

CAUTHE EVENT STUDIES SIG SYMPOSIUM

When: Wednesday 10 February 2016, 12.30-1.30pm
Where: Wesley Conference Centre @ CAUTHE 2016 Conference Venue
Theme: *The Challenges of Planning International Association Events: A Case Study of the 20th International Aids Conference, Melbourne, 2014*



The 2016 Event Studies SIG session at the CAUTHE 2016 Conference will be an interactive session with invited speaker, Fran Kerlin, Acting Manager, Business and Tourism Melbourne, City of Melbourne (pictured left).

Background

The 20th International Aids Conference, held in Melbourne 20-25th July 2014, is a recent case study example of the potential of globally roaming international association events to engender a range of economic, social and cultural host city impacts. Run by the world's leading independent association of HIV professionals, with more than 16,000 members in more than 177 countries, 13,500 delegates joined luminaries such as President Bill Clinton and humanitarian Sir Bob Geldof to share knowledge and to pledge ongoing support in the global goal of eliminating the AIDS epidemic. The event was particularly poignant, starting a day after the tragic and sudden loss of six delegates on the doomed Malaysia Airlines flight MH17.

In addition to delivering an economic impact of over \$80 million for the Victorian state economy, the Conference heralded an extensive cultural program, incorporating over 160 events, organised by the City of Melbourne, working in cooperation with the Melbourne Convention Bureau, the Department of Health and the Australasian Society for HIV Medicine.

The session

An overview of the cultural program affiliated with the 20th International Aids Conference, the steps involved in planning and resulting impacts and legacies for Melbourne and beyond will be presented. This Conference case study example offers a number of key insights and lessons for event researchers and practitioners alike. The impacts and legacies associated with the cultural program are of keen interest given the dearth of literature on the intangible impacts of business events. A facilitated discussion on the challenges of planning for and researching cultural and other intangible legacies of international association events will follow.

The new SIG Coordinators, A/Prof Leonie Lockstone-Binney and Martin Robertson (via Skype) will introduce themselves to the SIG membership and generate brief discussion about plans for the SIG in 2016.

Cost: Free to CAUTHE members and CAUTHE Conference Delegates