



7<sup>th</sup> February 2005

To Whom It May Concern:

**RE: LEISHMAN ASSOCIATES CONFERENCE & EVENT MANAGEMENT**

In September 2004, the Tertiary Education Management Conference was held over 3 days in Hobart, attracting over 600 local and international delegates and over 30 sponsors.

The event was an outstanding success, thanks largely to the hard work and dedication of Paula, Janine and the team from Leishman Associates. I can honestly say, the whole idea of organising such a huge event was extremely daunting – until Leishman's came on board! Their professionalism, experience and eagerness to assist played a major part in the smooth planning and operation of the whole event – from the satchels, to the Conference program & keynote speakers, to the themed Gala Dinner – no detail was overlooked. Their extensive knowledge and attention to detail was proven time and time again, and the whole process seemed to flow effortlessly from start to finish.

A special mention must be made of the way Paula and Janine handled the sponsorship of this Conference. They sought, followed up and converted potential sponsors – which in turn left both our delegates and sponsors smiling – and our budget looking very healthy by the end of the Conference!

I have no hesitation whatsoever in recommending Leishman Associates to anyone planning an Event – we could not have done it without them and are richer for the experience of having worked with such a professional team. Please do not hesitate to call me on (03) 6226 2796 if you would like to discuss further.

Regards,

Matt Smith  
Chair – Tertiary Education Management Conference



## LEADING LIFELONG LEARNING

International Education Conference 2005

4 – 13 July 2005, Tasmania

### To Whom It May Concern

The Leading Lifelong Learning International Education Conference 2005 was a 10 day event involving the entire Tasmanian education community, including government and non-government schools, the University of Tasmania, TAFE, school support and Department of Education administration. Following on from the outstanding Leading Learning International Education Conference 2002, this was a challenging and complex event requiring enormous care in planning and precision in delivery, something achieved with outstanding success by Paula Leishman and her team, the conference PCOs.

The conference involved a range of events simultaneously delivered over the 10 days in Hobart, Launceston and Burnie

□ sessions of up to 800 delegates, complex day long programs involving a mix of presenters, panel sessions and workshops, to a highly successful trade exhibition in Hobart and book shop selling keynote publications in all venues.

Leishman Associates won the tender to deliver the conference because of the extraordinarily high quality of their submission providing a level of detail in terms of service delivery rarely seen. This eye for detail and willingness to see that every requirement was met characterized their work throughout, from initial planning, to strategic considerations to ultimate service delivery.

Paula Leishman's powers of negotiation with venue operators allowed us to strike an exceptionally good per delegate rate, and extremely good rates for audio-visual and presentation requirements, some of which were quite demanding from international presenters. Her budget management and control expertise were significant in allowing the conference to meet its bottom-line, a considerable challenge since registrations were down on what was predicted from the 2002 conference due to a range of external and difficult to control factors.

What impressed me was Leishman Associates capacity to adopt creative solutions. The need for a state-wide efficient registration system, allowing everyone from individuals to whole school staff to easily register, resulted in a negotiated agreement brokered by Leishman Associates with the Tasmanian Symphony Orchestra's online ticketing system being used. This worked brilliantly. However Denise Hobman, the Conference Manager also had to run, in parallel a conventional registration system for international and national delegates who came to a dedicated 5 day component of the conference. Again this was flawless.

Not surprisingly the actual conference flowed with a commendable level of precision. From getting international and national keynotes around the state to the different venues on time, responding to the huge array of related requests from presenters, delegates and organizers, the level of personal attention to detail, effortless capacity to respond to individual requests and commitment to making sure all aspects of the conference worked were significant.

Feedback from conference delegates was consistently favourable in respect of organizational and operational factors, from ease of access to information on the website, to venue seating arrangements and registration and ticketing arrangements. Where problems were encountered as in the quality of catering in the south on the first few days, Paula and Denise were influential in communicating concerns to the venue and getting immediate improvement.

Behind the scenes Leishman Associates were instrumental in establishing a highly successful trade exhibition, with a very high level of exhibitor satisfaction recorded. Their work in attracting sponsorship was significant, something which had not been done for the 2002 conference. Their willingness to bring in value-adding components to the conference, a dedicated photographer, personalized dinners with keynote speakers through to setting up a media campaign were all effortlessly coordinated by Paula Leishman and her team.

