the world.

Melanoma 2010 integrated a careful combination of four independently structured meetings, with each oriented to a specific audience, but providing great opportunities for cross specialty exchange of knowledge and ideas.

“It was great exposure for the societies represented – the Society of Melanoma Research, Melanoma Pathology Working Group, and Melanoma and Skin Cancer Centres. It was a good opportunity to raise the profile of these societies and that has attracted more members into them.

“We were also able to create a unique new forum – the Melanoma Update for Primary Care Clinicians – designed to provide an update on what's new in the field and provide specialised training and tutorials targeted to general practitioners,” Professor Hayward said.

While in Sydney, delegates had an opportunity to continue to build valuable networks and enjoy some unique local experiences through carefully organised and very well attended social events – including dinners, a Captain Cook Starlight Cruise and a performance at the Opera House.

The Sydney Convention and Exhibition Centre provided ideal facilities for the Congress and was described by Professor Hayward as a fantastic venue.

“Historically the congress has been held in city hotels, which sometimes have limitations on the delegate numbers and on the ability to deliver five star service. The general service of the Sydney Convention and Exhibition Centre was impressive and the people who attended were very happy; the feedback was excellent,” Professor Hayward said.



18th World Congress of Neurology

Sydney
5–11 November 2005

- The Congress attracted 5,200 delegates including 500 speakers
- The event was won with the assistance of Business Events Sydney in 1997 after solid lobbying and a final presentation in London
- The 57 exhibitors used three halls of the Sydney Convention and Exhibition Centre
- Key sponsors were UCB SA Pharma (Belgium); Sanofi-Aventis (Australia) Bristol-Myer Squibb (Australia); Serono (Australia); Schering AG (Germany); Biogen Idec (Switzerland); Astra Zeneca (USA); Compumedics (Australia) and Ipsen (Australia)



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“The choice of Sydney to host the Congress increased our delegate numbers by 10-15 per cent because Sydney is a unique and exciting destination and people want to go there.”

Dr Bill Carroll

Congress Organising Committee, 18th World Congress of Neurology

Sydney became the nerve centre for neurologists from around the globe in November 2005, when the city played host to the prestigious 18th World Congress of Neurology.

More than 5,200 delegates including 500 speakers gathered for five days at the Sydney Convention and Exhibition Centre, with its prime waterfront location providing the perfect launch pad for each day's post-Congress activities, including cruises on the city's famous harbour and gala dinners and social events throughout Sydney.

The delegates, who stayed in more than 30 of the city's four and five-star hotels, enjoyed the best Sydney has to offer from fine dining in a range of waterfront restaurants to performances in the world-famous Sydney Opera House.

According to Congress Organising Committee President Dr Bill Carroll, Sydney was a big hit.

“The choice of Sydney to host the Congress increased our delegate numbers by 10-15 per cent because Sydney is a unique and exciting destination and people want to go there. Feedback from delegates was outstanding. They loved coming to Sydney and loved coming to our Congress,” Dr Carroll said.

How the event was won

The Australian Association of Neurologists (AAN) had submitted two unsuccessful bids to host the 1997 and 2001 World Neurology Congresses, before the event came to the attention of Business Events Sydney (BESydney) in 1997.

Recognising the enormous potential of the Congress, BESydney worked with the AAN to develop a fresh bid for the 2005 event. A national pre-selection process in 1998 eliminated the local competitors – Melbourne and Brisbane – but the international competition remained strong, with Cairo, Tunis, Bangkok, Prague and Madrid all vying for the event.

Over a four year period, BESydney worked closely with the AAN and a professional conference organiser, to pursue the Congress.

An intense international lobbying program was supported by advertising in neurology publications worldwide, the development of a website and logo for the bid and a direct marketing campaign, including postcards from the Sydney bid team.

When the World Stroke Congress was held in Melbourne in 2000, Sydney was there with a dedicated booth to promote its bid for the World Congress of Neurology in 2005. The same booth –

complete with a very popular man-size roaming koala – was put into action at the 2001 World Congress of Neurology in London where the formal bid was presented.

Sydney worked hard during that Congress to shore up its support. When the final count was taken at the end of the event, the city's efforts were rewarded, with Sydney drawing votes from more than 50 per cent of voting Committee members.

