

16/07/07

Cairns Works Its Magic

The 5th International Society for Stem Cell Research (ISSCR) Annual Meeting recently held at the Cairns Convention Centre attracted 2000 delegates from around the world in its first foray outside North America.

Organisers had expected 1200 attendees. However, Cairns proved its status as an attractive, world class meetings destination resulting in increased delegate numbers.

Three years ago the Australian Stem Cell Centre successfully bid with Cairns Convention Centre to bring the 5th ISSCR to Australia.

Michelle Singe, Public Affairs Director, Australian Stem Cell Centre, said, "It was very difficult to convince an American-centric organisation to move a major annual meeting out of the United States for the first time. The location and attraction of Cairns and the Convention Centre clinched the deal. Our successful bid relied heavily on the natural attraction of tropical North Queensland and the world class Convention Centre."

"The city of Cairns offered the advantage of keeping delegates entertained during 'down time' and the Convention Centre provided excellent facilities, complemented by outstanding Queensland hospitality, during the day. Cairns certainly worked its magic."

"Sometimes it can be just one or two minor things that can make or break a major international conference of this magnitude. For us, the special ingredient was the staff at the Cairns Convention Centre. Everyone we dealt with was welcoming, responsive and generous in helping us throughout the meeting", Ms Singe said.

Managing Director of the Cairns Convention Centre, Geoff Donaghy said "it is always satisfying to have positive reinforcement of what the Centre and destination can deliver for our clients, wherever they come from around the world."

ENDS

For More Information:

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5th International Society for Stem Cell Research Annual Meeting
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