

Leishman Associates

Company Profile



“Paula runs one of the most amazing PCOs I’ve seen. I’ve spoken at a set of their events recently and these guys set (re-set) the industry standard when it comes to running highly professional and polished events.”

Dominic Thurbon, Chief Creative Officer,
Change Labs



You guys did a great job and people are placing this BEMS amongst the best ever! What really stood out to me was the depth of knowledge and experience your team brought, everyone could see that. I’ll certainly keep your company in my list when it comes to events.

Mike Wood, Telstra Operations



Leishman Associates was formed in 1994, by owner and director Paula Leishman.

Since then, the business has grown from a single owner-operator business to a thriving, leading company providing full service delivery in the Meetings and Events sector.

We have 15 staff working on an average of 30 events annually from two locations, Melbourne & Hobart.

We can deliver your conference or event - whatever the size, whatever the style anywhere in the world.

Our clients come from Government at all levels, Professional and Research Associations, Universities and business.

We are one of Australia’s leading companies and have been recognised many times by Meetings Events Australia.

Our aim is to create long-term relationships with our clients - the business was founded on this critical principle.



Paula Leishman



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Our Team and Organisational Structure

Leishman Associates have a team of 15.

Our corporate service goal is to continually improve our processes - delivery of our conferences, services to clients and financial outcomes for clients.

Leishman Associates company structure contains:

Conference Management – six dedicated conference managers.

Managing Director Paula Leishman has more than 20 years' experience in the industry and is a Certified Event Manager through the Professional Conference Organisers Association and the Tasmanian Director of this peak industry body.

In total we have three CEM's, and Leishman Associates is an Accredited Event Management Company through the Professional Conference Organisers Association.

Conference Administrators/Assistants – four dedicated administrators whose role is to manage the registration and abstract process for conference delegates and act as an assistant conference manager.

Finance & Business Manager – responsible for the management of client and company finances.

Sponsorship & Exhibition Team – responsible for working with the sponsors and exhibitors for all our conference clients. Leishman Associates have sold in excess of \$6 million in sponsorship and exhibition sales for clients.

Marketing & Innovation – working in conjunction with conference managers on brand recognition.

Association Management – three staff dedicated to associations managed by Leishman Associates.

Leishman Associates are active members of Meetings Events Australia, The Professional Conference Organisers Association and the Australasian Society of Association Executives. Our involvement in these three associations means that we are keeping up to date on changes to law and policy that may affect our association clients.



AuSAE
The Australasian Society
of Association Executives



Congratulations from all my team on achieving such an awesome result. It is a tribute to your meticulous attention to detail and your integrity.

It has been a pleasure working with you and I look forward to working again in the future.

Dr Bernard Street
Convenor
Royal Australasian College
of Medical Practitioners
2012 / 2013 Conference

Email
bernie@berniestreet.com



Credentials & Experience

Leishman Associates have been in business since April 2000. Based in Hobart for 13 years, and now with an office centrally located in Melbourne, we operate nationally and internationally, working with conference clients across the association market, corporate clients and government clients.

In thirteen years we have established ourselves as one of Australia's leading companies in our profession and in most years our work takes us to every state in Australia.

Our knowledge of all locations is strong and we work closely with Convention Bureau's to ensure that we are offering the best options to our clients, so we always have local knowledge, no matter where we are.

We have an enviable track record of repeat business. When we work with new clients our aim is to make them regular clients. For those that have elected to work with us more than once, we look for new ways to refresh their conference, and to build on the knowledge that we gained on the first event.

We have a long list of clients that have worked with Leishman Associates more than once.



*A seamless effort,
low key but vigilant
and I am always
impressed by this
company's approach.*

Delegate Feedback,
Engagement Australia
Conference 2012



Referees & Testimonials

We are very fortunate to work with representatives from associations and organisations that are as passionate about their business as we are ours.

Please don't hesitate to contact any of the referees nominated below to discuss their experience in working with Leishman Associates.

Additional testimonials are available if required.



