



BUSINESS EVENTS
SYDNEY





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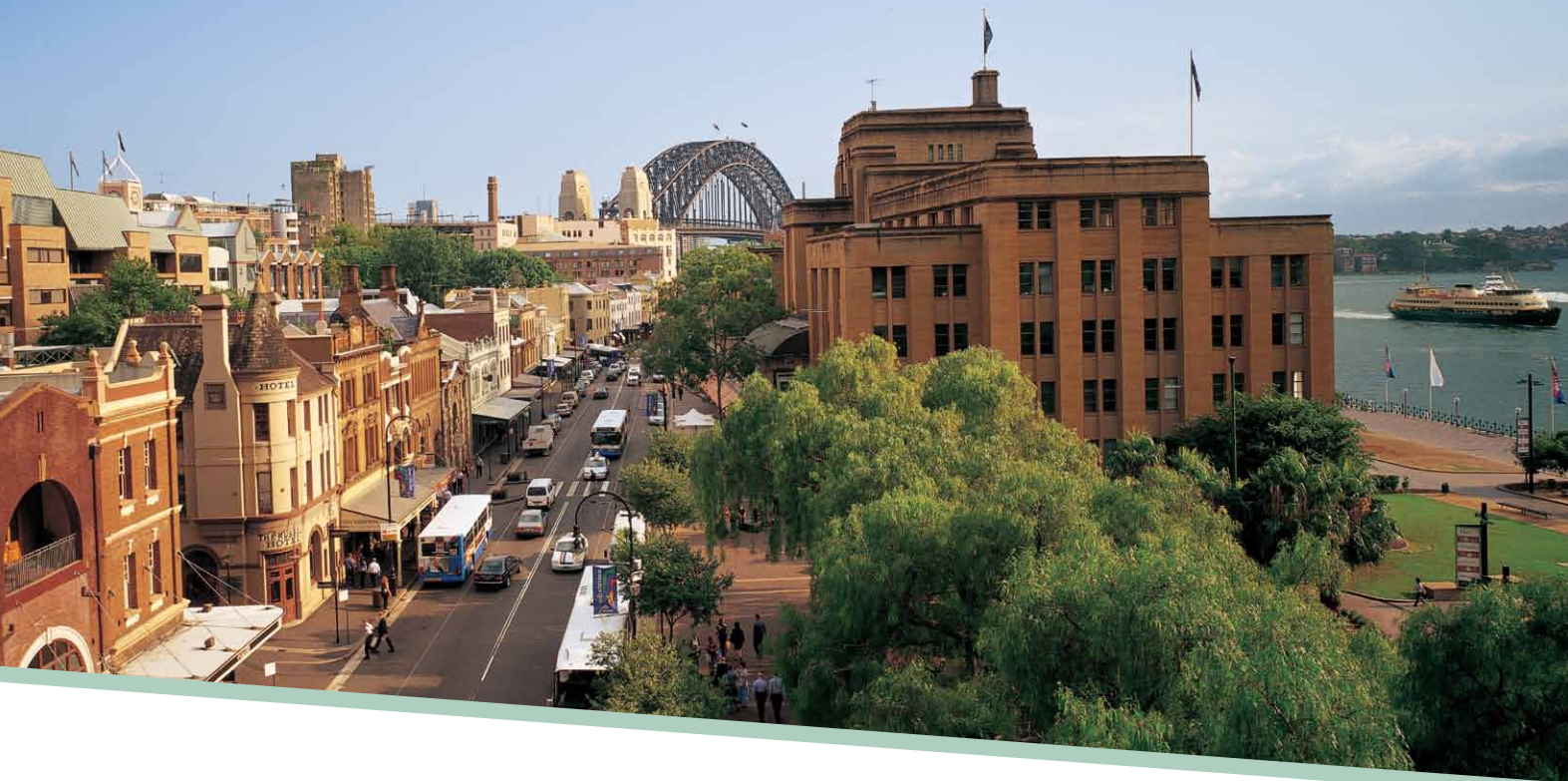
Corporate overview

Whether bidding to host an international convention for thousands of delegates or planning a corporate event for 50, Business Events Sydney is here to help.

Our aim is to assist businesses and associations to host outstanding events in Sydney and New South Wales. We can provide support from the first planning stages of a bid right through to the final farewells.

