

# GEMS Event Management Australia

## COMPANY PROFILE

GEMS Event Management Australia has been successfully managing conferences and special events for over 25 years. We have achieved and maintained our success over that time by offering our clients the perfect mix of creativity, attention to detail, energy and integrity.

A wide variety of national and international professional associations, government agencies and corporate clients in the education, science, major infrastructure, information technology and healthcare sectors have benefited from our expertise.

Australian owned and operated, GEMS Event Management Australia executes successful events across Asia and the Pacific from our head office in Sydney or our branch office in Tweed Heads.

From intimate seminars to large scale conferences and trade exhibitions, from registration only services to full conference management, we have the team to meet your needs.



### Our Mission

**To ensure our clients are able to enjoy every aspect of their events, while we manage those events honestly, reliably, profitably and with integrity.**

### Our Values

We have five key corporate values which reflect who we are and what we do. They are:



#### Respect

We create a unique, open and trusting environment in which each individual is valued and heard.



#### Integrity and Accountability

We pride ourselves on being honest and inspiring trust through consistency in the delivery of our services, matching behaviours to words and taking responsibility for our actions.



#### Delivering Quality

We are continuously improving the way we work to meet the challenges of the future.



#### Teamwork

We know that working together as one and supporting each other will always achieve better results for all stakeholders.



#### Safety

We provide a safety focussed culture to ensure the well-being of staff, clients and delegates.



**GEMS**  
Event Management  
AUSTRALIA



## GEMS Point of Difference

We prioritise client relationships above all else. Because we have an honest, supportive and cohesive relationship with our clients, we are able to work together to meet the inevitable challenges that arise when producing any event.

**Quality relationships lead to quality events.**

## Industry Accreditation

GEMS is one of very few Australian Professional Conference Organisers' to hold accreditation across both the Professional Conference Organisers Association and Meetings and Events Australia.

GEMS Event Management Australia is a long-standing member of Meetings and Events Australia (MEA) and the Professional Conference Organisers (PCO) Association.

In 2014, GEMS gained accreditation as a Certified Event Company (CEC) through the PCO Association.

Both Julie McGraw and Michelle Glasson have achieved the Accredited Meetings Manager (AMM) status with Meetings and Events Australia and are Certified Event Managers (CEM) with the Professional Conference Organisers Association.



## Award Winning Leadership

Meetings and Events Australia  
National Award Winner

2014, 2015 and 2016 Event Manager  
of the Year – PCO

Meetings and Events Australia  
NSW Award Winner

2017 Event Manager of the Year  
– PCO



## How We Achieve for Our Clients



GEMS overarching focus is to build and maintain **long-lasting and valued relationships with our clients**, so that we can gain an understanding of both the client and the Industry they service, producing successful professional development events that gain traction year on year.



It is of upmost importance to us, that we consistently achieve **'best practice' in all facets of the service we provide to our clients**. GEMS Event Management is committed to the ongoing professional development and industry certification of our event management team.



GEMS has built a strong reputation for being transparent in all business dealings and most notably in the area of financial management. We know budgets! GEMS Event Management Australia has extensive experience in developing and managing conference and event budgets on behalf of our clients. This is a responsibility we treat with great respect and we work closely with the client to **ensure budgetary outcomes are met for each job that we manage**.



## Event Management Software

GEMS Event Management Australia exclusively use EventsAir developed by Centium Software. EventsAir is a world-leading event and membership management solutions system.

GEMS can use EventsAir to deliver:

- Online registration with a secure e-commerce gateway
- Stakeholder communications
- Budget development, financial management and financial reporting
- Call for Abstracts, paper submission and review portals
- Program development
- Complete management reporting and a real-time client reporting portal
- App and website development
- Onsite auto-check in
- Live audience questions and polling
- Lead capture for Sponsors and Exhibitors

## Event Delivery Capabilities

Annually, GEMS host between 20 and 30 contracted events. These range from intimate breakfast seminars through to large scale conferences for over 1200 delegates.

## Scope and Size of Our Events in the Past 12 Months

GEMS successfully managed:

**15**

State, National and International Conferences

**\$928,410**

Sponsorship and Trade Exhibition Sales

**24**

Social Functions – Welcome Receptions, Awards and Conference Gala Dinners

**4501**

Delegates

**32**

Breakfasts, Seminars, Workshops, Technical Tours and Wellbeing Activities

**505**

Conference and Event Presenters







## Delegate Feedback

We work with the client to develop a tailored survey that meets the needs of the client. The data from these surveys are collated and reviewed by GEMS to assess the feedback provided by each delegate. The survey results are reviewed as part of GEMS quality assurance process.

A statistical review of GEMS competency based on surveyed conferences over the last 12 months show the following results, specifically related to GEMS services and performance.



# 96.9%

of participants either 'strongly agreed' or 'agreed' that the Conference Organisers were friendly, cooperative and responsive.



# 92.7%

of participants either 'strongly agreed' or 'agreed' that 'pre-conference communications were appropriate.

## What Our Clients Have to Say

“The team at GEMS pride themselves on exceeding best practice and their staff are efficient and always courteous. They are a pleasure to work with. The conference committees that work with GEMS are AASE members who all have full time jobs, who require high competence from our PCO in managing our events. We receive outstanding feedback from our conference delegates, who echo our sentiments that GEMS are professional, extremely helpful and always willing to go the extra mile.”

Convenor,  
Australian Association of Special  
Education National Conference

“With GEMS taking over the conference management workload, ASCP was free to focus on the specific technical aspects of the conference program and the selection of papers and presenters. Delegate feedback was overwhelmingly complimentary about GEMS, noting – excellent communication from start to end, professionalism, friendly, cooperative, and recommendations to use GEMS again. The overseas guest presenters were highly impressed with several commenting that this was “by far the best and most well organised conference” they had attended.”

Convenor,  
ASCP Concrete  
Pavements Conference

“For over 10 years, GEMS Event Management has managed our conference events for us, in collaboration with a conference committee of busy principals. GEMS has provided strong and successful advice and service while understanding the budgetary limitations of a conference targeted at public school educators. Julie and her team have always given us a personalised and professional service. The team is friendly, results focussed and flexible.”

Convenor,  
SEPLA Special Education Teacher's  
and Leaders' Conference



# 28

years experience  
managing  
conferences and  
special events



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