Stephen Tyson
Convenor
ANZ Geomechanics Conference (Melb
2012)
Email: STyson@golder.com.au

Mr Don Johnston
Institutional Research Officer
Office of Planning , Quality and Review
Southern Cross University
Email: don.johnston@scu.edu.au



Services

Committee Meeting Planning/Involvement

Involvement at organising committee meetings, via face to face or teleconference (to be determined). Flexible standard of one meeting per month in the lead-up, with additional frequency closer to conference date. Preparation of Project Schedule and Critical Path, outlining specific dates and tasks to be completed. On-going liaison by the nominated Leishman Associates representatives, with the nominated representative(s) on all matters relating to the successful staging of the conference.

Venue/Accommodation

Negotiate rates and conditions with venue, including complimentary rooms; Provide accurate rooming lists to hotels to ensure guests are received appropriately; Book and manage appropriate space and equipment; Coordinate venue personnel; Prepare in conjunction with third party providers signage for venues; Arrangement of on-site facilities; Arrange facilities for attending media, including dedicated media and interview rooms; Review Risk Management issues; Coordinate Food & Beverage requirements.



Business Program

Assist/advise with the planning of the program/agenda; Advise on effective program structures; Preparation of the schedule for the program.

Social Program

Develop and manage suitable social events; Coordinate social/associates/family programs; Coordinate and manage special events as outlined in the brief, including transport requirements.



Financial Management

Preparation of draft budget; ongoing budget management, including updates and revisions; Preparation of conference income report (monthly); Arrange established conference account for all monies received in respect of conference registrations; Process all invoices and payments relating to conference expenses; Prepare financial reports for national bodies and committee meetings; Organise on completion of conference a full set of audited accounts.

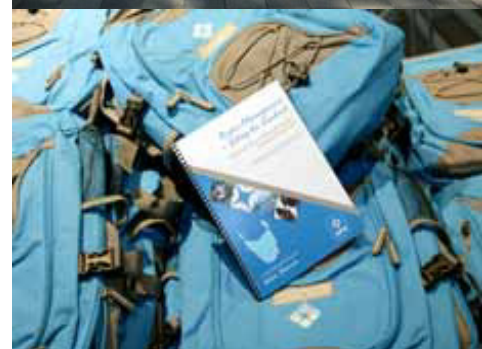
Speakers & Presenters Liaison

Liaise with Organising Committee and graphic designer to prepare and distribute Call for Papers; Receive and distribute abstracts to technical committee for evaluation and review; Lead selection process and program identification and development; Notify speakers/presenters of selection process; Coordinate and advise speaker requirements, committee's expectations, guidelines for presentations, audio-visual needs, gather hard copy or disk copies of speakers' presentations; Negotiate with audio-visual supplier and provide ongoing communication; Collate papers for conference proceedings before handover to designer; Coordinate printing and design options; Arrange for audio, videotaping and photography of sessions if required.



Printing/Signage/ Conference Accessories

Assist Organising Committee with the development of conference theme and logo; Coordinate design of printed material, including letterhead, sponsorship and exhibitor package, registration forms, registration brochures, conference program, conference abstracts, proceedings, name badges, give-aways etc.



Survey Feedback

The communication before the conference including the FAQs was just stunning. I was blown out of the water even before I got there. Thank you.

Services

Tours / Travel / Visa / Airline requirements

Preparation of briefs to domestic and international airlines and agents; Ongoing liaison with travel agents and tour providers once selected; Handle bookings for touring requirements; Development and ongoing management of pre and post tours.

Sponsorship/Marketing & Promotion

Work with Organising Committee to determine best avenues to optimise success for the conference through sponsorship procurement; Target possible sponsors/in-kind supporters; Seek sponsorship through government agencies/central funding bodies; Arrange advertising in appropriate journals, newspapers; Advise on the website development to promote the conference/event; Utilise Internet resources to promote conference/event.