Business Events Sydney is a joint venture between the New South Wales Government and the tourism industry that has been extraordinarily successful in attracting national and international events to Sydney and NSW for nearly 40 years. Business events include association congresses as well as corporate meetings and incentives.

We are a non-profit organisation with around 300 members including airlines, hotels, restaurants, attractions, venues, professional conference organisers and business event suppliers. With offices in Sydney, Hong Kong, London and New York, we have the global expertise, creativity and experience to make your event a success.



Our services

From strategic planning to developing creative ideas and lobbying, Business Events Sydney offers a range of services to help associations bid to host their national or international event in Sydney and New South Wales.

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.

Business Events Sydney'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.

Associations

As professional bodies continue to become globally focused, it is essential for their leaders to stay on top of the latest ideas and information. Increasingly, professional associations realise that hosting a national or international meeting can be an effective way to focus attention on their field, build strategic partnerships and exchange ideas.

For many associations, hosting an event enhances their profile and can generate significant revenue that can be invested back into the organisation for future research and educational programs.

Each year, Business Events Sydney helps around 100 associations bid to host their international meeting in Sydney. We understand that bidding

“Scientific interest and overall attendance at the Sydney conference has exceeded our most optimistic expectations. Over 3,100 abstracts were submitted to IAS 2007, an increase of more than 50% 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

for a prestigious event involves an investment of time and resources. We are here to help and become a dedicated bidding partner. We have a very strong track record, backed up by our bid ‘win-rate’ of 74%, one of the highest in the world.

The complimentary services we provide include:

- > Providing a dedicated Bid Manager to tailor your bid strategy
- > Sourcing funding opportunities
- > Securing letters of support from key political, industry and tourism leaders
- > Researching the best venues and services to include in the bid and securing these for the convention

- > Providing support for the bid presentation
- > Hosting site inspections for key decision makers
- > Introducing you to a strong network of Australia’s most experienced professional conference organisers and suppliers
- > Helping to maximise delegate attendance
- > Distributing media releases to generate publicity

Science, medicine and agriculture take centre stage

Sydney is known as a leading destination for staging large scale scientific and medical conferences. In recent years Sydney has hosted major international events in the fields of neurology, occupational therapy and paediatric dentistry, while

future events include the 2013 World Conference on Lung Cancer, the 2010 World Congress of the Human Proteome Organisation, and the 2010 Lions Clubs International Convention which is expected to draw 25,000 delegates.

Recent world events held in Sydney included World Youth Day 2008 with 200,000 pilgrims and a final mass attendance of more than 400,000 at Randwick Racecourse.

Growing industries such as environment, information communication technology (ICT) and financial services are also finding Business Events Sydney a valuable bidding partner and Sydney the perfect stage.



Our services

We use our creativity and inside knowledge of Sydney to help corporate meeting planners and incentive organisers plan and stage the perfect event.

Incentive planners

If you are planning an incentive program in Sydney and New South Wales, we offer a range of information and services to help make your job easier. We can help you bid to host an incentive as well as provide ideas, advice on destination management companies, venues and tour operators, promotional material, welcome kits and logistics.

If the meeting is not yet confirmed for Sydney, Business Events Sydney can offer a range of services to assist with the bidding process, including:

- > A dedicated Bid Manager to manage the bid process for your incentive program, making sure all your needs are met
- > Creative incentive ideas and sample itineraries
- > Assistance in securing venues and accommodation
- > Support with site inspections
- > Official Sydney bid document and promotional material
- > Media releases and management of local publicity

“The decision to host the congress in Sydney certainly influenced delegate numbers because it was such a unique and exciting destination and people wanted to come. By holding the event in Sydney, we boosted our delegate numbers over previous congresses by about 10 to 15%.”

Dr Bill Carroll

Congress Organising Committee President
18th World Congress of Neurology

- > Delegate welcome kits including maps, guidebooks and shopping vouchers
- > Welcome banners and airport meet and greet
- > A range of services for incoming VIPs
- > Assistance with customs and immigration

Corporate planners

We work with some of the world's biggest companies as well as some of the smallest to plan their meetings, exhibitions or product launches.

From meeting facilities to cruises, transport and hotels, our award-winning team are the experts on Sydney and will help you every step of the way.

We offer a free service called AccessNSW which provides unbiased advice and ideas for staging events in Sydney and regional NSW, and we can source a variety of quotes from suppliers to suit your needs. Please see page 11 for more details or visit www.accessnsw.com.au.



