



gold coast convention and exhibition centre

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Prepared by: Gold Coast Convention and Exhibition Centre

Client: Australian Medical Students Association (AMSA)

Event: 54th Annual AMSA National Convention

Attendees: 1,400

Days: 7 days (4 day academic program) and 1 day (offsite)

No. On organising Team: 85 students (including 16 committee members)

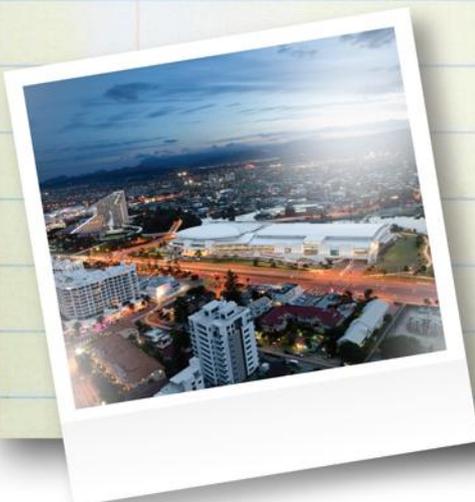
Date: 7 - 13 July 2013

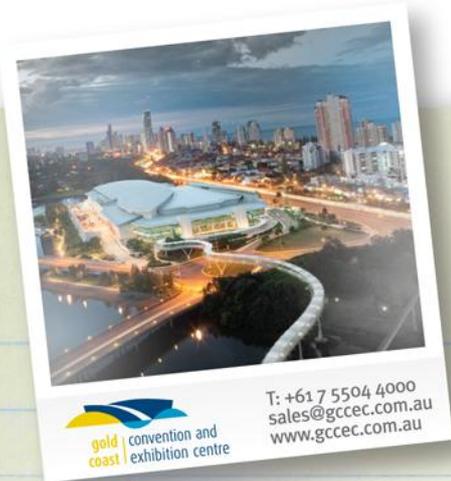
Budget: Undisclosed

THE EVENT

Australia's budding future healthcare professionals convened at the Gold Coast Convention and Exhibition Centre (GCCEC) for the 54th annual Australian Medical Students Association (AMSA) National Convention. A four day jam-packed academic program, high-profile and inspirational keynote speakers, an impressive social program complete with a lavish gala dinner, proved the highlight of the year for many of the students who made up a 1,400 delegation consisting of 20 medical schools across Australia and new Zealand.

As the peak representative body for Australian medical students, the key mandate of the Association is to connect, inform and represent 17,000 medical students. Providing a platform for advocacy, the world's largest student-run convention celebrates advances in knowledge and technology including the major shifts in how the medical profession teaches and practices medicine. This Convention enabled delegates to explore broad topics including mental health, medical training and refugee health in addition to practical workshops including the basics of suturing, venepuncture and laparoscopy.





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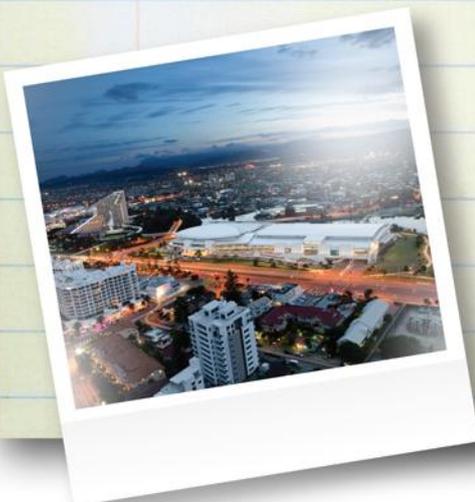
The seven days and nights of Convention continued its successful formula of mixing the best Academic program, leading speakers and social calendar including an exciting off-site program at Warner Bros. Movie World, Outback Spectacular, field trips including a summit climb of the Southern Hemisphere's tallest building the Q1 and a Sports Day where the Guinness World Record (529) for most participants spooning together to create an oval shape was successfully broken at an impressive 1,100.

The Academic program featured four themed days of inspirational and thought provoking addresses from high-profile and world-renowned speakers and experts including Dr Sally Cockburn and Dr Ginni Mansberg, GP and health advocate for various TV and radio programs; Professor Michael Kidd, incoming president of World Organisation of Family Doctors; Dr Michael Bonning, Board Director of beyondblue and fleet medical officer Royal Australian Navy; Linda Selvey, CEO of Greenpeace Australia Pacific; Nick Earls, Australian Author; Phan Thi Kim Phuc, the poster child of the Vietnam War, famous for being the "girl in the picture" captured by Nick Ut and UNESCO Goodwill Ambassador for Peace.

Smart phone users were encouraged to download a brand new "Convention App" designed to keep delegates "on the grid and plugged in the Convention". Features included the full Academic Program so students could map out their personalised tour of the GCCEC and the ability to connect and engage with the Convention Committee, AMSA and Convention partners. Personalised add-ons included the capacity to create an individual profile and tap into the custom Map Module allowing delegates to identify their exact location – and even the nearest off-site coffee shop location.

VENUE AND CLIENT

In seeking a conference destination the client wanted a venue and location that would complement an interchanging educational program and also appeal to delegates' active and varied social program. Many of the delegates had just completed half yearly exams and a quick transition into the annual Convention was taken into consideration.





