



Australian Institute of Project Management | NATIONAL CONFERENCE 2013

Perth Convention & Exhibition Centre, Western Australia, 13 – 16 October 2013



PROJECT MANAGEMENT - CHANGING THE WORLD

National Australian Institute of Project Managers (AIPM) Conference 2013

Event Statistics

Event Name:	National Australian Institute of Project Management (AIPM) Conference 2013	
Host:	Australian Institute of Project Management	
Date:	Sunday 13 – Wednesday 16 October, 2013	
Venue:	Perth Convention and Exhibition Centre, WA	
Conference Delegates:	400	
Exhibition Booths:	19	
Sponsorship:	Silver:	Thiess
	Bronze:	Curtin University Nova Systems
	Coffee Cart & Lounge:	Tracey Brunstrom & Hammond
	Keynote Speakers:	Landcorp Laureate Higher Education
	Day Refreshment Break:	Evans & Peck
	Satchel Insert:	Landcorp Project Performance International
	Full Page Advertisement:	Landcorp Project Performance Analysis
	Half Page Advertisement:	Destination: Excellence ECIC – The University of Adelaide
Streams:	5	
Speakers:	90	
Conference Website:	www.aipm2013.com.au	



The Client

The Australian Institute of Project Management is the premier body for project management in Australia. It is the longest serving specialist project management body in Australia. Formed in 1978 as the Project Managers' Forum, the AIPM has been instrumental in advancing the profession of project management in Australia over 35 years.

Conference Objectives

The National Conference in 2013 offers the opportunity for project managers and those working in the field of project management to up-skill, knowledge share, and network. The three days offer a high level education program, social events and the expansion of relationships with key players in this rapidly growing industry.

Conference Program

The objectives of the Conference were achieved by ensuring a comprehensive and well planned program was established. The Conference program is presented in a variety of mediums designed to give maximum information exchange. These mediums include;

- 5 Streams across 3 days
- Happy Hour
- WA YEPP Social Event
- 8 Keynote Speakers
- Welcome Reception
- WiPM Informal Dinner
- National PMAA Awards Dinner
- 19 Exhibition Booths

The Role of International Conferences and Events (ICE)

ICE was contracted to professionally coordinate all aspects of the event, this included liaising with all service providers, sponsors, exhibitors and delegates to ensure a successful outcome was achieved. ICE in conjunction with the Committee closely monitored the Conference budget to ensure a low registration fee could be offered to all delegates whilst still achieving the best possible outcome for the Institute.

Rationale/Methodology

Together with the Committee, a detailed conference timeline was developed which was used throughout the planning process to keep the conference on track and ensure all stakeholder interests were achieved.

Key Achievements

There were a number of major achievements, including:

- A targeted marketing plan which was highly focused on attracting Asian and Western Australia based delegates. Both of these target groups were extremely well represented in registrants.
- National PMAA Awards Dinner was a sell out event with Peter Rowsthorn as the MC unanimously praised and enjoyed by all who attended.
- New initiatives implemented such as an exhibitor passport prize and a comprehensive conference app which included functions such as an interactive map and the ability to fully customise the program to each person's preferences.



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INTERNATIONAL CONFERENCES & EVENTS

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