

Associations Forum National Conference

Notes for Session 3C Workshop: Bigger, Better and More Profitable Events

This interactive workshop will bring together association meeting practitioners to share their experiences on how to make your events grow in size and profit. They will explore areas such as:

- International events and collaborations
- Organising events: insourcing, outsourcing, sponsorship
- Marketing, promotions and delegate boosting

Sponsored by Tourism New Zealand

Speakers:

Nadine Giatras, Division Manager - Conference & Events, Australasian Society for HIV, Viral Hepatitis and Sexual Health Medicine

Janette Sofronidis, Event and Sponsorship Manager, Intelligent Transport Systems Australia

Phillipa Tocker, Executive Director, Museums Aotearoa

Phillipa's topic: Should events make a profit?

- Consider event objectives - What are the objectives and reasons for doing the event?
- How important is profitability?
- Who should you make money from? Where does the profit come?
- MA uses a matrix to consider all relevant factors in determining whether an event should make a profit?
- MA runs their conference at break-even. Offers subsidised registrations to members.
- Evaluation of event is important. Did it meet objectives?

[See Phillipa's hand outs]

Nadine's topic: Events organising - outsourcing vs in-house.

- When should you outsource? Consider organisation capability. What expertise and resources do you have in-house?
- Consider outsourcing day-to-day work but retain strategy and high-level knowledge
- Even if using PCO, they still need to be managed and monitored.
- Pitfalls of contracts – Principal vs Agency agreements

Janette's topic: Hosting a world congress

- ITSA hosted world congress in 2016 at MCEC – 11,500 delegates! Made a good profit.
- Set 5 strategic objectives
- Set up a governance structure for the congress with financial delegations
- Thorough PCO selection process
- Local organising committee with supporting committees
- Looked at competitor events
- Leveraged off all contacts and global networks.
- Global Ambassador Program
- For example, provided prepared info and slides to keynote speakers so they could promote at earlier events they were speaking at