

DUG CHOOSES BRISBANE FOR FIRST AUSTRALIA CONFERENCE

About the conference

The conference theme of LNG, Unconventional Gas and the emerging Shale Boom in Asia-Pacific focused on the challenges and opportunities in Australia for unconventional gas (includes coal-seam gas, tight gas and shale gas), LNG and shale resource development.

The conference included a concurrent exhibition and an optional half-day workshop. Delegates came from the oil and gas exploration and production sector, as well as financial investors, service companies, pipeline operators, policy-makers and regulators, attorneys and other professional service firms.

Why Brisbane?

Brisbane is an important hub for the gas industry in Australia, with many international gas companies headquartered in the city. More than \$500 million is expected to be spent on exploration in Australia over the next two years. It is expected that Australia will soon become the world's number one exporter of LNG and the largest supplier to Asia.

CONFERENCE FACTS

Name:

Developing Unconventional Gas (DUG) Australia Conference

Attendance:

440 delegates

Venue:

Royal International Convention Centre, Brisbane

Dates:

27-29 August 2013

HIGHLIGHTS

- * One of the world's largest unconventional resources sector conferences
- * First international DUG event ever held outside North America
- * Conference injects \$1.5 million into the Brisbane economy
- * First international conference for the new Royal International Convention Centre

"We didn't particularly know Australia, and without Brisbane Marketing we would have been hard-pressed to find the accommodation and the conference hotel that we ultimately selected. Brisbane Marketing not only gave us marketing support and helped us with site selection, but they also introduced us to a number of key players in the industry."

Michael Silber
Managing Director
Hart Energy Australasia -
Conference Organiser

Brisbane Marketing Convention Bureau wins and promotes the event

Brisbane Marketing prepared the winning bid for Brisbane to host the conference. It was completed in record time, with a three-day turnaround from receipt of the initial urgent request through to delivery of the bid.

Organisers accessed Brisbane Marketing's expertise and broad network of contacts across industry, government and academia. This included invaluable introductions to key oil and gas industry players.

Pre and post-touring as well as visitor information and Brisbane images were supplied for the conference website and the welcome video. A pre-conference media release was also arranged from the Brisbane Lord Mayor's office.

City maps were supplied for delegate satchels, and a Brisbane Tourist Information desk was set up at the convention centre for the duration of the conference.



The winning Brisbane bid document included:

- venue and accommodation options
- advice on staging this inaugural event in Australia
- Brisbane’s strengths and key contacts in the oil and gas industry
- competitive quotes from key Brisbane venues and event suppliers
- flight access and transport information
- visa and immigration travel advice
- Brisbane visitor and tourist information
- letters of support from relevant key industry bodies and business leaders
- specific funding and marketing support strategies to assist with conference promotion

Social media plays a role

Social media played a role in the dispersal of information about the conference. Twitter and LinkedIn were both used to spread the conference word before and during the conference, with several conference sponsors actively involved. Images of exhibitors, speakers and networking receptions were posted to provide ongoing conference updates for those unable to attend the event.

Royal International Convention Centre shows its versatility

The conference and trade show ran concurrently. Delegates moved with ease from the plenary conference sessions in Hall C to the exhibition area in Halls A and B.

The welcome reception and a networking cocktail function were both held in the exhibition halls, providing scope for delegates to mingle with exhibitors.

Small group off-site dinners were held in Brisbane’s CBD riverside restaurant precinct. These included the contemporary Japanese cuisine of Saké, Queensland seafood specialist Jellyfish and signature steakhouse restaurant, Cha Cha Char. All boast panoramic riverfront views, with Brisbane’s landmark Story Bridge as the backdrop.

The official conference hotel was the Brisbane Marriott Hotel, just a short coach transfer from the Convention Centre.

“We were delighted Brisbane was chosen as the first international destination for a DUG event outside of North America. It’s undoubtedly a testament to Brisbane’s significance as a global resources sector hub, with so many oil and gas exploration and production companies headquartered here.”

Annabel Sullivan
Convention Bureau Director
Brisbane Marketing



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