I have worked as conference convenor with Paula Leishman now on two major conferences, the VETNetwork Australia 2004 national conference for vocational education and training teachers in schools, and the Leading Lifelong Learning conference and am now working with her on the Australasian Curriculum Assessment Certification Authorities 2006 conference. I can recommend her with the highest possible level of confidence to any organisation wishing to employ the services of a top-notch PCO, with the absolute certainty that Paula and her team will deliver totally professional and very high quality services in the delivery of a very successful event or conference.

Mike Frost

Mike Frost

Convenor VETnetwork Australia National Conference 2004  
and Leading Lifelong Learning International Education Conference 2005

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Australian National Committee  
on Large Dams Incorporated

ABN 52 627 050 014  
www.ancold.org.au



Chairman  
Brian Shannon

Secretary  
Peter Allen

22 November 2003.

Paula Leishman  
Leishman and Associates  
113 Harrington Street  
Hobart 7000

Dear Paula

**Re: Australian National Committee on Large Dams (ANCOLD) 2003 Conference**

With the conclusion of the 43<sup>rd</sup> ANCOLD Conference, I now write to express my personal appreciation, and that of my organising committee, for the outstanding contribution that Leishman and Associates made to the conference's success. Particular thanks go to you and Allan Macintyre. Your understanding of the factors that deliver a successful conference added huge value to the organising committee.

The dam management profession is quite complex, however, you quickly understood the key issues and focused on the goals we were setting out to achieve. You worked well with the organising committee, indeed you quickly became integral members.

It is appreciated this was a difficult conference to organise logistically with technical sessions at two ends of the State, three different tours and an off site conference dinner.

You identified opportunities and ideas to enhance the conference that would not have been evident to the organising committee and your leverage in the market also averted several significant problems with suppliers.

You certainly delivered on your promise to handle all detail during the conference and allow the organisers to participate and enjoy the conference themselves.

Your commercial approach to attracting and satisfying sponsors and exhibitors was excellent. I heard nothing but praise and it is likely many will provide ongoing support for future conferences.

Your flexibility and communication skills with key ANCOLD and other stakeholders brought everyone together. Members of the ANCOLD Executive commented most favourably on your obvious contribution to the conference and the standard of organisation.

Again thank you, Allan and all at Leishman and Associates who assisted in planning and delivering this year's most successful conference. It has been a pleasure working with you.

Yours Sincerely

Neil Blaikie  
Convenor  
ANCOLD 2003 Conference



## **SOCIETY OF HOSPITAL PHARMACISTS**

To whom it may concern,

The 25<sup>th</sup> Federal Conference of the Society of Hospital Pharmacists of Australia (SHPA) was held in Hobart, Tasmania in November 2001. The Conference Organising Committee secured the services of Paula Leishman of Leishman and Associates, as Conference Manager. In addition to conducting a national scientific meeting of the highest standard for approximately 800 delegates, the organising committee was determined to add a distinctly Tasmanian flavor to this biennial event. Paula's experience with managing local events, her creativity and energy contributed greatly to the success of this meeting.

I found Paula and her staff a delight to work with. Always willing to listen to the ideas of the committee, Paula was also a constant source of inspiration for us. Through Paula's guidance and hard work, we were able to bring to fruition a number of original aspects to both the scientific and social programs. These included a panel discussion moderated by a nationally profiled media personality, and a welcome reception modeled on the famous "Taste of Tasmania". Both of these events were rated very highly in conference evaluations, for what was an exceptionally successful event for the SHPA.

The 25<sup>th</sup> Federal Conference was indelibly shaped by two events occurring just eight weeks before hand; the terrorist acts of September 11<sup>th</sup> in the USA, and the collapse of Ansett Airlines. With four US keynote speakers organised and Ansett as the preferred airline, the conference was dealt what appeared to be a body blow. An immediate review of finances foretold the return of a substantial loss and the committee agonised over abandoning the event. However, under Paula's guidance the budget was substantially reworked, while her staff reorganised the travel arrangements for delegates and speakers. Needless to say, the event went ahead, delegates and speakers arrived, and a sound financial result was obtained. At this time, several similar events in Tasmania were cancelled or returned substantial losses. The fact that the 25<sup>th</sup> SHPA Federal Conference was not included was, I have no doubt, largely due to the hard work and experience of Paula and her staff.

I would therefore have no hesitation in recommending Paula and Leishman and Associates as conference managers.

