



ASSOCIATION OF AUSTRALIAN
CONVENTION BUREAUX INC.

THE ASSOCIATION BEHIND THE
BUREAUX WHO MARKET AUSTRALIA
FOR BUSINESS EVENTS



Shannon Klein: Recipient of the 2006 AACB Staff Prize

My intention after winning the AACB staff prize was to improve my expertise in the Asian Business Events market. A year on I am well on my way to achieving this goal.

Since winning the Staff Prize, I have undertaken courses in Chinese language study (mandarin) at the Red Crane School of Chinese. I have currently completed 22 weeks of 2 hour lessons and I am now able to hold a basic conversation in Mandarin.

In addition to learning the language, these lessons have also provided cross-cultural insights into the Chinese culture and have covered topics relating to Chinese values & philosophy, Chinese business systems & styles, meetings & negotiations, strategies for communicating & negotiating effectively, greeting & communication, gift giving - taboos & superstitions and tips on practicalities involved with doing business with Chinese people.

This has been very helpful in my current role in dealing with our clients from Asia.

Having a greater understanding of the Chinese culture has allowed me to help educate our members and product suppliers about the cultural idiosyncrasies of Asian countries, what type of experiences Asian groups are seeking and how products can be tailored to suit these needs.

To further enhance my knowledge of the Asian market I have developed close relationships with Tourism Victoria's in-market specialists and have attended market briefings held by Tourism Australia, Australian Tourism Export Council and Tourism Victoria. Through reading trade publications and research papers I have been able to keep abreast of the Business Events industry developments and activities in Asia.

Now that I have a greater knowledge of this market, my next goal is to travel to Asia and undertake work experience through our in-market sales representative offices and possibly attend trade show events.

I would like to thank QANTAS, Tourism Australia and AACB for providing me with this outstanding opportunity.