Sydney

Sydney is one of the world's most spectacular cities, fusing contemporary modern culture with a breath-taking natural beauty and friendly lifestyle.

Visitors are drawn by the sunny climate, year round outdoor lifestyle, fresh cuisine and wide range of entertainment choices. When combined with world-class hotels and an extensive array of modern and affordable meeting facilities, Sydney is the ultimate business events destination.

Exhilarate your guests

Business Events Sydney's insight will help you craft the real experience of Sydney that will deliver a

much richer experience for delegates beyond the tourist trail. Whether you are seeking extraordinary speakers for your conference or planning a gala dinner featuring ancient Aboriginal performances, our inside knowledge and strong network can help you create an experience your guests won't forget.

Where else but in Sydney can you enjoy cocktails with kangaroos and koalas while taking in the incredible views of Sydney Harbour, or watch the sun rise as you climb to the top of Sydney Harbour Bridge? Your guests will be thrilled as they dine on the forecourt of the world famous Sydney Opera House and finish the evening against a breath-taking display of fireworks. Delegates have access to the latest sophisticated conference facilities,

“The Business Events Sydney team offered suggestions I hadn’t even thought of, they certainly can put the wow factor into your event. The team delivered a prompt and reliable service and put me in contact with the right people for our event. I can’t believe this service is free.”

Angela Zervos
Conference Manager
Catholic Health Australia



while being only 20 minutes away from some of the world’s most stunning beaches.

Best city in the world

Sydney is Australia’s largest economy and a leading financial and commercial centre in the Asia Pacific. It offers proximity to Asian markets, a stable and resilient economy, world class infrastructure and a highly skilled multicultural workforce.

Sydney is ranked as the best city in the world in the latest rankings by the annual Anholt City Brands Index. The poll of 10,300 people in 20 countries named Sydney number one out of 40 cities considered for their people, climate, lifestyle, affordability, transport and international status.

In 2008, Sydney also moved from fifth to fourth place in the annual World’s Best Cities survey by Travel + Leisure Magazine.

The lure of Sydney makes it easy to attract a record number of delegates from around the world.

Contemporary and unique venues

Sydney offers over 30,000 accommodation rooms in the Sydney region, of which 21,000 are in central Sydney. Choose from an impressive range of sophisticated venues that can accommodate groups from 50 to over 5,000 and which suit every style and budget. Two of Australia’s most advanced facilities - the Sydney Convention & Exhibition Centre in the city and Sydney Olympic Park in the

heart of Sydney region - host a range of national and international events. The Convention Centre is one of only three in the world to have achieved Green Globe benchmarked status, reflecting its commitment to sustainable travel and tourism.

Pre and post touring options

An excellent range of touring options are available through New South Wales including the beauty of the Blue Mountains, wine tasting in the vineyards of the Hunter Valley, wild dolphin cruises at Port Stephens and great coastal beaches within driving distance.

“Thank you for organising our wonderful post tour to the Hunter Valley. The Valley was very pretty, relaxing and the perfect ending to a perfect visit! It was a first for hot air ballooning, a first for seeing kangaroos, and a first for visiting a winery!”

Rose Mary Comfort
Director of Operations, Cypress Incentives (USA)



AccessNSW

We offer a free service called AccessNSW that provides unbiased advice and ideas for staging events in Sydney and regional NSW, and we can source a variety of quotes from suppliers to suit your needs.

If you need help in finding a venue, accommodation, transport or simply need some inspiration when planning your event, let our friendly team at AccessNSW do all the legwork for you. We can provide ideas and source quotes on your behalf from venues and other event partners whilst maintaining your privacy.

AccessNSW can assist with entire event planning process including organising venues, accommodation, catering, entertainment, transport, AV requirements and social activities as well as coordinating site inspections. Once clients make a decision, they finalise all arrangements directly with suppliers.



Simply complete a Request For Proposal document (RFP) for your event online at www.accessnsw.com.au

AccessNSW gives you:

- > Expert and unbiased advice
- > In-depth knowledge of venues and industry services
- > Freedom to choose between a variety of event service providers
- > Most importantly – it's a big time saver

“Based in Canberra, it would have been very hard to short list suitable venues for our event in Sydney. After filling out the simple form on the AccessNSW website, a representative called to confirm our requirements and explained the service. They then arranged to send the brief to various venues and within 48 hours we had seven quotes, all addressing the brief – without leaving the office. Why spend hours searching for a venue in a city you don't know when there is a service that does it for you, and it's free?”

