

# CASE STUDY



## THE CLIENT

Simulation Australasia is the peak association for the simulation community, and for the third year they have brought together SimTecT 2015 and SimHealth 2015.

The use of simulation continues to grow across a wide range of industries including defence, mining, resources and heavy industries. This year, a thought provoking showcase displayed the latest in simulation technologies. SimHealth 2015 explored "Finding The Balance", with an opportunity for delegates to contribute their own experiences. SimHealth 2015 aimed to reflect on the relationship between education and outcomes in using simulation based initiatives.

Now in its 20<sup>th</sup> year, SimTecT 2015 marked two decades of showcasing the best modelling and simulation technologies, methodologies and research across Australasia. This 20<sup>th</sup> anniversary celebrated the significant growth of the industry across Australasia as well as its continued expansion into fields such as visualisation technologies, gamification and user experience.

## THE CONFERENCE

The Asia- Pacific Simulation Training Conference and Exhibition (SimTecT 2015) and the Simulation Australia Health Conference (SimHealth 2015) were held at the Adelaide Convention Centre (ACC) over four days with a record nearly 800 delegates and guests attending the events.

Cubic were involved in a live simulated war demonstration for the opening ceremony which involved live military personnel and equipment.

Simulation Australasia celebrated their 20<sup>th</sup> anniversary which was commemorated at the welcome reception. The Simulation Australasia Annual Awards Dinner continued the celebrations with a night of awards and was hosted by Brian Nankervis of Rockwiz fame.



2015 Asia-Pacific  
Simulation Training  
Conference & Exhibition  
17-21 August, 2015



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## CONFERENCE HIGHLIGHTS

The conference was a mix of health and defense displays including SME's, entrepreneurs and start-ups. (Interactivity played a big part in this year's conference with the 'graffiti wall' being a central feature.) Delegates were able to voice their thoughts about the conference in an open visual forum. Additionally, dedicated meeting rooms were provided so that exhibitors could connect with delegates and exhibition posters were displayed in a digital format rather than in hardcopy.

The most significant highlight, however, was certainly the simulated war demonstration which involved the live use of equipment and military personnel.

## INNOVATION: DMT PRECINCT

As part of the SimTecT 2015 conference All Occasions Group assisted SimAust to develop the DMT (Distributed Mission Training) precinct. The DMT Precinct is a new and innovative concept, requiring a high level of technological integration in order to create a seamless and effective user experience for delegates. It is the first time that this kind of set-up has been used in a Simulation Australasia conference. In conjunction with the Adelaide Convention Centre, the DMT Precinct came together in an effective and timely manner. The technological and logistical challenges associated with this type of setup are not insignificant and All Occasions Group welcomed the opportunity to work with the Simulation team to showcase this exciting technology.

## OUR ROLE

In this instance, the All Occasions Group offered full conference management services including social functions, sponsorship in conjunction with Simulation Australia, accommodation management, venue and audiovisual management with full delegate services.



"All Occasions Group has successfully managed the past three Simulation conferences and numbers have grown year on year with almost 800 delegates attending in 2015."

### Anne-Marie Quinn

Mangaging Director of All Occasions Group

