

EVENT NAME:	16 th Annual South East Asia Australia Offshore Conference (SEAAOC) 2010 A part of NT Resources Week
DATE:	22-24 September 2010
TOTAL ATTENDANCE:	833 attendees, 73 trade exhibitors and 40 presenters
EVENT ORGANISER:	Jill Owen, Operations Manager, Informa Australia Pty Ltd (IIR)

EVENT OBJECTIVE:

As northern Australia's largest and longest established petroleum conference, the South East Asia Australia Offshore Conference (SEAAOC) is at the forefront of development in the region's petroleum sector.

SEAAOC is a significant international opportunity to discuss key gas and liquid natural gas (LNG) developments located across the entire northern Australian band and South East Asia.

With the rapid growth in the oil and gas industry, SEAAOC has become a 'must-attend' event for global industry professionals. Now in its 17th year and run in partnership with the Northern Territory Government, no other programme covers the area of the industry in such depth, enabling the event to attract the highest caliber of speaker and executives from across the entire oil and gas world.

Over 800 of Australia and South East Asia's leading resource professionals including CEO's, Senior Consultants, Business Development Managers, Mining Manager, Heads of Sales and Marketing, Oil + Gas Managers, Analysts, Managing Directors and General Manager attended NT Resources Week 2010.

One of the unique aspects is the pre-conference masterclass and workshop day. This practical, scenario driven day provides attendees with a rare opportunity to converse, interact and hypothesise with the industry's leading experts.

DESTINATION SELECTION RATIONALE:

The Northern Territory's Chief Minister, Paul Henderson said "it is one of the most exciting new gas development areas in Australia. INPEX's ongoing commitment to Darwin is an enormous vote of confidence in the Territory and the company is working towards a Final Investment Date for its US\$20+ billion Icthus project. The project will be a catalyst for development in the Northern Territory, driving economic and social growth."

Added to this the potential expansion of the existing Darwin LNG Plant, the arrival of gas from the Blacktip field that will fuel the Territory's electricity needs for the next 25 years and considerable interest in floating LNG across northern Australia, consolidating the Northern Territory's position as a gas industry centre.

SEAAOC 2010 was once again co-located with the annual "Mining the Territory" Conference to form part NT Resources Week.



THE NORTHERN TERRITORY EXPERIENCE:

Operations Manager for Informa Pty Ltd (IIR), Jill Owen said the addition of a world-class convention centre to the city of Darwin has not only helped increase the size and scale of their annual event, it has also lifted the professionalism and standards of the infrastructure required to hold first class events in Australia's most northern capital city.

"We have noticed a significant difference in the quality of product and service levels from the Darwin-based suppliers, such as exhibition booth company, Fusion Display and Graphics and the extended range of accommodation options now available," Ms Owen added.

Feedback from regular attendees has confirmed the tropical location of the Darwin Waterfront is the ideal environment to do business overlooking the water and parklands. Delegates took full advantage of the restaurants, coffee shops, bars and recreational facilities surrounding the venue, and commented on the convenient access to the city centre and the popular Mitchell Street via the Skywalk link.

SEAAOC and NT Resources Week are run simultaneously to enable participants to take advantage of the wide choice of networking opportunities. These included, the NT Resources Week Golf Day, a Darwin Port Tour and for the first time a dedicated Fishing Excursion on conclusion of the business sessions.

From a social perspective, one of the highlights was the welcome reception at Parliament House. Perched high on the hill overlooking the idyllic aquamarine waters, delegates admired the majestic architecture of Parliament House and enjoyed the city's best vantage point to another spectacular sunset over one of Australia's largest harbours.

"Having the welcome cocktail party of the lawns of Parliament House, gave us the opportunity to showcase a slice of Darwin that the normal visitor could not have access too," commented event organizer, Jill Owen.



THE DARWIN CONVENTION CENTRE EXPERIENCE:

Relocating SEAAOC to the Darwin Convention Centre has enabled the event organisers, IIR, to obtain record levels in both participants and exhibitors for three consecutive years.

IIR's Jill Owen said prior to the Convention Centre being built, we were restricted on the choice of venues with capacity to cater for the growth in the oil and gas industry.

Jill has had the pleasure of working on large-scale conferences and exhibitions with the Centre's General Manager, Malu Barrios, on many occasions in Malu's previous positions in Brisbane and Sydney.

"Malu is a 'hands-on' Manager, always visual and accessible during the operation of every event. The venue floor staff were very attentive. I rate the service levels very highly, a standard you would expect from a world-class venue.

CONVENTION CASE STUDY – DARWIN, AUSTRALIA'S NORTHERN TERRITORY

“Catering staff ensured that delegates with special needs were easily accommodated and the operations crew treated the exhibitors as VIP’s. Their helpfulness was genuine with an openness to assist in anyway they could. Nothing was too much trouble,” Ms Owen stated.

This year, SEAAOC has more than 40 speakers, so advance preparation of presentations was paramount.

“Before we relocated to the Darwin Convention Centre, the audio visual component had always been tricky. The Centre’s audio-visual production team are very professional and efficient both leading into and during the event. All equipment was sourced in Darwin making the process seamless and stress-free,” added Ms Owen.

Proceedings on day one concluded with networking drinks in the exhibition hall, followed by the NT Resources Week gala dinner that gave delegates the perfect opportunity to network and do business with both their peers and clients.

THE VERDICT:

SEAAOC 2010 was heralded an outstanding success, achieving record numbers of delegates, speakers and exhibitors and drew strong praise from within the resources industry.

Attendance was up 27% from prior year, attracting participants from the United States of America, Canada, Norway, Singapore, New Zealand and Papua New Guinea. The achievements continued with a record 35% increase in trade exhibitors.

“SEAAOC 2010 and NT Resources Week continue to grow every year. It would not be the success without the support of the NT Government, our sponsors and exhibitors, the Convention Centre and all the Darwin-based suppliers who work tirelessly to ensure our event improves year after year,” remarked Ms Owen.

CLIENT QUOTES:

“SEAAOC 2010 and NT Resources Week continue to grow every year. It would not be the success without the support of the NT Government, our sponsors and exhibitors, the Convention Centre and all the Darwin-based suppliers who work tirelessly to ensure our event improves year after year.”

Jill Owen, Operations Manager, Informa Australia Pty Ltd (IIR)

“Unlike some General Managers, DCC’s Malu Barrios is ‘hands-on’, always visual and accessible during the operation of our event. The venue floor staff were very attentive. I rate the service levels very highly, of a standard you would expect from a world-class venue.”

Jill Owen, Operations Manager, Informa Australia Pty Ltd (IIR)

“DCC’s catering staff ensured that delegates with special needs were easily accommodated and the operations crew treated the exhibitors as VIP’s. Their helpfulness was genuine and open to assist in anyway they could. Nothing was too much trouble.”

Jill Owen, Operations Manager, Informa Australia Pty Ltd (IIR)

Download hi resolution images to support this media release

http://www.darwinconvention.com.au/image_library.asp

For further information or comment, please contact:

Ms Carrie Altamura, Business Development Manager

Darwin Convention Centre, PO Box 735, Darwin NT 0801

T: + 61 8 9823 9000 | E: caltamura@darwinconvention.com.au | www.darwinconvention.com.au

Darwin Convention Centre is a project of Darwin Cove Convention Centre Pty Ltd and the Northern Territory Government and is proudly operated by international venue management specialist, AEG Ogden. www.aegogden.com