There were a number of reasons why Sydney succeeded: the city's proximity to Asia, its affordability and destination appeal all played a big part, as did the role of bid leader, Dr Bill Carroll, a world renowned neurologist. Underpinning all this was a massive marketing and lobbying campaign coordinated by BESydney, the AAN and its partners.



Joint Congress of the International Federation of Societies for Surgery of the Hand and International Federation of Societies of Hand Therapists

Sydney
11–15 March 2007

- Over 2,000 participants arrived in Sydney for the historic first joint Congress where hand surgeons and therapists met at the same time in the same city
- The Congress bid was won with the assistance of Business Events Sydney (BESydney) in a process which began nine years earlier. A strong scientific program and good event management ensured financial success
- The Congress incorporated over 750 live presentations, poster sessions and a trade exhibition
- A moving Opening Ceremony included violinists playing, with screened video enlargements of the musicians' hands as they performed. Also, a hand puppeteer conjured up human emotions through gesture



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“Business Events Sydney did a lot in helping us prepare the bid document. They helped gather 30 letters of endorsement from the Prime Minister down – letters from all the state health ministers, the premiers of all the Australian states, the Lord Mayor of Sydney and the various state hand surgery societies.”

Dr Roland Hicks

Convener, 2007 Joint Congress of the International Federation of Societies for Surgery of the Hand and International Federation of Societies of Hand Therapists

When cellist Catherine Hewgill slipped and fractured her wrist after a performance at the Sydney Opera House in 2003, she could never have guessed her traumatic accident would one day be recounted to leading surgeons and hand therapists from all around the world.

Catherine took to the stage again in a different role in March 2007 when Sydney hosted the world’s leading hand surgeons and hand therapists for the 2000 delegates at the Joint Congress of the International Federation of Societies for Surgery of the Hand (IFSSH) and International Federation of Societies of Hand Therapists (IFSHT).

Putting a human face to the Congress agenda, Catherine told delegates of her recovery from injuries that had left her hand useless, providing an example of the brain’s adaptability and its role in the rehabilitation of serious injuries.

Later that week, many delegates had the chance to visit the scene of the accident when Opera Australia staged a private performance of Puccini’s La Traviata at the Sydney Opera House.

The joint Congress took place at the Sydney Convention and Exhibition Centre over five days in March 2007, attracting 2,000 delegates from both federations. The event involved an exhibition of about 40 stands and a huge scientific program of 750 presentations.

Participants stayed in hotels within close walking distance to the Sydney Convention and Exhibition Centre which is in the heart of the Darling Harbour entertainment and dining precinct.

How the event was won

In much the same way as Catherine Hewgill overcame the obstacles of her injury through determination and effort, so too did the Australian hand surgeons and therapists to win the right to host this prestigious medical meeting.

The event’s Convener, Australian surgeon Dr Roland Hicks, said the joint Congress had been a huge success and a culmination of a process that began in 1998.

As President of the New South Wales Society of Hand Surgery, Dr Hicks had begun a feasibility study into staging the international Congress and approached Business Events Sydney (BESydney) for help.

Provisional budgets were prepared with the assistance of a professional conference organiser and a presentation by BESydney was made to the Australian Society of Hand Surgery at its 1999 national conference, winning approval to proceed and launching a two-year bidding process.

In the bid process, Sydney faced stiff competition from the UK, South Korea, USA and a joint bid by Argentina and Brazil.

“BESydney did a lot in helping us prepare the bid document,” Dr Hicks said. “They helped gather 30 letters of endorsement from the Prime Minister down – letters from all the state health ministers, the premiers of all the Australian states, the Lord Mayor of Sydney and the various state hand surgery societies.”

“All of this went with our bid and budget to Istanbul in 2001 where we conducted a presentation (to the IFSSH Executive Council) and screened a video BESydney had produced. It went down well, because we won in the second round of voting.”

“If we didn’t have BESydney, we wouldn’t have won the bid, it’s as simple as that. It took a professional bid to overcome regional politics and bring the event to Australia”



International AIDS Society Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2007)

Sydney
22–25 July 2007

- The conference is held every two years as a means of addressing the very serious global issue of HIV and AIDS
- IAS 2007 attracted leading scientists and clinicians from around the world and provided the setting for a crucial 'Sydney Declaration' on funding for HIV research
- The local conference organiser and co-host organisation was The Australasian Society for HIV Medicine (ASHM)
- The total number of attendees was 6,700 including 1,000 Australian delegates
- Australia's ongoing leadership in the global response to AIDS and the contribution of its scientific and medical community to HIV research were significant reasons behind its selection as the destination for this event



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“Scientific interest and overall attendance in this conference has exceeded our most optimistic expectations. Over 3,100 abstracts were submitted to IAS 2007, an increase of more than 50 per cent over the last IAS conference in Rio, and we had 6,700 participants. It is incredibly rewarding ... to see the scientific program we’ve developed for this conference acknowledged by this level of interest from every corner of the globe.”

