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It'll be a good time to have a good idea... Two more 'Grand' conferences secured for Adelaide (Hotel)

Now here's a great idea! Adelaide has been announced as the host destination for yet another prestigious event - The National Institute of Patent and Trademark Attorneys conference to be held in April 2015 at the Stamford Grand Adelaide Hotel.

160 Attorneys will attend the event over 3 days adding more than \$561,996 to the state's visitor economy.

"Whilst we picked up the event lead via our attendance at the Asia-Pacific Incentives and Meetings Expo (AIME) back in February this year, we've just received the green light that Adelaide's pitch as the host city has been successful" said Damien Kitto, CEO, Adelaide Convention Bureau.

"Our focus as a destination is to offer convention organisers something unique to South Australia. We purposely avoid any comparisons with elsewhere in the country given we have so much to offer that is unique to this state and that strategy has paid off yet again.

The feedback we received was that Adelaide's presentation ticked all the boxes for the calibre of delegate attending this conference – the delegates are attorneys who look forward to convenience and the finest of experiences across all 3 days and evenings of the convention" he said.

The Convention Bureau pitched a selection of venues to the organising committee – each with their various strengths, thus highlighting the depth of the city's offerings to convention planners. After inspecting 7 properties, the location of the Stamford Grand being right on the water at Glenelg Beach, its distance from the CBD and airport coupled with its facilities for both social events and meetings won them over.

The organising committee also praised the Adelaide bid for its creativity in proposing more than just in-house social events – the opportunity to enjoy drinks and canapés on a tram to Glenelg or host a high tea on the Glenelg jetty in particular were viewed favourably and contributed to the decision makers selecting Adelaide as their host city.

In a second coup for the Stamford Grand Adelaide, the hotel was also recently named as the host venue for the 2015 Australian Psychological Society's College of Clinical Psychologists Conference.

Following a lead picked up by the Stamford Grand Adelaide, the Bureau worked in collaboration with the hotel to secure the event that will bring around 500 delegates to Adelaide over 3 days and adds a further \$2m to the state's visitor economy.

Karl Unterfrauner, General Manager Stamford Hotels SA said 'we are very happy to secure two such prestigious conventions and are looking forward to not only showcasing the Stamford Grand Adelaide but also our unique location on the waterfront in Glenelg.'

These two wins take the Bureau's 2014 tally for winning future business to \$75m and 727 jobs created.

www.adelaideconvention.com.au

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Issued for the Adelaide Convention Bureau by Foster Hill PR & Marketing – T 08 8271 4211 / 0418 822 629