



**IPAA SA EVENT MANAGEMENT
INFORMATION**

WHO IS IPAA SA

Introduction

The Institute of Public Administration Australia (IPAA) is the Professional Association for public sector employees and is active across Federal, State and Local Government in South Australia. IPAA works closely with public sector leaders and executives and, through this work, connects with a large section of South Australia's workforce. We see our role as one of encouraging improved performance and greater confidence from public sector employees in order to bring about growth and developments in our community and State.

IPAA aims to motivate public sector employees to contribute new ideas, to give their best and genuinely desire to achieve. The primary way we achieve this is through our professional development training courses, extended programs and in-agency programs. Our courses and programs provide employees with the intellectual and technical skills required to consider the bigger picture, to build their capacity, and to network and share information with others from across the sector.



Your Project Team



Renae Haese
Executive Director

Renae Haese has been with IPAA for 7 years. She oversees the day to day operations of the association, working with a brilliant team to deliver a high value program of professional development, events and forums, workshops and networking. Additionally, Renae works with a State Council of Chief Executives and other senior personnel from across state and local government to design and implement the association's strategic direction. She is passionate about good public policy and management, reflected in the depth and breadth of the work program she manages.



Athena Wallbank
Event Manager

Athena Wallbank is IPAA SA's Event Manager and has been part of the team for almost 8 years. Athena brings a wealth of industry knowledge having worked and studied in the Events & Project Management industry for over 13 years. The determined Event Manager has earned her credentials by having had the opportunity to work on high profile Public and Private sector events for up to 1000 delegates. Her daily duties involve designing, implementing, and managing all phases of the project lifecycle.



Kathryn Oosthuizen
Marketing & Membership Coordinator

Kathryn Oosthuizen is a recent addition to the IPAA SA team, coming on board as Membership and Marketing Coordinator. Kathryn has had experience across a range of industries in the area of digital marketing and coordination and has brought her diversity of experiences to bear in a results driven approach to marketing and in particular social media growth and engagement strategies. Her daily duties involve improving membership experience with IPAA and supporting new marketing efforts.

Our Understanding of Your Needs

Thank you for the opportunity to provide this proposal for specific event management. The Institute of Public Administration Australia (IPAA) understands that the AME request Event Management services in delivering the *Leadership Event*.

Event Overview

We have reviewed your initial requirements and understand the following key facts about your event:

Event Name: Example	
Preferred Dates:	Wednesday 20 June
Preferred Venue:	Adelaide Convention Centre
Duration:	4 hours, 9:00am to 1:00pm
Seating format:	Theatre
Projected attendees:	200 approx.
Proposed Program:	Program to be advised.
Key messages:	Leadership
Catering:	Tea, Coffee and Morning Tea
Price:	TBA
Staging and AV:	Yes
Who will attend:	Senior Managers
Marketing:	The below to be negotiated; <ul style="list-style-type: none">• Electronic Direct Marketing• Social Media Marketing• Marketing Through Partner (DPC)
Staffing:	IPAA Project Team + 3 for onsite Registration

What We Do For You



The IPAA team provides beginning-to-end development, management and planning for events, forums, seminars, and conferences. We work in consultation with key Government Executives and Members to ensure their functions are delivered successfully. Speakers are meticulously briefed and delegates are communicated with proficiently. Areas of specialty include:

- Event, forum, seminar, and conference development, planning and management;
- Venue negotiation and contract management;
- Program development and design;
- Speaker sourcing and management;
- Registration process;
- Delegate, speaker and presenter communication; and
- On-site logistics.

Project Management

- Attend face to face meetings with client, as required
- Prepare event statistics reports to report to the client
- Monitor and advise on the timeline to ensure that all deadlines are met
- Administration support including agenda and action lists, access to meeting rooms
- Financial and budget management reviewed regularly and provided to client
- Work with client to provide advice and assist in preparing the program (please note, IPAA does not responsible for the curation or content for the event).

Venue Management

- Site inspections of venues
- Contract negotiations

- Ensure the most efficient use of food and beverage spend, including monitoring attendance closely to minimise catering wastage
- Ensure efficient use of audio visual equipment
- Supervise and manage all audio visual production and staging
- Onsite coordination of logistics

Speaker Management

- Monitor speaker invitations and manage acceptances, travel, accommodation, and reimbursements
- Provide assistance in sourcing keynote and plenary speakers (non-industry) or a conference Master of Ceremonies (if required)
- Liaise with speakers concerning audio visual and other support requirements for their presentation
- Book travel and accommodation
- Coordinate receipt of presentations, author permissions, photos and speaker biographies as required
- Prepare guidelines for speakers and session chairs, and ensure they are advised of program timings and expected involvement in other activities
- Be the central point of contact for speakers, ensuring they are fully briefed regarding their involvement

Registration Management

- Manage and co-ordinate all aspects of the registration process
- Provide fully-equipped secretariat facilities and as such will deal with all day-day email and telephone relating to registrations
- Create on-line registration website, and provide client access to view registrations
- Process credit card and cheque payments and allocate EFT payments to delegates
- Confirm in writing, all registrations and payments received
- Provide regularly updated registration statistics reports to the client
- Provide, print, and distribute name badges, tickets to event to attendees
- Provide experienced staff to manage all aspects of on-site registration

Marketing and Promotion

- Provide delegate boosting strategies
- Establish in conjunction with the client a comprehensive marketing campaign that will suit the budget and the target market, to achieve maximum delegate attendance (IPAA is not liable for number of attendees)
- Design of invitation/promotional emails (this does not include access to IPAA's database)

On-Site Services

- Prepare event schedules detailing all aspects of the event from setup to move out
- Manage the onsite registration desk

- Liaise with and manage speakers in regard to their entitlements, ensuring they are fully briefed and adequately serviced
- Distribute event schedules to and arrange any required briefing meetings
- Supervise delivery and despatch of event related materials
- Oversee placement of signage (electronic, sponsor banners, and directional signage)
- Monitor event schedules and assist where possible to run to time
- Hold a review after each break, taking into consideration any feedback received regarding food and beverages, to ensure placement of food and beverages is appropriate and sufficient quantity of food is being supplied

Post Event Management

- Collation of Conference material for reference electronically after the Conference.
- Prepare 'online' conference evaluation survey
- Analyse and submit evaluation results to client
- Provide access to all website and marketing materials
- Collect speakers presentations and upload onto the Conference website, if required
- Provide Delegate database
- Finalise all accounts and payment thereof
- Prepare thank you letters for speakers, and others who have been involved in the success of the event.
- Provide a final budget and account reconciliation.

