



Why you should consider an Australian Professional Conference Organiser (PCO)

Australia prides itself on the level of professionalism and services that it can offer the business events community, specifically the quality PCO's housed in Melbourne. Why should you consider an Australian PCO over an international based company?



Below are 5 good reasons why:

1. Established supplier networks

Australian PCOs have been working in the local market for decades. Through years of solid working relationships, they are able to attest to high quality services and products from suppliers.

What does this mean for you?

Access to the best suppliers at competitive prices, as local PCOs are able to maximise their long-term relationships to provide you with lower rates for high quality solutions.

2. Local, on-the-ground knowledge

Knowledge is power, and Australian PCOs know Melbourne. They have the in-depth expertise to uncover the hidden gems of Melbourne and showcase the beautiful State of Victoria with organised pre and post tours.

What does this mean for you?

From negotiating unique experiences with providers of local and regional attractions, to unveiling the city's secrets, local PCOs are able to provide a seamless, exciting experience of both the city and your conference.

3. Financial management

Each country operates on a slightly different taxation system, and navigating the legal and financial intricacies of an international conference can be confusing, time-consuming and daunting. An Australian PCO's experience with managing the Australian Goods and Services Tax (GST) for conferences will ensure that you comply, and that all financial and legal obligations are taken care of centrally within Australia.

What does this mean for you?

A saving of time, money and effort in the financial and legal arena, so that you can concentrate on delivering an exceptional conference program.

4. Sales & marketing

Marketing an Australia-based conference means engaging with a very diverse and rapidly-growing audience within the Asia-Pacific. Australian PCOs have the proven track record, experience and established networks to successfully promote your conference to delegates within this region.

Additionally, with regard to sponsors and exhibitors, you can lean on solid local relationships which are especially important with multi-national organisations that often leave the decision-making with local representatives.

What does this mean for you?

Access to specific delegate boosting skills within the Asia-Pacific region to increase attendance. In addition, maximisation of sponsorship and exhibition opportunities.

5. Communication

Your local organising committee (LOC) has access to their PCO in their local time zone, thereby reducing time lags in actioning items and avoiding the potential key deadlines to be missed. Being able to pick up the phone or expect a speedy email response within the LOC's work day can expedite decision-making and assist greatly in keeping within project timelines.

What does this mean for you?

Convenience, full support and the ability to build solid partnerships for the successful outcome of your conference.