



# PERTH TREATS APPEA 2017 TO SUNSHINE, MONTE CARLO AND A NIGHT TO REMEMBER

NAME: APPEA 2017 Conference and Exhibition  
DATE: May 14 to 17, 2017  
BY: In-house APPEA events team  
NO. ON ORGANISING TEAM: Four (4)  
VENUE: Perth Convention and Exhibition Centre  
PAX: 3,000+



PERTH CONVENTION AND EXHIBITION CENTRE



The APPEA Conference and Exhibition is the largest annual upstream oil and gas event in the southern hemisphere. Federal and state government officials as well as executives and leading policy makers travel from around the world to hear from a who's who line-up of international and domestic keynote speakers.

As the gateway to Australia's oil and gas industry, Perth and the Perth Convention and Exhibition Centre (PCEC) are delighted to regularly welcome the return of this sophisticated annual forum.

This year's four-day event delivered; 2,067 registered attendees (12 per cent of which were international representing 28 countries), 165+ exhibiting companies across more than a 7000m<sup>2</sup> of area, 138 presenters from 90+ presenting companies and 1000+ exhibition visitors representing 675+ companies.

Kicking off on a Sunday, 60 participants met at the entry of the PCEC and enjoyed Perth's sunshine with a cycle tour along the banks of the majestic Swan River. That evening, over 1000 guests attended the Welcome Reception 'See how we roll...', a brilliantly themed Monte Carlo-style event held within the PCEC's BelleVue Ballroom and featuring a cavalcade of entertainment including Rhonda Burchmore, the Classic Groove Band, a roving caricaturist, as well as a roving magician. This popular event raised funds for three locally based charities.

The Gala Awards Dinner again saw the PCEC's BelleVue Ballroom showcase its latest intelligent lighting installations and its flexibility to transform into an entirely different look for this special annual event. Styled "A Night To Remember", more than 700 guests were treated to just that as well as a surprise headline act, Anthony Callea. Of special note, Julie Hood, APPEA's Director, Events and Member Relations was bestowed a lifetime achievement award for her exemplary 17 years of service. Well known to many of us in the business events industry, we join with APPEA in saluting Julie's achievement.

The farewell cocktails 'Farewell on Eat Street' attracted more than 600 attendees and was held in PCEC's breezy and leafy open air Summer Garden with the Perth CBD an impressive backdrop.

In addition to these social events and the quality information being shared during presentation sessions, there were numerous additional opportunities to allow delegates to further connect, socialise, and enjoy the event, including; a presenters' breakfast, members' lunch, meet the authors session, networking lunches, meeting zones, happy hours and an authors' lunch.

The Perth Convention Bureau has fostered a long term relationship with APPEA over many years and facilitated introductions to local and state government bodies to help grow the event. This valued partnership between the bureau and APPEA also aided PCB to secure LNG18 in Perth, the largest conference ever held in Perth and at the PCEC.

**CLIENT'S COMMENTS:** "Perth always delivers an exceptional event for APPEA. The support provided by the PCEC and PCB partnership is invaluable and we are excited to return for the 60th anniversary of the APPEA Conference in 2020."

**- Julie Hood, Director Events & Member Relations, APPEA **