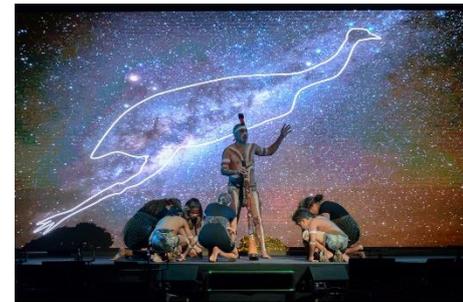




# CASE STUDY

All Occasions Group (AOG) has been lauded locally, nationally and internationally for its management of the 68th International Astronautical Congress 2017 (IAC2017). At 4,479 delegates, it was not only the largest congress to be held in Adelaide, but also one of the largest ever in IAC's history. From the sheer size of the event, its complexities, the global attention, 'rock star' like excitement surrounding Elon Musk's appearance and the buzz around the announcement of Australia's new Space Agency during the opening presentation – IAC2017 put All Occasions Group into a new stratosphere of event management.

Since winning a fiercely contested international tender process in 2015, the size and complex nature of the event meant we hit the ground running. AOG's role was extensive and challenging. The five-day core congress alone comprises an exceptionally detailed program including eight plenary sessions, three highlight lectures, two breaking news updates and approximately 200 technical sessions running concurrently, twenty at any one time.



In addition to the congress itself, dozens of associated social and business events were held before, during and after - all with individual billing points. The IAC2017 exhibition not only served to be a showpiece for delegates, it also served as an educational offering for 700 school children,, certainly a new aspect to managing an event for AOG. Credit must be given to the Adelaide Convention Centre for the challenge they overcame in servicing multiple clients then re-grouping to collaborate for one major event.



Delegate numbers swelling from 2500 to almost double this in the four weeks prior to commencement presented another challenge. The sheer logistics with catering, printing of program books and supplies of merchandise / satchels etc. due to this last minute increase in numbers required intense monitoring and communication.– Thankfully our mandate to always maintain great relationships with our partners and suppliers paid dividends.

With around 50% of delegates originating from overseas demand for pre and post touring options was high. AOG's in house travel agent compiled a series of touring options to South Australia's most iconic destinations. From half and full day trips to experiences lasting several days, these visits included destinations such as the Barossa Valley, McLaren Vale, Kangaroo Island, Hahndorf, Cleland Wildlife Park and Adelaide Central Market. All tours were extremely well patronised with many selling out and suppliers increasing the number of tours on offer each day. Pre promotion on the IAC2017 website and an onsite travel desk saw some \$1.2m spent on pre and post travel.



When all is said and done, the most important outcome is for the client to be happy. Brett Biddington, IAC2017 CEO sums up AOG's relationship and role in this sensational event. *"... The IAC is complex, with many stakeholders and moving parts. AOG mastered these complexities superbly. The absolute success of the Congress was founded on the trust and sense of teamwork that developed between the LOC and AOG - notably between myself and Anne-Marie..... To every single AOG employee, please accept my heartfelt thanks and congratulations. You stand tall as fine people and a fine team!! As the Congress recedes into our memories, and we all move to other projects, I will always value our friendship and will also miss you all!"*

Anne-Marie Quinn has the last word "AOG has been in business for 19 years and we have managed conferences across the globe in some incredible destinations, but nothing in the history of the company compares to being the official PCO for IAC2017".