Evan Thomas

Business Development and Strategy Group IP Australia



Information and resources

Business Events Sydney produces a range of colourful and inspiring marketing materials, DVDs and publications to help win your bid for Sydney or promote delegate attendance.

In addition, we also provide a range of online planning tools and useful publications for meeting planners.

Event Planners Guide

A must have for anyone involved in planning and organising business events, the Event Planners Guide is a comprehensive full colour guide of

meeting, incentive, convention and exhibition facilities, services, and leisure and touring activities within Sydney and regional NSW. Key features include venue capacities, what's new, visitor information and comprehensive maps. The Event Planners Guide is supported with an e-zine downloadable from our website with hyperlinks to advertisers' sites. You can order a free copy of the guide or access it online at www.eventplannersguide.com.au.

The Sydney Incentive brochure

The Sydney Incentive brochure has been designed to showcase Sydney as a premier incentive travel destination, showing off Sydney's spectacular



harbour, icons, unique activities, special event ideas, staging and theme party capabilities. It is available in English and Simplified Chinese at www.businesseventssydney.com.au.

Find a supplier

Search our extensive online database of suppliers by location, category or size. Once you've found what you're looking for, you can drag and drop preferred suppliers into a shopping cart and proceed through to 'Request for Proposal'. Visit our website www.businesseventssydney.com.au to see how easy it is.

Business Events Sydney newsletter

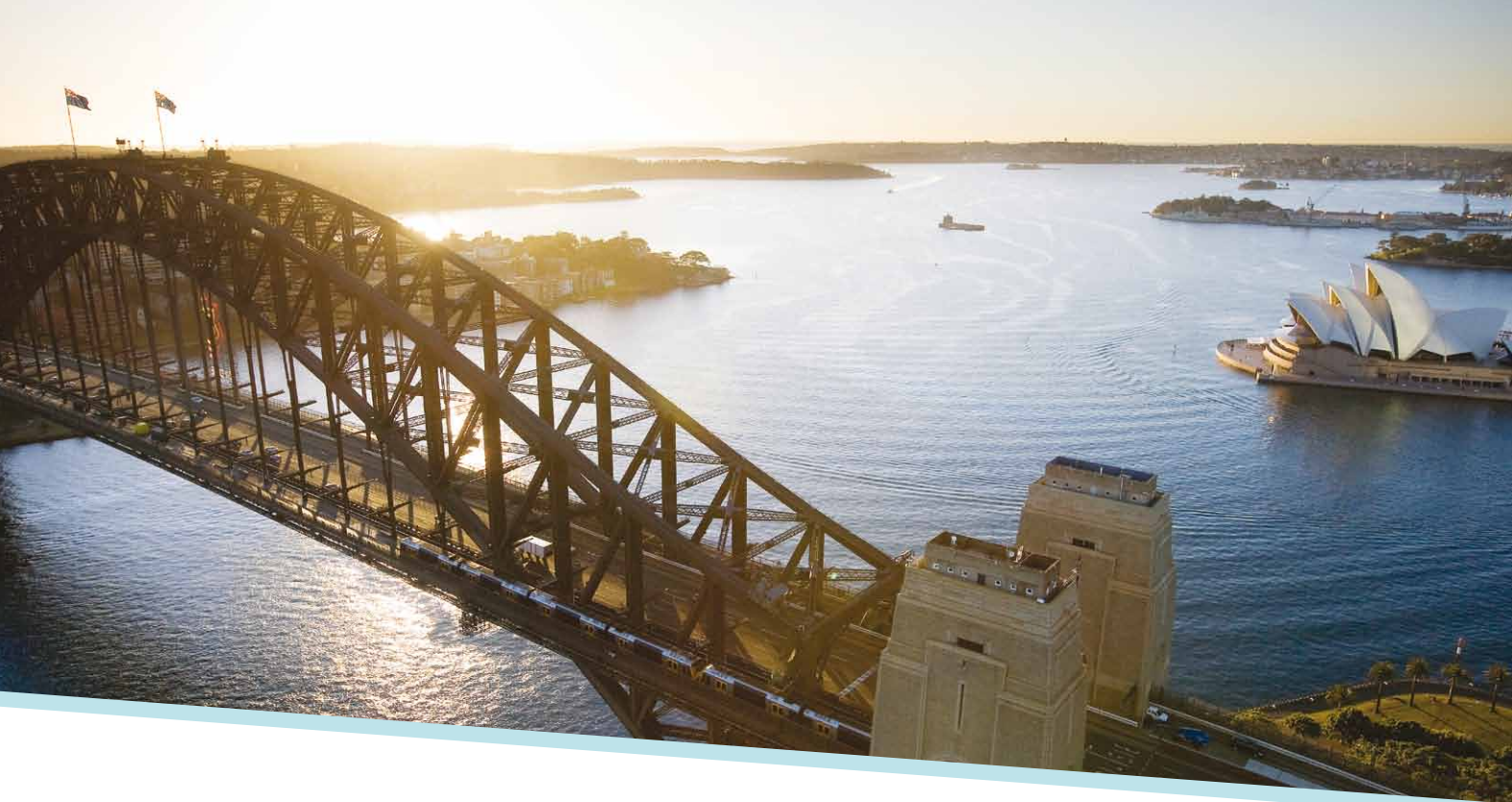
Sign up to our monthly newsletter to keep up to date with the latest happenings and offers. The Business Events Sydney newsletter is jam-packed with stories each month on new conference venues, helpful tips on event management, case studies and great prizes.

