

INTERNATIONAL CHILD NEUROLOGY CONGRESS LEAVES LASTING LEGACY

About the congress

The International Child Neurology Congress (ICNC) has been running for almost 40 years and this was only the second time it was held in Australia. It was also just the third time in the event's history that it was staged in conjunction with the more regionally-focused Asian and Oceanian Congress of Child Neurology (AOCCN). Both these events share a common goal to improve care for children with neurological disorders.

Why Brisbane?

The successful joint bid presented by the Brisbane Marketing Convention Bureau and the Brisbane Convention & Exhibition Centre (BCEC) was praised as very professional and compelling. Dr Kate Riney, Co-Chair of the Local Organising Committee, said the bid's generous funding support and Brisbane's strong profile in the field of child neurology had combined to ensure the success of the congress.

CONGRESS FACTS

Congress Name:

Joint 12th International Child Neurology Congress and 11th Asian and Oceanian Congress of Child Neurology

Venue:

Brisbane Convention & Exhibition Centre (BCEC)

Dates:

27 May – 1 June 2012

“We were delighted that delegate numbers at the 2012 Congress ended up exceeding expectations. The Convention Bureau was very glad to be able to contribute towards the success of the congress.”

Annabel Sullivan,
Convention Bureau Director,
Brisbane Marketing

The role played by the Brisbane Marketing Convention Bureau

The Brisbane City Conference and Accommodation Bid Fund, administered by the Brisbane Marketing Convention Bureau, assisted with:

- Travel bursaries for trainee and student neurologists from developing countries.
- Travel and accommodation costs for the congress' drawcard international keynote speaker, Professor Hideyuki Okano.
- A targeted marketing campaign to attract strong delegate attendance in Brisbane, including promotion at the preceding ICNC event in Cairo, Egypt and also at other relevant meetings around the globe.

HIGHLIGHTS

- * The largest paediatric neurology conference ever held in the Southern Hemisphere
- * Brisbane Marketing helped to secure very strong international attendance with delegates from more than 63 countries, including strong representation from Asia
- * The congress financial outcomes far exceeded any previous ICNA or AOCCN meeting
- * The congress offered an opportunity for Australian specialists to present their ground-breaking work and research to a global audience
- * The Brisbane City Conference and Accommodation Bid Fund provided invaluable support to enable attendance by delegates from developing countries
- * Brisbane Marketing provided delegates with access to a wide range of leisure, cultural and recreational experiences in Brisbane

Please contact our team for more information:

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“We were very pleased with the excellent global turnout. Brisbane is a beautiful and energetic city, and it was the first visit for many delegates. Overall, I’m thrilled with the success of the congress, and the feedback we’re receiving shows that our delegates were very impressed too”

Dr Kate Riney,
Co-Chair of the Local
Organising Committee

An education bonus for Australia

The local organising committee encouraged and supported the coordination of a number of satellite meetings in various capital cities around Australia. This coincided with the Brisbane congress, enabling broader access to its educational benefits. Importantly, Australia’s paediatric neurology field benefited from the Congress being held in Brisbane, with event profits earmarked to help finance improved local education in the field - a wonderful legacy of the congress.

Brisbane provides a taste of Australia

The mild Brisbane weather enabled many delegates to get outdoors and experience the city and surrounds, from their Brisbane city hotels, all within walking distance of the convention centre.

A strong Australiana and Queensland theme ran through all aspects of the congress, with the conference logo, programme and website reflecting the distinctive colours of Queensland. The welcome reception held in The Great Hall of the BCEC included a performance by the Nunukkal Juggera Indigenous Dancers, while roving animal handlers from Australia Zoo provided an opportunity for delegates to get up close and personal with some of Australia’s unique fauna including reptiles and koalas.

The Queensland Children’s Choir performed a selection of typically ‘Aussie’ ballads at the gala dinner, while the Convention Bureau developed a PDF Widget “Discover Brisbane’s Best Tours” for the conference website, featuring 16 different tours around Brisbane for delegates to book an experience.



Attendance

1,198



42% ASIA
33% NATIONAL
25% REST OF THE WORLD

The Verdict

The congress was a great success - scientifically, socially and financially, with organisers advising financial outcomes far exceeded any previous ICNA or AOCNA meeting. The congress also achieved significant outcomes at a global level, by delivering education to clinicians who might not otherwise have had access to it.

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