

case study



ASBA2019

Association of School Business Administrators Biennial Conference | 1-4 October 2019 | Hotel Grand Chancellor Hobart

At a Glance:

1140 Delegates

898sqm = 98 Exhibitors

3 social events over 3 days

20+ invited speakers

ASBA2019 was designed to provide delegates with the skills and inspiration required to enhance their effectiveness within their roles, and offered an innovative program, with a diverse range of speakers, that showcased the three key pillars of the conference; Us, Others and Everyone. 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.

The conference was hosted at the Hotel Grand Chancellor and three large offsite social events held across Hobart that ensured many local businesses received the benefits of this event.

A pre-conference New Business Managers' Workshop took place the day before the Conference, and was followed by an Ecumenical Service held at St. David's Cathedral. Local Cultural Awareness Coordinator Dwayne Everettsmith provided a moving Welcome to Country, both at this service and in the conference opening ceremony – one of the many program highlights.

Encanta and the Organising Committee delivered an unforgettable social program, starting the evening prior to the conference, at world renowned Museum of Old and New Art, known to most as Mona. The following evening was a "Taste of Tassie" at Macquarie Wharf No. 2, overlooking the iconic Hobart waterfront precinct against a backdrop of Mount Wellington. The conference finished on a high, with "A Walk on the Wild Side" themed Gala Dinner at Princes Wharf No. 1, where guests enjoyed the finest of Tasmanian produce, including a gin and whisky bar, whilst being entertained by the incredible Ciaran Gribbin and his band.

Sponsorship and exhibition sales were extremely strong, with exhibition selling out five months before the event. We were able to get creative, by offering pod style booths to accommodate those companies who missed out on the first round of opportunities.