

Case study



Event | AMMA ANNUAL CONFERENCE

Date | Annually since 1994

Venues

2024 – Combined with the International Congress on Military Medicine, held at Brisbane Convention & Exhibition Centre

2023 – Perth Convention & Exhibition Centre

2022 – Melbourne Convention & Exhibition Centre

Delegates | 650 – 750

Sponsorship sales | > \$180K

Exhibition booths | > 40–50

Service provided | Full end to end management service and delivery

Program outline | 4 days, plenary sessions, 5 concurrent streams, pre-conference workshops, 2 social events

Approach | As AMMA is a long-term client (30 years) our approach is to ensure that the conference meets the council's and delegates' expectations. Year on year the attendee numbers have grown significantly and our approach each year is to ensure that we raise the standard of the conference and the social functions.

We incorporated elements in the exhibition space to ensure that there were ample opportunities for networking.

Our planning process for this event included:

- Working with a designer to produce creative content
- Increasing the reach of the content in order to introduce new ways to disseminate the information to the target audience
- Engaging with a wider audience and to continue maintaining relationships with loyal delegates and sponsors/exhibitors.



"I have worked with Leishman Associates for over 20 years and have always found them to be personable and attentive to the changing needs of our Association. Our annual Conference has gone from strength to strength and I am delighted that our Association profits are now high enough to be able to provide even greater benefits to our members"

**Dr Nader Abou Seif – Vice President
Australasian Military Medicine Association**