3213THS: CONFERENCE AND CONVENTION MANAGEMENT Group Conference / Convention Plan, 2022 Report Word limit: 2000 words: Includes Exec Summary, Tables and but does not include the Title page, References and Appendices etc. Any figures & tables that you use should be numbered accordingly e.g. Table 1, Figure 1. Anything written beyond 2,000 words will NOT be considered in the assessment. Be precise! This is a group written assignment with four students in one group. A meeting planner of PCO (Appoint Professional Congress Organiser) usually works for an organisation and is responsible for the planning and implementation of a conference or convention according to the requirements of the organisation. The meeting planner or PCO must work closely with other players in the industry (e.g., a destination marketing organisation and a venue where the conference or convention is being held). For this assignment, students will take the role of PCO which is required by a large organisation of your choice to develop a plan for a conference or convention. Due to the impact of covid-19, the annual conference or convention due to be held in 2021 was cancelled. This organisation is planning to resume its conference or convention in 2022 as a hybrid event. The task for the PCO is to provide a plan for the 2022 hybrid event with the face-to-face component to take place in Australia. Specifically, in this assignment, students must identify and address the planning responsibilities (e.g., meeting the needs of the attendees (needs analysis), a site selection plan and venue selection, theming, programming, budget, government compliance etc). Your final written report should include the following contents: 1. Establish goals and objectives of the conference: specific, measurable, achievable, relevant, and time-based. 2. Conduct an attendee analysis: e.g., demographics of attendees, number of attendees expected (if applicable), target attendee groups for marketing & sales purposes (if applicable), needs and expectations of attendees. 3. Develop a site selection plan: specify the chosen hosting city and venue(s) which meets your specific needs; indicate location (tourist) attractiveness to attendees, accessibility to the host city, and accommodation information. You can choose to host the business event in any venue(s)/destination of your choice within Australia. In the proposal you must demonstrate that you have followed an appropriate process in site selection. 4. A tentative program (no more than a 3 day 2 night program): identifying all necessary components in the program appropriate to your assigned task, including a variety of sessions and activities, keynote speakers (where applicable), tours and accompanying persons’ programs (where appropriate). You need to pay attention to time, sequence, pace, and venue appropriateness for different sessions or activities. You also need to demonstrate creativity in the program. 5. A full Budget for all ground costs: including proposed expenditure and revenue (where applicable). Cost may include venue, accommodation, activities, food and beverages, special events, transfers etc. For the purpose of this assignment, you are required to deal only with ground arrangements and associated costs. Do not include delegate airfares. But remember also, that guest speakers must be fully catered for (including transportation). Proposed revenue sources might include registration fees, exhibitions, and sponsorships. Reasonably estimated figures suffice for this assignment. 6. Support your plan with tables, graphs, maps, floor plans. 7. Justify your chosen objectives, site selection plan, and program. 8. Please also indicate risk management considerations in site selection and program to assure your client and potential attendees the safety and security of the destination, venue, program and activities post covid-19. Resources Do not directly approach industry organisations to source information; rather look at alternate ways of sourcing industry information that is accessible to the public. You can source information from websites of various events related organisations (conference and convention centres, hotels, event production companies, PCOs, CVBs), industry and business periodicals to obtain ideas on venue selection and meeting programmes as well as various travel intermediaries (transportation providers & various tour and entertainment companies). Listed below are some periodicals that will help you learn industry news and find relevant information: · TTG MICE https://www.ttgmice.com/ · Centre for Energy Initiatives https://www.aiche.org/cei/conferences-events · Meetings & Conventions Online http://www.meetings-conventions.com/ · Successful Meetings/ Meetings News Magazine http://www.successfulmeetings.com/ · Australian Special Event http://specialevents.com.au/ · Eventmarketer http://www.eventmarketer.com/ · Mice.net magazine http://mice.net.au/ · The Nibbler http://www.thenibbler.com.au/ · Exhibition News https://exhibitionnews.uk/ · Exhibition World http://www.exhibitionworld.co.uk · Meetpie convention source (the easiest way to source your next convention venue) http://www.meetpie.com · Conference and Incentive Management (A European magazine for the meetings industry) https://www.cimunity.com/en/news/destinations/ Assessment quality depends on: 1. Adequacy of information – appropriate key information has been included 2. Relevance of information – relevant issues have been identified and included 3. Critical analysis – evidence of critical thinking, justifying your chosen objectives/themes, attendees, venues/destinations, and programs. In justification, you should relate your plans to the characteristics of your event (e.g., scientific association meeting or incentive trip/corporate event). 4. Quality of references and supporting information – clear identification of all sources of information and the use of supporting materials (e.g., graphs, photos, maps, floor plans, props). You can indicate any specific sources of assistance that you would have used (CVBs, DMCs).