

case study



Date:	28 September – 01 October 2015
Venue:	Perth Convention & Exhibition Centre
Delegates:	989
Exhibition Space:	4000sqm
Speakers:	42
Social program:	Welcome Reception; Social Evening, Gala Dinner and Accompanying Partner Program



A moving inter-faith service hosted at St Mary's Cathedral to reflect the commencement of the ASBA 2015 Conference

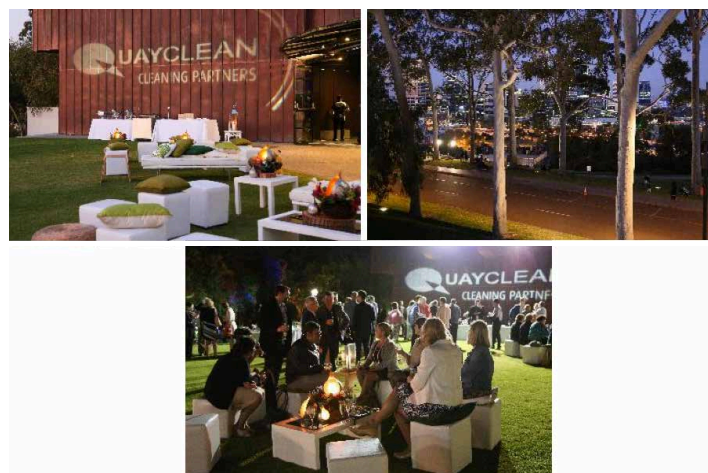
We were appointed PCO for the Australian School Bursars Association Conference in 2012. ASBA has over 1300 members working in Non-Government Schools across Australia and New Zealand. ASBA initially expected to attract up to 600 delegates – school and college business managers and decision makers on school resources.

This conference was held over three days including a pre-conference workshop. The Conference included Keynote and Concurrent Streams and a full social program plus an Accompanying Partner Program.

Invited Speakers included a number of well-known personalities and professional speakers coordinated by our team. We worked with their agents and/or managers and ensured their talents and skill sets were suitably engaging with the audience.

We booked all available space at the Perth Convention & Exhibition Centre, and the Program included an Inter-faith service at Perth's St Mary's Cathedral.

Sponsorship and Exhibition sales were extremely strong and the exhibition was sold out 6 months before the event.



A casual welcome reception at Frasers Kings Park and a Taste of WA

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