Calendar of events

Planning an event in Sydney or New South Wales and would like to know what else is happening around the same time? Or perhaps you are attending a conference and are interested to find out what events are taking place in the city?

The Events New South Wales online calendar shows the upcoming business, cultural and sporting events taking place in Sydney and NSW. Visit www.eventsnsw.com.au.

To view other leisure activities happening in the city and around the state, visit www.visitnsw.com/events.



Our Members

Business Events Sydney has extensive links with industry and all levels of government and can help lobby on your behalf or request special arrangements to make your event run more smoothly.

We established the Business Events Leaders Forum to bring a whole-of-industry approach to bidding for business events. Members of the group include the City of Sydney, Events New South Wales, Qantas Airways, Sydney Airport Corporation, Sydney Convention & Exhibition Centre, Sydney Harbour Foreshore Authority, Sydney Olympic Park, Sydney Chamber of Commerce, Sydney Showground, Tourism Industry Council of

New South Wales, Office of Science and Medical Research, and Australian Hotel Association New South Wales.

Business Events Sydney has a current membership base of around 270 companies including leading hotels, restaurants, attractions, venues, entertainment, professional conference organisers and other business tourism suppliers.

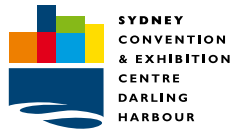
Businesses in Sydney and New South Wales are offered the opportunity to become members of Business Events Sydney. When they join, members can participate in sales and marketing opportunities to help them secure a greater share of business events, and receive sales leads, business intelligence and networking opportunities.

AWARD WINNING CREATIVITY

Business Events Sydney has entered the Meetings & Events Australia Hall of Fame after being named Australia's top conference and tourism organisation for a third year in a row. The award was judged on quality of customer service, creativity and overall effectiveness.

Business Events Sydney is led by a team who has extensive industry knowledge and experience. This combined with a true understanding of the business objectives of the client creates a great platform to host an International or National congressional event, conference or meeting.

Major Partners



Tourism New South Wales



First for Business

Department of State and Regional Development

Sydney Head Office

Business Events Sydney
Level 13, 80 William Street
Sydney NSW 2011 Australia
Ph: + 61 2 9331 4045
Fax: +61 2 9360 1223
Email: info@BESydney.com.au

UK/Europe Office

Business Events Sydney
Australia Centre, Australia House
6th Floor Melbourne Place, The Strand
London WC2B 4LG
United Kingdom
Ph: +44 207 438 4616/4627
Email: swilkes@BESydney.com.au

US /North America Office

Business Events Sydney
128 Wicksteed Ave
Montreal, Quebec H3P 1R2
Ph: + 1 514 449 0013
Email: pbuehler@BESydney.com.au

Asia Office

Business Events Sydney
Suite 6706 Central Plaza
18 Harbour Road
Wanchai Hong Kong
Ph: +852 2531 3851
Fax: +852 2877 2021
Email: sydneyinfo@BESydney.com.au

www.businesseventssydney.com.au

www.accessnsw.com.au

All photos are courtesy of Tourism New South Wales

