

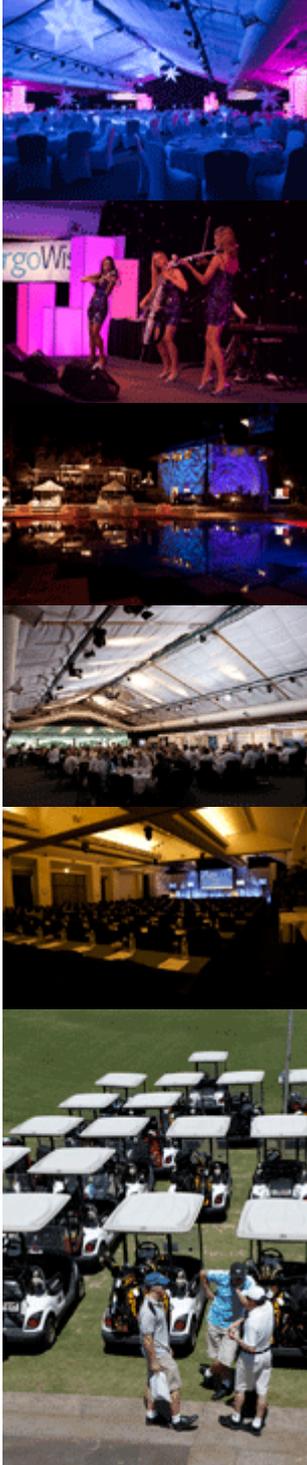
## Brokers and Forwarders Australia (BAFA) Conference

**Dates:** 14 - 16 October 2010

**Venue:** Hyatt Regency, Coolum

**City:** COOLUM, QLD

**Delegates:** 332



Will Organise began working with the BAFA Conference in June 2009. The event was the inaugural joint Conference for two associations; Australian Federation of International Forwarders (AFIF) and Custom Brokers and Forwarders Council of Australia Inc (CBFCA). As it was the inaugural joint Conference, with the view of future combined Conferences, success was imperative.

The Conference was a three day event which included plenary sessions, panel discussions, a welcome reception, a Conference dinner and organised partner tours. A Golf Day Challenge was also included as part of the Conference.

A total of 37 companies sponsored the Conference and the sponsorship target was well-exceeded by April of 2010; six months before the Conference began! 14 of these companies exhibited in the trade display for the duration of the Conference.

The Conference program included a mix of industry-specific plenary sessions and light entertainment. This included an Opening Address by motivational speaker Anh Do, lunchtime entertainment by Anthony Ackroyd's alter-ego 'Kevin Rudd' and a hoax presentation by Conference M.C. Ron Lee.

Highlights of the social program were the Welcome Reception, held poolside at the Hyatt Regency, and Conference Dinner which incorporated a 'nightclub' for the tail-end of the evening. Both of these functions were well received by all who attended and certainly set a high standard for years to come.

Will Organise worked closely with the Conference Committee and Executive Members of AFIF and CBFCA to ensure the event matched the aims of the two organisations, achieved sponsorship targets and attracted over 300 persons in attendance.

Some feedback:

- As the first combined Conference, there would have been some concerns however the organisation could not be faulted!
- Very well organised - thank you.
- Looking forward to attending next year
- Another great Conference put together by the organising committee and Will Organise