

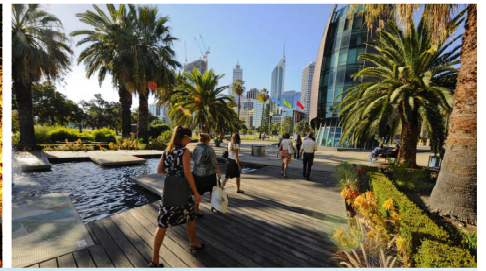


Fenestration Australia 2012

Event Statistics

Event Name:	Fenestration Australia Conference 2012	
Date:	Monday 14 – Friday 18 November 2011	
Venue:	The Esplanade Hotel, Fremantle, WA	
Conference Hosts:	Australian Window Association	
Conference Delegates:	260	
Sponsorship:	Government Sponsor:	DIISRTE
	Silver:	Veka Plastics Breezway Doric G. James Glass & Aluminium Lincoln Sentry Jason Windows Quanex Building Products Viridian
	Annual Dinner Evening:	Doric
	Casual Dinner:	Bradnam's Windows & Doors
	Welcome Reception:	Soft Tech Australia
	Women in Windows B'fast:	Doric
	Accompanying Partners:	Affinity Windows
	AWA Golf Tournament:	AAF
	Satchels:	Austral Lock
	Coffee Cart:	Bradnam's Windows & Doors
	Keynote Speaker:	Diamond Louvres
	Satchel Insert:	CiiLOCK Engineering Austview Sashless Windows
	Notepad & Pen:	Diamond Louvres
Streams/Tracks:	2	
Speakers:	14	
Exhibition Stands:	26	

Conference Website: www.awa.org.au/fenestration-aus-2012



The Client

Australian Window Association

The Australian Window Association is made up of over 500 window manufacturers and industry suppliers throughout Australia. The AWA operates through a committee system which allows for the views of the smallest manufacturer to be heard. Large Australian window manufacturers have the same voting rights as the smallest. The Association's elected Board of Directors is the AWA's only decision making body and it oversees the Executive Director in the implementation of the Association's objectives.

Conference Objectives

Fenestration Australia 2012 is set to be the largest gathering of local and international organisations associated with the window industry, bringing together more than 300 delegates from right across the value chain: manufacturers and product designers, as well as retailers and associated service industry. Sponsors of this conference have exposure to a wide range of business owners, industry leaders, managers, manufacturers, designers and builders, speakers and industry professionals with specific interest in windows and will have the chance to develop strong and lasting relationships.

Conference Program

The objectives of the Conference were achieved by ensuring a comprehensive and well planned program was established. The Conference program is presented in a variety of mediums designed to give maximum information exchange. These mediums include;

- 2 concurrent sessions over 3 days
- Trade Exhibition
- 4 Field Trips
- AWA Design Awards
- Women in Windows Breakfast
- AWA Annual Golf Day
- Welcome Reception
- Casual Dinners
- Conference Dinner
- Accompanying Partners Program

The Role of International Conferences and Events (ICE)

ICE was contracted to professionally coordinate all aspects of the event, this included liaising with all service providers, sponsors, exhibitors and delegates to ensure a successful outcome was achieved. As this was the first time the AWA engaged the use of a PCO to manage the Conference entirely they were looking for a professional conference organiser who could help them to achieve their goals and also ensure their ideas for the conference came to fruition. ICE in conjunction with the Committee closely monitored the conference budget to ensure a low registration fee could be offered to all delegates and a surplus achieved.

Rationale/Methodology

A Local Organising Committee was established in Perth with AWA's East Coast states also participating in the planning working together with ICE's Perth team. The project planning process involved the construction of a detailed critical path to monitor, update and evaluate the event criteria. ICE reported monthly to the Conference Planning Committee and stayed in regular contact through email and telephone correspondence.

www.iceaustralia.com