Exhibition/Trade Displays & Sponsorship

Work with Organising Committee to prepare list of prospective exhibitors; Design, prepare and distribute Exhibitor package; Follow up exhibitors to obtain relevant detail and promotional information; Negotiate with Exhibition suppliers; Ongoing liaison with exhibitors re set up times, display times, etc; Invoice and collect funds from exhibitors.

Secretariat Services/Registration

Act as conference secretariat, provide communication and office from time of appointment until conference conclusion; Use computerised registration system, including distribution, backup, immediate acknowledgment and complete maintenance of delegates registration records (costs apply) for online registration; Compile for the Client and suppliers comprehensive lists showing names and numbers of delegates attending working sessions, social functions, travel and accommodation requirements and general run sheet as required; Respond to enquiries and requests.



On-site Management

Conference manager and additional staff provided on-site; Main liaison with venue management; Ongoing liaison with all on-site suppliers, caterers, audio-visual, exhibitors etc; Provide ongoing reporting to Organising Committee as required; Coordination of distribution of conference satchels, tourist information.

Evaluation & Reporting

At the conclusion of each conference we will prepare an online survey for distribution to delegates. With that information we then prepare a final report for each conference. This is an extensive document that explains the conference background, management, suggestions for the future, feedback from the survey, financial results. It provides a complete overview of the conference for anyone who reads the document.



ETHICS & INDUSTRY RECOGNITION

Leishman Associates work to the ethics and standards as determined by Meetings & Events Australia and Professional Conference Organiser's Association.

We have been recognised by MEA multiple times for our excellence in work, firstly in 2002 for Best Meetings Manager (under 8 employees) and then almost on an annual basis, for Best Association / Government Conference over and under 500 delegates. In addition Leishman Associates have been recipients of the following business awards:-

- 2001 - Telstra Micro-Business of the Year Award for Tasmania
- 2007 – E-Connect Charity Event of the Year raising funds for Make A Wish Foundation
- 2012 – Telstra Australian Business Awards Finalist – MYOB Category
- 2012 – Telstra Business Women's Award – Winner Business Owner Category

Client Sectors

We have managed successful conferences for clients in the following sectors.

Banking and Finance

Choice Aggregation Services Platinum Achievers Incentive (2007-2013)

A three day conference of 100+ high achievers within the Choice Aggregation Services group. The Platinum Achievers Session is designed as a breakaway session for the top achievers within the organisation. Locations have included Hobart, Hervey Bay and Kuala Lumpur.

Choice Home Loans Annual Conferences (2003- 2010)

Originating as a three-day national conference the format has evolved and the 2009 and 2010 conferences are now a 'roadshow', which covers five states (Queensland, New South Wales, Victoria, Western Australia and South Australia) over five successive weeks. Program includes plenary and breakout sessions, a major social component; and small exhibition.

VOW Financial National Conference (2010-2012)

The Brokerage has evolved and Leishman Associates were appointed again to manage their national conference in 2010 and are contracted for 2011 also. The 2011 conference will be held in Fiji, and 2012 will be held in Beijing. Leishman Associates will lead this group overseas.

The Brokerage National Conference (2008-2009)

A three day conference bringing together 70 of the top performers within the Brokerage. Tasmania was chosen as the destination for the 2008 National Conference with just under 70 top performers enjoyed a mix of conference sessions, team building activities as well as gourmet Tasmanian food and wine.

Education

Christian Education Network International Conference (2015)

Following on from the successful ITEC conference in 2011, Leishman Associates have been reappointed to manage this major conference, expecting 1200-1500 delegates in Melbourne.

Tertiary Education Management Conference (2004, 2006-2013 inclusive)

Combining two associations, an annual four-day national conference which attracts minimum of 600 delegates. This client has worked with us since 2004.

The International Transforming Education Conference (2011)

Attracting close to 1000 National and International delegates, Leishman Associates were contracted to manage the registration and accommodation process, as well as the entire sponsorship component of this conference. The secured sponsorship exceeded the set target.

Reggio Emilia - Landscapes of Possibility Conference (2007)

A wonderful event with 640 delegates visiting Tasmania from around Australia and some parts of Asia. The conference was unique in that it only had four speakers over three days. The 100 Languages of Children Exhibition was also staged in conjunction with the conference.

