



Benefits of Hosting an ICTC Conference & Exhibition

There are many reasons why cities and towns alike have chosen to host an ICTC Conference. From having access to hundreds of the world's leading specialists in town planning, development, urban renewal, place making and management through to hosting field trips to showcase local development and planning projects. The benefits are endless.

Why hold an ICTC Conference in your town or city? Below is a summary of the major benefits.

ECONOMIC BENEFITS

Hosting 400 to 450 conference delegates and their partners injects funds into your community of approximately \$500,000.00 by way of:

- Accommodation, food and beverage
- Pre and post conference tours
- Audio-visual services
- Exhibition booth supply & construction
- Taxis, rental cars etc

It also provides the opportunity of attracting new projects to your area through the attendance of planners, architects, project managers and developers at the conference as they may see the possibility for new projects of which they were previously unaware.

EDUCATIONAL & NETWORKING BENEFITS

There are a number of professional development and networking opportunities for your council employees and councillors. Some of these include:

- The opportunity to have a specific workshop session tailored to your project or area as part of the conference and encourage attendees to prepare in advance and provide input at the workshop.
- The opportunity to shape the overarching conference theme and include specific topics to suit your council's requirements on professional development.
- The opportunity to invite specific speakers and interact with the world's leading specialists in the planning, development and management of public spaces and infrastructure.
- Shape the conference program with topics that compliment your own council's future objectives.

COMMUNITY & TOURISM BENEFITS

The ICTC Society has a dedicated professional conference organiser who manages the conference from inception through to completion (with no resources required from your council). This provides your council with:

- A platform for future tourism through the opportunity to receive constructive feedback from conference attendees and the conference organiser regarding local suppliers and venues. This provides your council and local tourism bureau with the opportunity to improve on future services to attract new conferences to your community.

MARKETING BENEFITS

The ICTC Society has a total of 9000 people worldwide on the database providing an excellent opportunity to promote your community. The following is a skeleton marketing plan that includes the benefits available but not limited to the host city:

Direct Mail and Email Campaign (for host city)

Distribution of 9000 colour Call for Papers documents to ICTC members across Australia & New Zealand that will include:-

- The name of your Community
- Your Community, City or Town logo
- A collage of photos of your Community

Distribution of 9000 colour A4 Registration Brochures to ICTC members across Australia & New Zealand that will include:-

- Full A4 page advert
- The name of your Community
- Your Community, City or Town logo
- A collage of photos of your Community
- A personalised welcome message from your Mayor
- Details of the proposed projects to be visited by delegates in your area (field trips are run on the last day of the conference)
- Photos and details of a selection of accommodation venues in your community

Distribution of an A4 Conference Handbook to every delegate attending the conference which includes:-

- The name of your Community
- Your Community, City or Town logo
- A collage of photos of your Community
- A welcome message from your Mayor
- Details of the proposed field trips in your area which will be run on the last day of the conference (including local cafes & catering options to be visited for morning tea, lunch and/or afternoon tea)

A minimum of 8 personalised email shots to the 9000 members on the ICTC database are sent between February and October including details about the conference in your community.

Online campaign

- Colour photos of your community and details of the conference on the ICTC website for 12 months before being retired to the "Past Conferences" section of the website where the details remain active for a further 5 years
- An extensive array of web listings and hyperlinks with other industry associations around the world including the International Downtown Association (IDA) in the USA and the Institute of Place Management (IPM) in the UK.

History of ICTC Society Conferences

1995	Maryborough (Qld)
1996	Adelaide (SA)
1997	Albany (WA)
1999	Melbourne (Vic)
2000	Hobart (Tas)
2002	Caloundra (Qld)
2004	Fremantle (WA)
2005	Yeppoon (Qld)
2006	Newcastle (NSW)
2007	North Shore City, Auckland (NZ)

2008	Sydney Olympic Park (NSW)
2009	Geelong (Vic)
2010	Coffs Harbour (NSW)

Attendances at ICTC conferences are usually in the range of 350-450 delegates

ICTC Society Member Profiles

- Government including Federal, State and Local – elected and non-elected
- Academia
- Architects
- Consultants
- Developers
- Economic and Community Development Managers
- Energy Managers
- Engineers
- Environmental Managers
- Financiers
- Health Industry Professionals
- Landscape Architects
- Legal Professionals
- Place Managers
- Planners
- Project Managers
- Property Consultants
- Retail Managers
- Town Centre Managers
- Urban designers
- Valuers
- Water Resource Managers

The Aims of the Society

To enhance the quality of life of inhabitants of cities, towns & communities.

To assist cities, towns and communities to be as environmentally, socially & economically sustainable as possible.

To bring together the required visionary professionals to discuss the challenges of replacing sprawl with compact environmentally, socially and economically acceptable environments.

To facilitate world best practices in the planning, development and management of cities, towns and communities and particularly the planning, development and management of public spaces and infrastructure.

Background Information regarding the ICTC Society

The ICTC Society Inc is a not for profit association (IA 31336), incorporated in Queensland.

The ICTC bankers are Westpac Banking Corporation, The Pines, Queensland

The ICTC Auditors are McFillin Audit Services of Strathpine, Queensland

The ICTC ABN is 45175717285