

BEST IN BUSINESS



MONICA PERSSON *Executive Manager*

Audiological Society of Australia Inc.

Who is ASA?

Conferences? Seminars? Workshops?

Locations?

Exhibitions?

Professional Conference Organisers?

Venues? Accommodation? Transport?

Bottom line?



BEST IN BUSINESS



Who is ASA?

•Principal professional association for audiologists practising in Australia

•Nearly 1300 members in all States/Territories
~ (95% of profession belong to ASA)

•In absence of registration/licensing legislation, ASA (CCP) is de facto recognised as being standard for practising clinical audiology



BEST IN BUSINESS



Conferences? Seminars? Workshops?

•Members have to accrue minimum of 50 Continuing Professional Development (CPD) points every two year cycle

•Endorsed and Independent Activities

•National Conference Biannually

•Seminars & Workshops – State, National, OS



BEST IN BUSINESS



Locations?

•National Conferences – capital cities

•State Branch CPD activities – 6 per year

•National Seminars – 3 per year

•OS – International Society of Audiology



BEST IN BUSINESS



Exhibitions?

•Manufacturer exhibitions underpin the viability of large conferences – 100+ booths

•\$\$\$\$ Mega bucks spent on displays

•Sponsorships – Conference Dinner, Welcome Reception, Conference Satchels, Name Tags

•Awards – New Presenter award, Poster Presentations, Outstanding Service

•Suppliers – Audio Visual, Electrical, Display, Furnishing, Transport, Bump in/ Bump out



BEST IN BUSINESS



Professional Conference Organisers?

•**MUST** be an Accredited Meeting Manager

•Worth taking the time to develop a comprehensive brief for inviting tenders

•A good PCO is the most valuable investment in entire process!!

•Works WITH you not just FOR you

•Mutual goals, aims and aspirations!!

•Has experience with industry/profession/sector

•Don't buy a dog and bark too!



BEST IN BUSINESS



Venues? Accommodation? Transport?

- **Venue** – needs to suit attendees eg. hearing loop
Plenary Sessions, Break Out rooms, Display
- **Accommodation** - *****star to Backpackers
Proximity to Venue, Negotiable rates
- **Transport** – airlines, motor vehicles, inter-venue
Locals, Visitors, International, VIPs



BEST IN BUSINESS



Bottom Line?

- **Profit? Surplus!!! Member income? Tax?**
- **Value-add** – provide MORE than expected
- **Progress payments** – allow for \$\$ protocols
- **Schedule** – develop one & stick to it!
- **Key Contacts** – allocate PEOPLE we can contact
- **Pro-active NOT Re-active** – ways to do it better!
- **Anticipate to the Client's advantage!**



BEST IN BUSINESS



A Successful Event?

- **Makes a surplus** – seed funds for next event!
- **Doesn't have you losing sleep** as it looms closer
- **Sticks to an achievable timeline/schedule**
- **Everyone heading towards the same goals**
- **Prepares for the next event before this one finishes**
– succession planning
- **Understands the value of networking** as well as
information exchange
- **Acknowledges the contribution of all involved**

