



January 2017 Edition

International Astronautical Congress touching down in Adelaide

The team at AOG is thrilled to be a part of the world's largest space conference, which will see more than 3000 astronauts, space agency officials, researchers and students from around the world gather in Adelaide in September.

We are the PCO for the 68th International Astronautical Congress (IAC) and our planning for this global event is in full swing. The website is live at www.iac2017.org, a call for abstracts has been made and registrations will open soon.

As part of the preparations, our Managing Director, Anne-Marie Quinn, was among an Australian delegation of 10 that attended the 67th IAC in Guadalajara, Mexico, last September to engage with delegates and sponsors and get a feel for size and scope of the event. It was very impressive.

AOG's promotional booth was a real drawcard, allowing us to let people know about the best way to travel to Australia and the wonderful experiences awaiting when they arrive in Adelaide. Our promotional clip on koalas were also very popular.



Our travel department, AOT, is developing an extensive touring program for delegates and their partners, who will have plenty of opportunities to see Australian wildlife and taste some of SA's finest wines. They will also be able to view the Milky Way, the Southern Cross and other constellations free from light pollution just a one-hour drive north of Adelaide.

And they will be among the first to enjoy the new 3500-seat auditorium being developed as part of the latest upgrade of the iconic Adelaide Convention Centre.

Helping launch a new global event

The great thing about our work is that every event is different and we learn a lot of new things along the way.

Last September we got a glimpse of the global sheep and wool industry at work when we organised a comprehensive program for the inaugural World Merino Insight (WMI) which ran for six days in and around Adelaide.



The multi-venue event included an International Industry Innovation Day, a fashion parade and visits to ram sales, wool classings and the Royal Adelaide Show, as well as traditional activities such as a welcome reception and conference dinner. It was a busy schedule.

Our role involved management of key events, as well as organising conference services, including marketing, delegate registrations and running of the main conference day and event dinner at the Hilton Hotel.

Logistically the International Industry Innovation Day at the Murray Bridge Racecourse and the fashion parade were the most demanding but also the most satisfying.

A large marquee was erected at the racecourse to house 24 livestock pens for stud exhibitors and 14 trade exhibitor booths, with machinery, sheep dog displays and shearing demonstrations outside. We organised catering locally, using a voucher system to track numbers, and arranged coaches to transport 600+ delegates from their hotel to Murray Bridge, about an hour from Adelaide. This was an extremely successful event with a 300% growth.

We worked with TAFE SA to coordinate the fashion parade, which was held inside the Sheep Stud Pavilion at the Royal Adelaide Showgrounds during show week, requiring some clever thinking and fast turnarounds. As the pavilion was used for judging, we only had an hour to clean up then set up a catwalk, stage, sound, lighting and a model changing area. We made it, and the event . with Catriona Rowntree as MC . was a huge success.

The WMI will now be run every four years in rotation with the established World Merino Conference, so it was satisfying to have a hand in setting the foundations for future success.



Advice from the Managing Director

Recently Anne-Marie was asked to contribute to an article in a National events magazine on the top five things to consider when hiring entertainment for an event.



Anne-Marie would also like to share this advice with you:

1. **Know your audience** . It's very difficult to successfully select entertainment for an event without knowing your audience. What are their age ranges and what's the mix of males to females? This is easy if you have a history with the client and you have the data, but if you don't, you need to ask around and do your research. There is lots of fresh, young talent on the scene thanks to X-Factor and the Voice, but if you are putting these acts in front of an audience with an average age of 50+ then you will likely encounter problems and it won't be so well received.

2. **Budget** - How much money the client has to spend is a critical factor in the choice of entertainment. There are some fantastic headline acts to choose from but they don't come cheap and by the time you add accommodation and airfares, it can become fairly expensive, so make sure you get a clear picture from your client how much they want to spend.

3. **Survey Results** - I have a long standing client and each year, I review their feedback and comments about the previous year's entertainment. The survey results will give you a good indication if you are on target with your entertainment selection. Recently, I went so far as to poll a few people that fitted the demographic and asked them to rate the 5 entertainment options in order of preference. The results were eye opening and were quite different from my perspective so this reinforces my earlier point about the importance of "knowing your audience". Don't be afraid to ask for someone's opinion - it makes them feel important!

4. **What's the function type?** - Are you looking for a dance band, background music or a cabaret style entertainment act? Will they get up and dance or is it more about networking and therefore requires entertainment that compliments the night but doesn't become the focal point. If dancing is on the agenda, then you need a great headline act or strong party band, but if networking is the main purpose, then you can consider a comedian, magician or cabaret act.

5. **Venue capabilities** - Is your function indoors or out? Is it being held in a purpose built ballroom or a shed / marquee or other type of venue? The acoustics of the venue will definitely impact the delegate experience. Ask questions and do your sound tests - is there noise reverberation and /or other technical issues making it difficult to hear. You would usually chose a venue before you chose entertainment so make sure your entertainment choice is suitable for your venue and if in doubt, consult with the venue and the AV techs, ask lots of questions and get it right.

We welcome our Sales Research Officer

We have recently welcomed Catherine Hincks as our new Sales Research Officer, and she is thrilled to be part of the AOG team.



My entire working life has been dedicated to the South Australian Tourism Industry with the last 20 years dedicated to sales and research within the Business Events Industry. Catherine said. I am a passionate South Australian and a keen advocate to continually further developing the State as a premier business events destination by researching new opportunities within National and International markets across a wide range of industry sectors. Outside of work, I love being Mum to two small children and enjoying the great outdoors with them.

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