

# **2007 AACB Staff Scholarship**

**“Business Events Opportunities for Australia  
from the Indian Corporate Sector.”**

**Presented by – Siddharth Ketkar**

## **Career Development Proposal**

### **2.1 Role Description**

- Account Manager with responsibilities for Sydney, Brisbane, New Zealand and North Asia.
- Creation and securement of conference, incentives and corporate meeting opportunities to Adelaide and South Australia.
- Generic market development in specified geographic locations for future conversions of business leads.
- Maintenance and development of business relationships with ACTA stakeholders.

#### *Outstanding Achievement:*

- Work Related:
  - Creating 26 bid submissions within first 9 months of employment and won 11 bids with a conversion ratio of 69%, contributing to ACTA's record result for this KPI in 2006.
- Personal:
  - MEA (SA) 2006 Young Professional Scholarship Winner
  - Le Cordon Bleu 2006 Bachelors of Business . International Hotel and Resort Management . Dux
  - Invited as a guest lecturer in Bachelors degree studies and TAFE diploma year following my graduation.

#### *Specific Skills:*

- Job Related:
  - Mature understanding of business operations in a global context.
  - Unique cultural awareness specifically relating to North Asian market.
  - Superior academic record in Tourism and related industry (please refer CV).
- Professional:
  - Work experience in the hotel sector, education sector and marketing for retail business.
  - Genuinely approachable and friendly nature, critical for business building.

### **2.2 Professionalism**

In the time since commencing my job as Account Manager with ACTA approximately 12 months ago, I have focused on growing the existing market opportunities and putting in place long term relationship building strategies specifically these have included:

- New Zealand .
  - Negotiating with Air New Zealand to maximize conference opportunities on new direct air route.
  - Building relationships with industry leaders to maximize exposure at PAICE through Meeting Newz.
  - Building relationships with SATC representatives in Auckland.
  - Presenting in-market dinners for potential clients in Auckland.
  - Contributing to the team that secured, for the first time, Tourism Australia National Corporate Familiarisation for ACTA.

## 2.2 Professionalism

- Sydney .
  - Creating new strategy for coming this fiscal to design for better market penetration using in-market client functions and other unique events.
  - Identification of 7 quality clients prospects for Destination South Australia 2007.

## 2.3 Career Development Proposal

### 2.3.1 Project Development

- **Description**

Business Events Opportunities for Australia from the Indian Corporate Sector.+

I propose to research the current extent of business events to Australia from India, and the potential for growth, specifically in the corporate sector. The data gathered, both empirical and experiential derived from this activity will be analysed to produce a Business Potential Report pertaining to the medium and the long term. Barriers to business and cultural influences will be identified in this process.

Included in the research will be an investigation of travel patterns and the reasons for corporate destination decision making and the opportunities for Australia to capture a larger share of this business. Focus will be on the IT, Automobile and Medical/Pharmaceutical sectors. The function of the intermediaries such as travel agencies, in-house meeting organisers and other group travel consolidators will be investigated.

- **Benefits**

1. *To Australia & Qantas*

- The report will assist Tourism Australia in its strategic investment in the Indian Business Events Market. Please refer to appendix one for the correspondence.
- This research will benefit all bureaux in Australia to gain a better understanding of the market and its potential.
- Growth in business opportunities between Australia and India will support direct air routes and route development.

2. *To My Bureau*

- The research will expand ACTA's knowledge of the market and potential for business development, particularly in those centres with South Australian government alliances i.e. Chennai, Bangalore and Mumbai.

3. *To Me*

- The report will form part of my thesis for my Masters of Marketing Degree. It will also directly assist me in understanding the Indian market in my current role

as an Account Manager for North Asia. Please refer to Appendix two.

### 2.3.2 Timeline

- The project will start with desk research, an online survey and correspondence to already identified individuals in October 2007 and will be completed in August 2008.  
Interviews will be conducted in-person in India during December 2007
- In January 2008 I will undertake a course in Research Methods in Business and Management - Masters of Marketing at University of South Australia to guide analysis and collation of the data gathered.
- A report will be published and presented at the 2008 AACB Conference followed by distribution to all Australian bureaux.

### 2.3.3 Budget

Expenses	Date	Destination	Costs \$ AUD
Research Methods in Business & Management Course - Uni SA	Jan-08	Adelaide	2,000.00
Qantas Flight			FOC
Accommodation	Dec-07	10@ \$160 per night	1,600.00
Internal Air fares	Dec-07	Pune - Mumbai	100.00
	Dec-07	Mumbai - Delhi	115.00
	Dec-07	Delhi - Pune	130.00
	Dec-07	Hydrabad -Bangalore	120.00
	Dec-07	Bangalore - Pune	110.00
Transport		Transport	350.00
Food and beverage			450.00
<b>Total</b>			<b>4,975.00</b>

\* please note budget converted from current Rupees value to AUD