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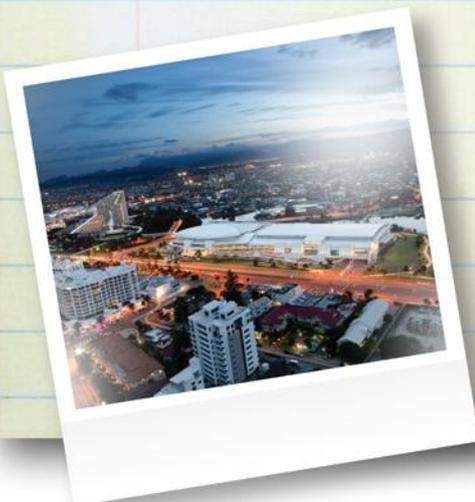


The Centre was up against competing venues and locations including Canberra but ultimately a variety of decisive factors including the central location of the venue - close proximity to 3,000 accommodation rooms catering to various student budgets, entertainment and the ability to provide a complete experience for delegates not just in terms of space but overall ambiance, audio visual capabilities and helpful staff, encompassed just some of the key selling points.

Attracting 1,400 delegates and more than 5,000 room nights booked at hotels and apartments situated within walking distance to the GCCEC, the conference added up to some great bookings and local spend. While the majority of the Convention was situated in-house at the Centre, delegates indulged in morning and afternoon tea, buffet lunches and a gala dinner. There were daily social evening offsite events, field trips and a Charity brunch in addition to other dining options and entertainment. As such, many delegates took the opportunity to extend their stay and explore the leisure destination more intimately. The Centre facilitated the smooth delivery of the Convention which left the client happy and achieving all objectives of the event.

LOGISTICS AND CHALLENGES

AMSA consumed approximately 7,800 sq m of event space. The ability of the Centre to provide a dynamic space flexible enough to cater to the smallest and most complex production requirements including tight room turn for various activities was vital. The Arena provided a flexible staging area for main plenary sessions, lectures, week-long debating series, and competitions. A trade show featuring 20 exhibition booths, an advanced surgical skills unit bus (virtual medical procedures), room for live music and interactive games, service for all meals and a 'Chillout lounge' where delegates could relax and interact was a hub of activity. Furthermore, eight breakout areas originally set for lecture-style sessions required fast room turnaround for the afternoon workshop program modified for debating, yoga, dance area and laparoscopy. All the foyer space throughout the venue was used for an 'amazing race' style activity complete with mental and physical challenges for 75 teams.





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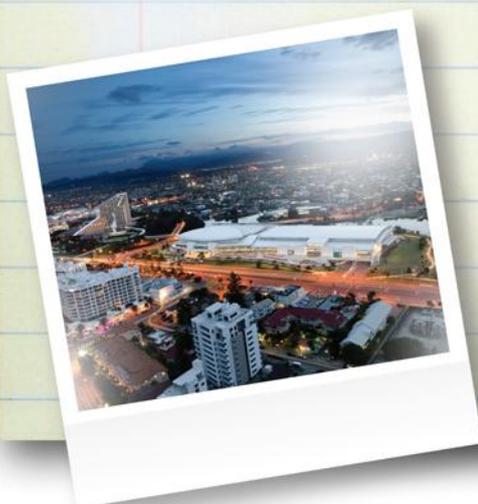
HIGHLIGHTS AND SPECIAL TOUCHES

A snow themed gala dinner was the 'finale' to a weeklong highly successful event. Specialist creative and event production company Dreamweavers was entrusted to create a simple but visually appealing setting to transform the entire Arena into a winter wonderland appropriately titled "Snow Ball". Theming included an all white panorama setting combining flowing white chiffons and draping with giant inflatable ice tunnels, 3D ceiling snowflakes and spheres, snow machines, haze generators and white table décor. Dreamweavers worked closely with GCCEC's audio-visual team to ensure the technical integration complemented the room setting perfectly.

Food and beverage is always a memorable point for delegates and a specialty for the Centre where a personalised approach to contemporary a la carte style cuisine is tailored to each client. The stand out item that added an impressive visual and edible element to the gala dinner was a giant 70 kg chocolate block masterfully created by the Centre Chefs. Equal portions of 30 kg white and dark chocolate was slowly melted and blended at varying temperatures, taking approximately four hours to complete the cooking process. The 4m x 1m x 10mm structure created a day in advance was topped with 10 kg of white chocolate buttons and nibblets and chilled overnight to accompany a vanilla bean yogurt panna cotta with a raspberry chardonnay gelee, basil-vanilla bean gelato with white chocolate biscotti dessert. Delegates loved the interactive aspect of chipping away a piece (or two) of chocolate to top-off and individualise their desserts. The giant chocolate block provided a talking point, impressive visual prop and showcased the award-winning catering capabilities of the Centre in an entirely unique creative sphere.

CLIENT TESTIMONIAL

"The Gold Coast Convention and Exhibition Centre was the perfect place for this year's 54th Annual AMSA National Convention. The facilities of the venue were well-suited to our needs and were flexible in meeting these needs. The staff were incredibly helpful in bringing our ideas to life, and worked to ensure that the entire event ran as smoothly as possible. The food available at the GCCEC was top-notch. Overall our Convention was a major highlight of our delegates' year, in a





large part thanks to the amazing facilities and service provided by the Gold Coast Convention and Exhibition Centre.”

Patrick Tunney - Deputy Convenor, Australian Medical Students Association

ENDS