Ascilite (2011 & 2013)

Appointed to manage the 2011 conference, ascilite is a conference for a professional community of innovators, leaders and scholars engaged with the application of technology to enhance teaching and learning in higher education. The conference will attract 200+ delegates.

Tasmanian Principals Conference (2004, 2006, 2008, 2010, 2011, 2014)

This is a long-term client that we have worked with since 2004. The conference is attended by Primary and Secondary principals and educators.

Leading Lifelong Learning Conference (2005)

A major undertaking by the Tasmanian Department of Education, a ten- day conference, delivered concurrently at three locations throughout the State. The Conference attracted 4500 teachers and educationalists from Tasmania and other Australian states. The program featured national and international presenters from the education profession. Leishman Associates were appointed following a nationwide tender process.



is there nothing this girl won't / can't do. I wish all the people I deal with were as accommodating as you lot at Leishmans.

David Marr, President, Australasian Association of Institutional Research

TEFMA Workshops (2007-2014)

Continuing the great association that Leishman Associates has with the Tertiary Education Management sector; these two-day workshops attract more than 100 delegates.

Vetnetwork Australia Conference (2004)

Aimed at educators and practitioners of Vocational Education, this conference attracted 750 delegates.

Island Journeys – a Quest for Inspiration (2003)

A joint biennial national conference of the CBCA (Children's Book Council of Australia) and ASLA (Australian School Library Association). Leading international presenters from the library world as well as first class international and national authors and illustrators of children's literature underpinned the invigorating program designed for delegates. Conducted over four days, including 13 concurrent sessions, six international keynote presenters and three major social activities. The conference, in Hobart, was attended by 760 national and international delegates.

Engineering & Construction

ANZ Geomechanics International Conference (2012)

A major, three-day conference incorporating international and national delegates, providing social functions and a trade exhibition.

Australian National Committee of Large Dams (ANCOLD; 2003-2014)

Organised by the prime body within the dams industry, the conference attracts 300+ delegates to locations throughout Australia. Leishman Associates have been appointed as conference managers as well as managing the secretariat for the association and other activities held by the association including study tours and workshops.

Australian Institute of Project Management (2007, 2009, 2010, 2011)

A national conference held annually, we began our relationship with AIPM in 2007 for their Hobart conference. We have recently completed the 25th IPMA World Congress which attracted 1100+ delegates.

The Master Builders State Conference Tasmania (2003-2006)

A local event for building and construction delegates, the program is based on plenary and breakout sessions. Also included are a social program, pre and post conference tour programs and trade exhibition.

Science, Health & Social Services

Australian Military Medicine Conference (AMMA; 1996-ongoing)

Held annually and managed by Leishman Associates since 1996, this conference originally attracted 100+ delegates. It now annually attracts 400+ defence medical practitioners and specialists together with other health practitioners with an interest in military medicine. Sponsorship has gone from \$25,000 to \$145,000 annually. Conference locations include; Sydney, Tasmania, Gold Coast, Adelaide, and Canberra. Sessions include plenary and breakout, plus trade exhibition. Leishman Associates has a long-term relationship with the Australian Military Medical Association and also manages the Association's secretariat.

Royal Australian Chemical Institute - Polymer Division (200-2013)

Annual conference with 300 delegates, concurrent sessions and trade exhibition.

Australasian Association for Institutional Research (2008-2013)

Held annually, the Australian Association of Institutional Research has taken place in Canberra (2008) Adelaide (2009), Geelong (2010) and will be held on the Gold Coast in 2011. The conference attracts 250 industry professionals from around the world.

St John's Ambulance National Conference (2011)

Leishman Associates have been appointed managers of this conference for 2011, being held in Hobart. The conference attracts around 250 delegates each year.

Econometrics Society (2014)

Appointed by the University of Tasmania to manage this international event, combining with the Australian Economics Society, to be held in Hobart in 2014.

