

“Fáilte Ireland have worked with SFA since 2012. Their service delivers strong lead generation and provides a smart out source solution for us. Sarah and her team know their market and consistently provide a professional service meeting targets year on year. I would have no hesitation in recommending SFA.”

Jennifer Churchward,  
International Conference Manager



Number of delegates  
2,000  
Client  
Fáilte Ireland  
Date identified by SFA  
November 2012  
Date handed over to client  
November 2013  
Bid won/confirmed  
2014  
Year of conference  
2016  
Economic value to the city  
€2.8M

Association conferences usually rotate to different parts of the world on a fairly predictable rotational pattern. ICCA, the International Congress and Convention Association, have a database that allows members to search for these association meetings and identify which are likely to come to a destination in the future. SFA's team have the experience and expertise to quickly identify suitable conferences that could come to a city or destination. They are also particularly skilled at researching and identifying potential local 'Ambassadors', gathering crucial information to support a bid and then making introductions on behalf of clients to these individuals. This can be a lengthy and time consuming process but one – when done effectively - offers extremely good return on investment. This is an example of some successful research conducted by SFA.

### The Conference

The International Society of Paediatric Oncology (SIOP) is a global organisation dedicated to increasing knowledge about all aspects of childhood cancer. The Society meets at least once annually in a combined business and scientific session – the Annual Business Meeting and Scientific Meeting. This Congress is held in the autumn and lasts 3-5 days. The venues and dates of the SIOP Annual Congress are determined by the Council of the Society through a formal 'Call for Bids' process three years in advance of the Congress. The Congress rotates among the six SIOP continents so in 2012 the earliest opportunity for a European destination was 2016.



### What did SFA do to help win this event?

SFA identified this prospect for Fáilte Ireland in late 2012. After some research they identified and found contact details for four Irish members of the SIOP. Knowing the call for bids for 2016 would be issued in 2013, SFA suggested to them that they consider bidding with Fáilte Ireland. A response was received to say that they would discuss this as a group and explore the options. When chased in January 2013, SFA were advised that they were putting this on hold for the time being mainly due to other work commitments and concerns over the work involved in hosting a conference of this size. SFA flagged this for follow up later that year. By November 2013, with reassurance of the support on offer from Fáilte Ireland, they were ready to put together a bid. Ireland won this bid and will host this meeting in 2016.



Fáilte Ireland have confirmed 37 of SFA's leads since 2010 worth €20M and have a further 63 that have gone to bid, awaiting decision.