

Media Release

BUSINESS EVENTS CASE STUDY – Prepared by Klara Vida, Communications Manager, Gold Coast Convention and Exhibition Centre

Name:	APAIE – Asia-Pacific Association for International Education
Client:	Griffith University
Type:	International Conference and Exhibition
Attendees:	876
Days:	3 days
Date:	14 – 16 April 2010
Budget:	Top Secret

THE EVENT AND WHAT WE DID:

The Asia-Pacific Association for International Education (APAIE) is a non-profit organisation whose goal is to activate and reinforce the internationalisation of higher education in the Asia-Pacific region and around the world, and to engage the professional challenges of individuals in international education.

Each year APAIE holds an international conference and exhibition hosted by a University in the Asia-Pacific Region. Previous APAIE conferences have been hosted by Korea University (Seoul, Korea), National University of Singapore (Singapore), Waseda University (Tokyo, Japan) and Renmin University in Beijing, China.

The Board of Directors of APAIE held the 2010 Conference and Exhibition, hosted by Griffith University, at the Gold Coast Convention and Exhibition Centre from 14 to 16 April. The three day event provided a forum for more than 900 academic participants from 33 countries representing 462 universities to discuss 'educating for global challenges in a rapidly changing world'. Topics from climate change to infectious disease and the role of higher education in managing extreme events shaping the world were explored. The event also created opportunities to form academic partnerships and research collaboration to problem-solve some of the biggest societal and geographical challenges facing the world. APAIE had to order extra booths to fit 86 booths at the exhibition which was a continuous attraction throughout the conference and exhibition.

Page 1 of 4

Media Release

Former Prime Minister of Australia the Hon Bob Hawke AC presented the official welcome speech, emphasising the importance of Australia's relationship with the Asia-Pacific, the unparalleled periods of change currently shaping our world and the role of higher education in guiding academics in creating new paths to uplift the standard of humanity. Plenary sessions were also presented by Professor Arun Sharma and Professor Simon Marginson, well-respected academics in the sector.

CHALLENGES AND SOLUTIONS:

Travelling logistics was the Centre and the destination's greatest challenge. More than 540 delegates flew into Brisbane and Gold Coast Airports from international destinations. Large

delegations by country included South Korea, Taiwan, Canada, Germany, China, France, Japan, the United States, the Netherlands and New Zealand. Number of percentages of delegates represented by regions well supports the diversity of the event: Oceania regions 36 per cent, Asia regions 31 per cent, European Regions 21 per cent, USA and Canada regions 11 per cent, and other regions 1 per cent.

While the majority of 260 domestic delegates flew into the Gold Coast airport, international delegates mostly arrived in Brisbane. Airport Con-X-ion busline provided transfers between Brisbane Airport and Gold Coast accommodation properties. This is a "public" service and anecdotal evidence from the conference host, Griffith University, strongly indicates that international delegates were satisfied with the variety of transport choices and service.

The conference sessions were held at the GCCEC with delegates staying at Jupiters Hotel and Casino, the Sofitel Gold Coast, Marriott, Crowne Plaza and various other properties. The three-day conference included an off-site event at the Australian Outback Spectacular at Oxenford (20 minutes by coach from GCCEC), day trips to Bond University (15 minutes by coach) and Griffith University's Nathan Campus in Brisbane (50 minutes by coach). The highlight was a gala dinner for 900 guests held at the GCCEC, while the conference concluded with a Farewell Reception at Griffith University's Gold Coast campus (15 minutes from GCCEC via coach). Murrays were again engaged to provide ground transfers, using 19 premium coaches.

Page 2 of 4

www.gccec.com.au

PO Box 1407 Broadbeach Queensland 4218, Australia
tel: +61 7 5504 4000 fax: +61 7 5504 4001 email: sales@gccec.com.au

OBJECTIVES & RESULTS

The objective of the APAIE International Conference is to create an interactive forum to reinforce the internationalisation of higher education across the Asia-Pacific region. With the great discussions and sessions, the 2010 APAIE Conference completed with many good reviews. Griffith University conducted an APAIE post event evaluation survey which was sent out to all the attending delegates and of this a total of 195 responded. The objective of this evaluation was to reveal elements of the conference which were either disappointing or highly valuable to attendees. As well as this, the evaluation also gave attendees the opportunity to voice their opinions on the APAIE Conference and Exhibition, and give organisers valuable suggestions for future conferences.

Overall, attendees were seen to be extremely satisfied with this year's APAIE Conference. Food and catering was seen to be the element which satisfied the majority of guests, and was rated as excellent. Bob Hawke was the most popular guest speaker. Overall, the networking opportunities which APAIE on the Gold Coast provided were seen to be highly valued by attendees and were shown to be an important factor when determining conference attendance in the future.

After completing this evaluation, there were a few recommendations for future APAIE Conferences. These included providing a delegate list to all attendees prior to the event, continuing to provide numerous networking and professional development opportunities during the conference, and promoting the APAIE Conference via the internet as a popular medium for marketing. As well as this, feedback indicated that regularly updating the APAIE website and user-friendly navigation and functionality was of significant importance. Delegates also placed significant emphasis on catering, which is of no surprise as food is something that is usually remembered long after an event has passed! Finally another significant piece of feedback was the addition of more international speakers to future APAIE programmes.

The APAIE 2011 Conference and Exhibition will be hosted by the National Taiwan University next March in Taipei.

Page 3 of 4

www.gccec.com.au

PO Box 1407 Broadbeach Queensland 4218, Australia
tel: +61 7 5504 4000 fax: +61 7 5504 4001 email: sales@gccec.com.au

CLIENT COMMENTS

“The GCCEC provided an outstanding standard of service throughout the entire Conference, both in the planning stages leading up to this major international conference as well as during the Conference proceedings. The professionalism of the GCCEC staff is first rate and they went beyond the call of duty in many cases to help make the Conference run smoothly. The facilities were ideal for the APAIE Conference with break-out rooms for concurrent sessions and flexible spaces for the exhibition, plenary sessions and formal functions. The high tech facilities are superb and we really appreciated the professionalism of the technical staff in projecting highlights from the event only a few hours after the presentations. Many delegates who attend annually, commented that the APAIE Conference held at the GCCEC will be a tough act to follow, in terms of location, quality of service, staff and venue, it is first class!”

- Gayle Murray, Manager, International Relations, Griffith International, Gold Coast Campus.

General background on Griffith

Since the arrival of Griffith's first international student in 1975, the university has continued its passion to develop relations with Asia. Griffith has developed over 200 partnerships with institutions in Asia for staff and student exchanges, research collaborations, joint supervision of post graduate students, joint publications, scholarship programs with governments and Ministries of Health and Environment in China, Vietnam, Indonesia, Taiwan; and articulation pathways and joint programs for students and alumni networks.

ENDS