Dr Pedro Cahn
IAS President

Apart from the traditional Aboriginal dance at the opening ceremony, the International AIDS Society Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2007) was a very serious affair. A record number of key scientific and medical representatives attended to discuss important issues that also included the significant ‘Sydney Declaration’ on funding for AIDS research. IAS President, Dr Pedro Cahn, acknowledged that “scientific interest and overall attendance in this conference has exceeded our most optimistic expectations. Over 3,100 abstracts were submitted to IAS 2007, an increase of more than 50 per cent over the last IAS conference in Rio, and we have 6700 participants”.

Australia has played a leading role in the global response to AIDS ever since the epidemic first struck in the 1980s. However, this was the first international conference on AIDS ever held in the country, drawing record numbers of delegates and media. Levinia Crooks, CEO of the Australasian Society for HIV Medicine (ASHM), believes that Sydney was a strong drawcard in building attendance numbers. “Not only were international scientists and clinicians keen to meet other scientists working in their area, they also wanted to visit a place they hadn’t been to”, she said. The venue’s central location also added to the success of the event, with delegates very appreciative of the ease with which they could stroll to the Convention Centre from their hotels, as well as its proximity to restaurants and attractions. Craig McClure, IAS Executive Director, said “The downtown location of the (Sydney Convention and Exhibition) Centre and its

state-of-the-art facilities, the breathtaking views of the harbour, the friendly and easy going people and the mild and sunny climate are only some of the many advantages to holding a conference in the beautiful city of Sydney”.

Sydney’s bid for the conference was so strong that it only had to make it once. The process began in 2002 when Sydney bid for the IAS 2005 conference. That event was won by Rio de Janeiro, however the IAS committee was so impressed with Sydney’s bid that it awarded the 2007 conference to the city without a competitive pitch. ASHM Conference, Sponsorship and Events Manager, Nadine Giatras, paid tribute to the efforts of Business Events Sydney (BESydney). “BESydney was very important – they worked with us to compile the bid documentation and liaised regularly with us. BESydney also organised a site inspection for IAS representatives in 2003 which went extremely well”.

After the bid was won BESydney continued to provide strong support organising funding and boosting delegate numbers. It assisted in efforts to attract more international delegates during the 2006 International AIDS Conference in Toronto, with a VIP reception supported by Tourism Australia and Qantas designed to engage key players. “BESydney has great contacts, is well staffed and they put in a lot of effort. It was great to have them as a partner” said Nadine.

The meeting had complex audio-visual and technological requirements to address the needs of its hundreds of speakers, cater for its large media centre and facilitate a very interactive website. “While we had 7,000 people at the conference, there were 40 million around the world needing to get the news that

came out of it”, said Karen Bennett IAS in Communications Manager. Sydney Convention and Exhibition Centre handled all the demands, including the uploading of webcasts, podcasts, images and transcripts to the conference website each day, to enable people all over the world to follow the meeting. Florin Costea, IAS IT Systems Manager, said “the IT infrastructure of the Centre should be considered as the level all others should aim for”.

At the conclusion of the conference, BESydney Chief Executive Officer Jon Hutchison said IAS 2007 had helped to showcase Australian science on the world stage. “This event was critically important for our ongoing role in developing HIV/AIDS research and for establishing ongoing collaboration with international interests”. For ASHM, it provided invaluable exposure to their international peers and profiled Australian research on a global stage. It also helped to raise the profile of ASHM to prospective members in the Asia Pacific region.

The massive attendance and high profile of IAS 2007 was a catalyst for attracting over 200 scientists to a high level Bioscience Outreach Symposium, held at NSW Parliament House after the conference. The ripple effect continued into 2008 with the announcement that the University of New South Wales was awarded the largest Australian grant in its history, receiving \$17.7 million in funding to advance understanding of HIV and Hepatitis C.