

DEVELOPING RELATIONSHIPS WITH  
THE EDUCATION SECTOR

AACB STAFF PRIZE  
2005

My role at the Perth Convention Bureau:  
Building Business from Research

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- Anne-Maree Ferguson
- Scott Campbell

## Section A – Essay

My current professional ambition is to become the best conference researcher in Australia. For every article I read or interview I hear, I want to be able to immediately identify the potential conference opportunities that exist.

I am keen to work hard to become a successful researcher and will embrace opportunities that can develop my skills and improve my abilities. I believe I can achieve this ambition through continually developing creative and unique work practices and research strategies. To be the best researcher, I need to lead in the area of research strategy development and possess knowledge on the most effective research techniques.

I recognise that the Perth Convention Bureau is a national leader in the use of Customer Relationship Management within Bureaux and I would like to use this area to expand on and develop an industry specific project that is of interest to other Bureaux. Feedback from Bureaux indicate the area of developing relationships within the academic and education sector to generate conference leads could be further investigated to produce a successful framework for relationship building.

To support my professional growth as a researcher, I would like to use this scholarship to carry out a research project that will identify a successful strategy for the development of lead generation opportunities within the education sector.

This project would improve my research abilities through direct experience and also support my growth as a staff member of the Perth Convention Bureau and as a research professional in the wider business tourism industry.

On the completion of this project, a written report will be presented to the Association of Australian Convention Bureaux that identifies a successful framework for developing relationships within the education sector to achieve the best conference lead outcomes.

I will set a ten-month timeframe for this project, starting in September 2005 to allow for the strategy to be developed, executed and reviewed and have the report completed by June 2006. During this time, a journal of activities and results achieved from the development and implementation of the university relationship building project within the Perth Convention Bureau would be kept.

To support my research into relationship building techniques within the education sector, I would use this scholarship to attend a 'Communicating for Success' seminar, run by the Chamber of Commerce and Industry of Western Australia and also attend a 'Communication – Report Writing Skills' short course to enhance my knowledge of relationship development strategies and assist in the construction of an innovative and creative final report.

My objectives for utilising this prize to its full potential include:

- Producing a written report identifying 'how to develop relationships with universities' to achieve conference leads. To be presented to the Association of Australian Convention Bureaux.
- Maintaining a journal, which records the activities and implementation of the education relationship strategy within the Perth Convention Bureau.
- Attending an educational seminar called 'Communicating for Success' to improve my knowledge for relationship development (6<sup>th</sup> October 2005).
- Attending a short course at Central TAFE on 'Communication – Report Writing Skills' (14<sup>th</sup> September 2005).

This scholarship would be a fantastic opportunity to develop my research skills towards becoming the best conference researcher in Australia. The development and execution of my own research strategy to identify the leading ways to develop relationships with universities would ensure my professional abilities are continually raised and tested.

## **Section B – Key Performance Indicators**

I have identified a number of areas for evaluation to measure the success of my research progress and the quality and outcomes resulting from this scholarship. Focusing on a specific industry project, my research skills will be developed through the implementation of a relationship building strategy within the education sector.

The following are areas within my role that I could use to gauge the success of the university relationship building project and improvement of my research skills within the ten-month time frame.

### Research Quality

- Facts and statistics are correct and current
- Time spent to carry out research strategies
- Consistent spelling and grammar
- The most productive market research strategies are used
- Research findings are presented effectively, either well written or professionally spoken

### Effectiveness of Research

- Information is reliable and can be used to support business strategies and proposals
- Research is of value and relevance to other Bureau staff members
- Research is presented in a timely manner
- Current market research techniques are used to respond to different research requests appropriately
- Five conference leads are identified through the Education Sector project within the first six months of the project

### Relationship Development

- Local academic contacts are identified and pursued
- Client satisfaction from their dealings with the Perth Convention Bureau's Research team
- Mutually beneficial relationships are developed between the Education Sector and the Bureau

### Project Specific Knowledge

- Knowledge of university structures
- Knowledge of key issues influencing university decision making
- Understanding factors that motivate academics to host a conference
- Industry specific report is developed to detail the implementation and results of the Education Sector project

## **SECTION C – Bureau Testimonials**