



Shaping Conferencing for Associations

AuSAE IF - AuSAE Association Professional /Supplier Business Workshop

8 – 9 February 2023

WHAT IF we put 10 Association professionals in a room with 10 business event suppliers

A minimum of 10 and a maximum of 15 AuSAE members and business event suppliers, participate in this business events workshop. During the Workshop, you will get the opportunity to discuss challenges with other associations that you are facing in the marketplace. In addition meet with New Zealand business event suppliers.

Why should you attend AuSAE IF

- Make a difference to this the conferencing landscape in New Zealand!
- Networking with the right suppliers and colleagues; the minimum of wasted time; genuine two-day dialogue!
- Discover new potential meeting suppliers in different regions
- Build long-term relationships with business event suppliers which can genuinely cope with your events!
- Highlight your concerns and challenges with some of the most influential opinion shapers amongst your peers!

And what does it cost?

It costs nothing; only two days of your time.

But we know this is your most valuable resource. We guarantee it will be a worthwhile investment!

After every three sessions a 20-minute break will be given. During the workshop, the participating Association professionals get the opportunity to meet representatives from between nine to fourteen other venues

Sample agenda

Wednesday 8 February

- Participants arrive in Hamilton and welcomed by host and transferred to venue.
- Keynote welcome
- Round table meeting Shaping Conferencing for Associations
- One-on-one conversations with the Business event suppliers
- Lunch and catering breaks
- Check into hotel
- Destination welcome function
- Dinner with the Business event suppliers

Thursday 9 February

- Breakfast at hotel
- One-on-one conversations with the Business event suppliers
- Lunch
- Group discussion with both suppliers and association professionals
- Mid-afternoon depart

Suppliers from Hamilton, Christchurch, Wellington, Marlborough, Rotorua and other business event companies.

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SAMPLE LETTER TO YOUR ASSOCIATION 2023

Good morning [insert manager's name],

This past weekend I came across the AuSAE IF, 8 - 9 February 2023 in Hamilton. I would like to attend to bring strategies and information learned back to [insert your organisation].

The AuSAE IF workshop offers not only education but an opportunity to gain and **build** long-term **knowledge from** business event suppliers, **including destinations, venues.**

Through the AuSAE IF workshop, I will have an opportunity to interact with, professionals, event and conference industry professionals and I will bring back these valuable insights, innovations and learning to our organisation.

Registration for the workshop is open, and I hope you will approve my time to attend this event as it costs nothing; only two days of my time.

This conference has the potential to accelerate our current work, particularly in moving to the implementation phase of our [insert your project here] initiative. Lastly, the amount of networking time built in will likely result in more opportunities for [insert your organisation here].

Thank you for your consideration and I hope we can discuss more this week!

[Your standard close]