National Road Safety Forum (2013)

Appointed by the Department of Infrastructure, Energy and Resources to manage this national Forum, in conjunction with the Commonwealth Government. This is a ministerial event and will attract significant national exposure.

State of Australian Cities (2013)

Appointed to manage a four day conference attracting 400+ delegates from university and government agencies. The conference will be held in Sydney.

Australasian Higher Education Evaluation Forum (2013)

Appointed to partially manage this conference based in Launceston Tasmania. We are working closely with the University of Tasmania

Alzheimer's Australia National Conference (2013)

Being held in Tasmania, Leishman Associates have been appointed to manage this major event which will attract 800+ delegates over three days. The conference will comprise plenary, breakout and multiple social events and a large trade exhibition

Australian Women's Health Network National Conference (2010)

Held every five years, this National Conference attracts over 700 delegates to discuss the importance of Women's Health. The 2010 Conference boasted nine concurrent breakout sessions in addition to plenary sessions, extensive trade exhibition and social program, site inspections and various pre and post conference tours.

Australasian Society for the Study of Intellectual Disability, 2009

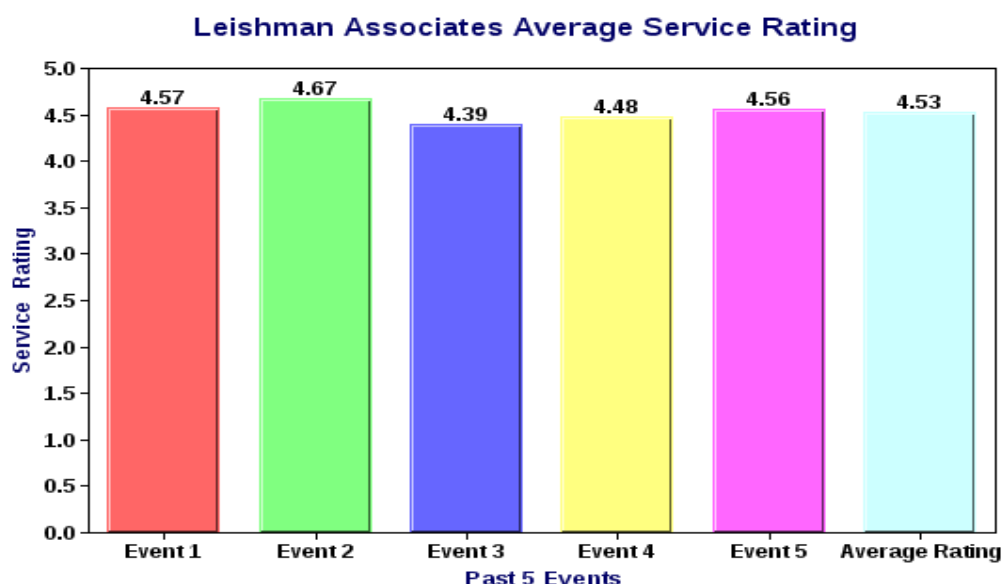
Leishman Associates were appointed Conference Managers for this annual conference when it came to Hobart in 2009 by the Australasian Board of the Australasian Society for the Study of Intellectual Disability. The conference attracted 500+ delegates and featured plenary and breakout sessions and a substantial trade exhibition, as well as a social and pre and post touring program options.

Australia & New Zealand Society of Nuclear Medicine (2001- 2002)

The major conference for this association, we managed the 2001 and 2002 conferences in Hobart and Cairns. Conference program includes plenary and breakout sessions and a significant social program; attracted 500+ delegates.

Please note this is not a complete listing of the work that we have completed, but shown to demonstrate the diversity of our experience.

When delegates of our past five major events were asked to rate the service provided by Leishman Associates in their post-conference feedback survey; all responses received were 4 – 5 which were 'very good' to 'excellent'.



Please share your story with us

Thank you for taking the time to review our company profile. If we can assist you in any way with a proposal or discussion about your next conference or event, please do not hesitate to contact me.

All the best,

Paula Leishman

Paula Leishman
Managing Director

