

STATE-OF-THE-ART VENUE TO HOST GLOBAL SCIENTISTS IN 2016

About the congress

The International Organization for Mycoplasmaology (IOM) is a non-profit scientific organisation dedicated to the study of mycoplasmas, which are micro-organisms causing disease in humans, animals, plants and insects. The organisation has a broad international membership including researchers, microbiologists, clinicians, immunologists, biochemists, plant pathologists, veterinarians and other scientists who work in this specialisation.

This is only the second time that this congress has been held in Australia. It is a major coup for Brisbane to attract this prestigious event in the 40th anniversary year of the IOM's founding. It will also be the 21st biennial congress held.

CONGRESS FACTS

Name:

International Organization for Mycoplasmaology (IOM) Congress

Attendance:

250 delegates to attend

Venue:

Science and Engineering Centre at the Queensland University of Technology (QUT)

Dates:

3-7 July 2016

HIGHLIGHTS

- * First time congress has ever been to Queensland and only second time in Australia
- * 2016 congress will be 40th anniversary of the IOM organisation
- * Brisbane will be the milestone 21st international meeting of the IOM
- * QUT's \$A230 million Science and Engineering Centre provides a cutting edge venue
- * World-renowned Brisbane-based scientists add weight to Brisbane's winning bid

Why Brisbane?

The local organising committee advised that Brisbane won this congress due to the highly professional bid document, which was prepared by Brisbane Marketing. It included comprehensive detail, specific attention to proposal guidelines and a budget. The IOM Board was also impressed with images and maps provided, which highlighted the quality and diversity of accommodation, restaurants, various tourist attractions and transport options in Brisbane.

Cutting edge congress venue

The congress will be held in The Science and Engineering Centre at QUT, on the Gardens Point campus located near the Brisbane CBD. This centre, which opened in February 2013, brings together facilities which offer world-best technology. It includes "The Cube", one of the largest touch and display systems in the world. The venue's central location will enable delegates to be housed in nearby city accommodation, just an easy stroll away.

"Brisbane Marketing assisted me every step of the way and they were just wonderful. It took eight months to develop this bid and they were constantly helping me, keeping me on track, their attention to detail was amazing. I'm sure that the actual quality of the document that we presented was a major reason why we were awarded this congress."

Dr Christine Knox
School of Biomedical Sciences,
Faculty of Health

Queensland University of
Technology

Congress Chair for the
International Organisation of
Mycoplasmaology Congress 2016



The Bid

A bid strategy was devised to showcase the high-calibre scientists working in Brisbane and Australia. In conjunction with Brisbane Marketing, support and commitment was sought from five notable Brisbane-based experts in the field of medical research who included:

- Professor Murray Mitchell – University of Queensland, Centre for Clinical Research
- Professor Michael Good – Griffith University
- Professor Mark Kendall – Australian Institute for Bioengineering and Nanotechnology, University of Queensland
- Professor John Mattick (AO) – Garvan Institute of Medical Research
- Professor Ian Frazer (AC) – Translational Research Institute at the Princess Alexandra Hospital

These five scientists will also be proposed as potential keynote speakers for the Brisbane congress.

Citywide support for the congress included letters of endorsement from the Premier of Queensland, Brisbane’s Lord Mayor and the Institute of Health and Biomedical Innovation at QUT.

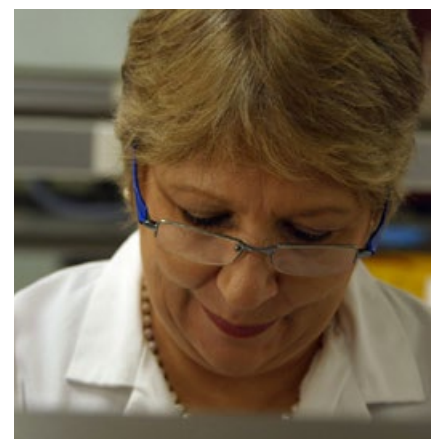
Brisbane Marketing included social program suggestions in the bid. Daily tours and activities for delegates and their families, congress social events and optional post-congress tours were included.

Congress promotion

The 2014 IOM Congress is to be held in Brazil. Brisbane Marketing is assisting with promotion for the Brisbane congress at this event. Brisbane postcards, posters and clip-on koalas will be provided for local organisers to distribute at the South American congress. Posters will also be sent to relevant laboratories around the world. A promotional video will be created by Brisbane Marketing for showing at the handover presentation in 2014, when the congress is officially passed from Brazil to Brisbane.

“We’ve been delighted to provide our expertise and assistance to the local organising committee for the International Organisation for Mycoplasma Congress. We were thrilled to assist them in winning this prestigious congress against some formidable competition. We believe this reflects well on Brisbane’s capability in this specialised field, as well as our extensive infrastructure. We look forward to continuing our promotional support to maximise attendance at the congress in 2016.”

Annabel Sullivan
Convention Bureau Director
Brisbane Marketing



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