



12th International Mammalogical Congress

Advances in mammalogy in a changing world

Perth, Western Australia
9th – 14th July 2017



EVENT OVERVIEW

The International Mammalogical Congress (IMC) is the premier international mammal conference, sponsored every four years by the International Federation of Mammalogists . It provides an important forum for professional mammalogists wishing to remain updated on the latest marine and terrestrial mammal conservation topics, research concepts and techniques. IMC12 united the diverse global community of professionals and students in the field of mammalian biology and facilitated collaboration through the international network of practitioners.

IMC12 saw 793 delegates from 50 countries attend the conference at the Perth Convention and Exhibition Centre (PCEC). The conference had over 490 oral presentations across the 6 days and an additional 164 poster presentations, utilizing 11 of the PCEC rooms, including the main Riverside Theatre, and foyer space for the posters and 18 exhibition booths. The location for the posters and exhibition were placed at the highest traffic area of the conference. This created more exposure for both poster presenters and organisation’s exhibiting.

Hosting the event at the PCEC was a perfect match, given the large number of delegates and the need for up to 10 concurrent sessions. The conference was able to use the Riverside Theatre for the opening and closing ceremony and the keynote presentations. There was a total of 8 keynote presentations, with high profile international speakers flying in from Argentina, the UK, America and South Africa.

In addition to the core presentations across the week, there was a day of field trips to local Western Australian sites in the midweek, as well as an offering of multiple post-conference field trips exploring the South and North of Western Australia. Each tour departed from the PCEC given its central location in Perth CBD and with over 7 tours departing on either day there was a fantastic traffic management and ease of access for both delegates and tour companies arriving.

EVENT PLANNING PROCESS

Promaco Conventions was contracted two and a half years prior to the event taking place to ensure the myriad of event components were given adequate consideration. Creating the overall strategic plan for the conference was vital in coordinating the finer details of the conference.



Coordinated by



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CONFERENCE SUMMARY

DATE	9 - 14 July, 2017
VENUE	Perth Convention and Exhibition Centre
DELEGATES	793
SPONSORS	24
EXHIBITORS	18
KEYNOTE SPEAKERS	9
SOCIAL PROGRAM	<ul style="list-style-type: none"> • Welcome Function • Conference Dinner • Field Trips • Partner Program • Post-Conference Tours

EVENT PLANNING PROCESS

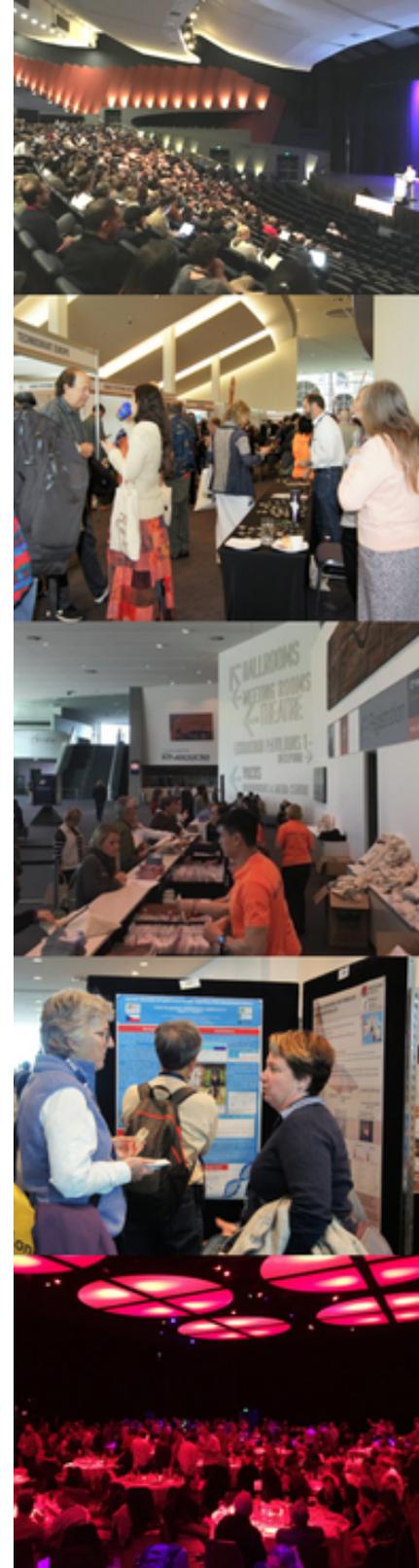
This strategic plan assisted throughout the planning process, particularly in committee meetings. The IMC12 Committee consisted of 11 mammalogists from a variety of different organisations including the Department of Parks and Wildlife (now the Department of Biodiversity, Conservation and Attractions), many of Western Australia's leading Universities and research institutes from across Australia. Crucial aspects of the strategic plan included a detailed timeline of the leadup to the event and the event itself and the creation of goals relating to delegate involvement, abstract submission numbers and sponsorship involvement. As the PCO (Professional Conference Organiser) Promaco Conventions guided the planning of IMC12 to stay ahead of schedule and to meet the previous set goals.

A good amount of time went into the management of abstracts and symposium submissions. Over 800 submissions came in and everything was managed on the cloud for ease of use. The committee opted to go paperless to have an environmentally friendly event. Delegates were able to have access to all information using the conference app.

The conference social functions were held at PCEC with a cocktail welcome function beginning the conference and a conference dinner being held at the end of the week. Along with this, there was a need to accommodate space for satchel packing before the conference, and hosting 800 delegates across the week inclusive of the arrival and departure of tours on multiple days. Overall, Promaco believe that for a conference of this size and scope, the PCEC was the perfect venue and location for the event.

Promaco assisted in the selection and management of 15 different accommodation options for conference delegates and keynote speakers. Through connections with hotel providers and a local knowledge of Perth, Promaco was able to negotiate special rates for delegates in close proximity to the conference venue, providing delegates with the best value accommodation.

The International Mammalogical Congress committee decided very early on that they wanted to showcase Western Australia and its attributes. This led to the organisation of a huge range of accompanying partner tours, mid conference field trips and post-conference tours around the state, and the use of local suppliers to support local businesses. The many tour suppliers were locally sourced and had vast knowledge on Western Australia and all it has to offer. In addition, Promaco Conventions worked closely with local vendors such as audio-visual companies, merchandise providers, exhibition suppliers and local artists to accommodate all requirements of the conference. All these vendors were able to provide the local touch to the conference and assisted in the event becoming the success it was.



TESTIMONIAL

"The IMC is a large conference held every four years. Our committee selected Promaco Conventions as our PCO 2½ years out and we all agree that this was a great decision. Livia's detailed knowledge of conference organisation, careful oversight of finances and ability to change tack quickly if something wasn't working were extremely important in producing a very successful Congress. While Promaco dealt with the organisational detail smoothly, Livia made sure we were involved in the important areas of promotion and acquiring sponsorships and exhibitors. She encouraged us to have close control over the academic content and programming, where our expertise was needed. Livia had a great team over the period in Grace, Aimee and Jess and their competent, efficient and respectful interaction with attendees was appreciated by all. I would recommend Promaco Conventions to anyone who has decided to run a conference."

Tony Friend

Chair, IMC12 Organising Committee

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