I would be pleased to discuss this reference, and can be contacted on 03 6348 7732 during business hours.

Yours Sincerely  
Peter Fowler  
Conference Convenor



VETnetwork Australia National Conference  
*Stand and Deliver: Delivery Strategies for Vocational Learning*  
17-19 November 2004, Hobart, Tasmania

To Whom It May Concern

The 2004 VETnetwork Australia National Conference has been hailed as an outstanding success by the stakeholder community, by delegates and by all involved in the development and delivery of vocational education and training in schools and related endeavors. With a sell-out 750 delegate registrations, a program widely acknowledged as the most extensive and relevant of any of the VETnetwork Conferences to date and in all respects a most memorable event, it is already setting new parameters for what will be expected in 2006.

The success of the conference is in no small part due to the work of Principal Conference Organisers, Leishman Associates. Hired because of their established reputation for service delivery in conference management, they lived up to all expectations admirably.

This conference faced early difficulties, with uncertainty in terms of funding support and whether it would be viable. Paula Leishman provided outstanding strategic advice and support from the earliest deliberations, assisting both the conference planning committee and the national office in setting a course that led ultimately to success.

Their high level involvement from the earliest planning stages was noticeable, as was the quality of advice. A capacity to provide creative solutions to emerging problems, to adapt to changing circumstances and to deal effectively with a wide range of potential possibilities were highly evident.

However, it was the attention to detail that both impressed planning committee members and contributed largely to the seamless event that the conference became. From developing a strategy for handling sold-out accommodation in Hobart to organising complex and additional site visits, they consistently came up with the goods.

Not surprisingly the actual conference flowed with a commendable level of precision. From international and national keynotes to over 60 concurrent sessions, pre and post-conference activities and a conference dinner of over 500, the level of personal attention to detail, effortless capacity to respond to individual requests and commitment to making sure all aspects of the conference worked were significant.

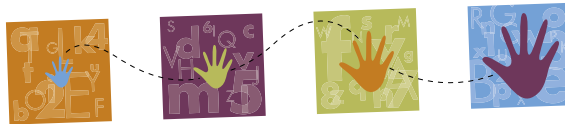
Behind the scenes Leishman Associates were instrumental in establishing a highly successful trade exhibition, with the highest level of exhibitor satisfaction ever. Their work in attracting sponsorship was significant, as was their willingness to bring in value-adding components to the conference. A conference cartoonist, conference wine-sales, a dedicated photographer through to setting up a media campaign were all effortlessly coordinated by Paula Leishman and her team.

Not surprisingly perhaps, on the strength of the success of the VETnetwork National Conference as well as on her capacity to put together an impressive proposal, Leishman Associates has been given the PCO responsibilities for the 2005 Leading Lifelong Learning International Education Conference, a 10 day major event being hosted by the Department of Education in Tasmania. This is a major state event running over 10 days and involving up to 6000 delegates.

I strongly recommend Leishman Associates PCO services to any organisation hosting a conference. They have the track record, the know-how, the resources and the skills to make any event, large or small, an outstanding success.

Mike Frost

Mike Frost  
Convenor VETnetwork Australia National Conference 2004  
and Leading Lifelong Learning International Education Conference 2005



LEADING LIFELONG LEARNING  
International Education Conference 2005

4 – 13 July 2005, Tasmania

29 July 2005

Dear Paula

I am writing to thank you for your contribution as a member of the Leading Lifelong Learning International Education Conference 2005 Project Planning Committee.

The overall success of the conference is at least in part attributable to the high quality input and advice you and other members provided to the deliberations of the committee over the last twelve months.

Developing and running a 10 day conference across the North, North-West and South of the State is, I am sure you will agree a challenging task. That it ran relatively smoothly is undoubtedly attributable to the careful and thorough planning to which you, as a member of the committee, contributed.

I know Mike Frost, as conference convener, has spoken very highly of the committee and of what a pleasure it has been to work with them. I share those sentiments – it has been an absolute pleasure working with you across the life of the project.

The Leading Lifelong Learning conference promises to have an enduring impact on teachers and educators in this state. For many, the chance of working personally with world leaders in curriculum and instruction, pedagogy and assessment, and leadership and learning – where engagement had only been previously possible through their published articles and text books – has been profound.

Again, many thanks for your contribution to the conference and its success.

Yours sincerely,

Alison Jacob  
Chair  
Project Steering Committee

