

ANZMAC Conference Host Proposal Guide 2024-26

Introduction

The Australian and New Zealand Marketing Academy (ANZMAC) is an association for educators, researchers and practitioners interested in marketing theory and research. The primary purpose of the association is the advancement of Marketing knowledge as a rounded discipline and profession.

With respect to the Annual Conference the guiding Principles and Philosophy of ANZMAC are to:

1. Provide an Australia/New Zealand network in the field of research in marketing;
2. Provide a forum for research presentations and evaluations;
3. Provide publication outlets for high quality research;
4. Support young researchers in the marketing field;
5. Foster a broad variety of methodological approaches and research issues in marketing, and encourage cross-fertilisation between approaches;
6. Develop an agenda of research topics;
7. Recognise contributions to the marketing discipline; and
8. To carry out any activity which the Academy considers to promote any or all the purposes as set out above.

The Annual Conference and the incorporated Doctoral Colloquium is the major event held under the brand of the Academy. As such it is integral to the services offered to our membership and it is vital that the event is managed in a professional way by the Conference Host.

Tendering Process

We are currently seeking ANZMAC Conference hosts for 2024-26. This document details expectations of conference hosts, their responsibilities and information required for inclusion in a conference host proposal document. Proposals will be considered from Universities based in Australia and New Zealand.

The ANZMAC Conference hosts follow a regular cycle between Australian and New Zealand locations, with every third conference to be hosted in New Zealand. Upcoming conference locations based on this cycle are:

- 2024 – Australia
- 2025 – Australia
- 2026 – New Zealand

All proposals will be considered by the ANZMAC Executive Committee. Proposals can be discussed with the President, Dr Linda Robinson, and Dr Toni Eager, Conference Sub-Committee member, at any time prior to submission of the formal proposal.

Proposals for hosts for the 2024 ANZMAC Conference must be submitted no later than 14 November 2022, to the ANZMAC Secretariat (anzmacsecretariat@gmail.com). These proposals will be discussed at the Executive Committee meeting to be held in December 2022 and applicants may be invited to present to the Executive Committee during the 2022 ANZMAC Conference.

We also welcome proposals to host the 2025 and 2026 Conferences, and these will also be considered by the Executive Committee in December 2022.

ANZMAC Conference Expectations - Summary of Responsibilities

While the Academy maintains overall rights of approval and oversight and will promote and publicise the Conference and assist the Institution organising it in such ways as it can, the responsibility for arranging and managing the Conference is wholly that of the Institution. In discharging this responsibility, the Institution may:

1. Use other entities to assist in the organisation and conduct of the Conference.
 - a. ANZMAC has a preferred supplier which will be recommended to prospective hosts.
2. Enter into agreements for sponsorship of the Conference.
3. Engage exhibitors for the Conference.

In agreeing to host the ANZMAC Conference the Institution must, at its own expense:

1. Ensure access to and use of all the Facilities necessary for the hosting of the Conference on the agreed dates.
2. Obtain all local licences, permits and approvals to allow it to host the Conference on the agreed dates.
3. Recruit and provide such officials and volunteers as required to ensure the efficient management of the Conference in accordance with the standards expected of a major, international academic Conference.
4. Insure and keep insured a standard public liability insurance policy to cover the risks of an insurable nature associated with the hosting and conducting of the Conference. The Host Institution is liable for all, and any risks associated with the hosting and conducting of the Conference.
5. Pay the ANZMAC a pre-agreed fee for the rights to host and organise the Conference on the Academy's behalf.

A Conference Hosting Manual is currently being updated. When it is available, it can be accessed upon request from the ANZMAC Secretariat (anzmacsecretariat@gmail.com). In the interim, please contact Linda Robinson or Toni Eagar to discuss the expectations and process in more detail.

Conference Host Proposal

In preparing a proposal to host the Conference, prospective hosts should include the following information:

Personnel

1. Names of proposed Conference Chair / Co-Chair(s)
2. Details of members of the proposed Conference Organising Committee including their roles and current position in your department/group.
3. Details of the level of engagement the department/group, and the proposed Chair/Co-Chair(s) have had with ANZMAC. For example, level of conference attendance or track chair experience.
4. Details of the local administration and volunteer support available to the Conference Organising Committee.
 - If the institution has a dedicated events team that regularly manages academic conferences on-site, make this clear in the proposal.
 - If there is a preference to use the ANZMAC preferred supplier (JT Productions) for event management, please indicate this in the proposal.

Facilities

1. Please provide proposed dates – traditionally the Conference is held in the first week in December. With the Doctoral Colloquium running Saturday and Sunday and the Conference Monday to Wednesday.
2. Is the proposal to host the event on-campus, or in a dedicated space, e.g. hotel, convention centre?
3. Please provide full details of the proposed venue - The Main Conference should have: dedicated use of a secure venue with a Plenary Lecture Theatre to seat up to 250 minimum; Minimum of 10 Breakout rooms for session tracks and other meetings; central area for registration and information desk; central refreshment/meal area and space for exhibitors.
4. Please provide details of the location, along with transport information to the venue from local accommodation options.

Registration

1. What would be the proposed Registration Fee (note this must include the ANZMAC Membership fee for the year following the Conference)?
2. What exactly would this include?
3. How would registration be managed and paid for? E.g., Does the University have an online shop/booking system that would be used or would a service such as Eventbrite be utilised?

Accommodation

1. What accommodation is available, e.g. on-campus, hotels? How many rooms and what cost if on-campus?
 - a. For the Doctoral Colloquium, low cost options are required.
2. For accommodation options off-campus, what transport options are available for delegates between the Conference venue and accommodation?

Academic Programme

1. What would be the proposed theme?
2. Who would be the proposed keynote speaker(s)?

Social Events

1. What social events would be proposed?
2. The Conference Gala Awards Dinner venue must be able to cater for all delegates in one room – what would be the proposed location for this? Would transport be required?

Budget

1. What is the proposed budget for the Conference taking into account expected registrations, sponsorship and known costs such as catering, social events and event management costs.

Other

1. Do the organisers have access to local sponsorship opportunities?
 - a. For example, Business Events Perth are supporting the 2022 Conference.