



## 18TH INTERNATIONAL CONFERENCE & EXHIBITION ON LIQUEFIED NATURAL GAS (LNG 18)

### JOURNEY OF LNG 18 BID

#### 2008

Australia was the fifth largest producer of LNG globally, with approximately 90 per cent of Australia's LNG reserves located off the West Australian coast. Perth Convention Bureau (PCB) started working with Woodside Petroleum on potential industry conference bids.

#### 2009

PCB, along with the Australian Gas Industry Trust (AGIT), Department of the Premier and Cabinet (DPC), Department of State Development (DSD), City of Perth (COP), Woodside, Australian Petroleum Production & Exploration Association (APPEA) and Perth Convention and Exhibition Centre (PCEC), worked together on a bid to host LNG 18 in Perth.

In 2010, the final bid was presented by the Western Australia DSD and AGIT. Perth was announced as the host city for LNG 18.

#### 2010

The bid was presented and in late 2009, Australia, along with Qatar, was shortlisted.

## FAST FACTS

- Event:** LNG 18  
**Location:** Perth, Australia  
**Venue:** Perth Convention and Exhibition Centre (PCEC)  
**When:** April 2016  
**Who:** Perth Convention Bureau (PCB); Arinex: PCO; Exhibition Trade Fairs (ETF): exhibition.  
**Theme:** Change — “Redrawing the Global Map of Gas”

### CHALLENGES

Creating enough physical space for the event. A 55 metre by 35 metre marquee was constructed to provide additional space.

### HIGHLIGHTS

The program featured the largest number and highest level of LNG industry leaders as plenary speakers ever seen.

LNG 18 received the largest number of papers and posters in the history of the LNG series.

### A POWERFUL START

LNG 18, attended by the Prime Minister of Australia, the Hon. Malcolm Turnbull MP, began with an evening welcome reception at the new State Reception Centre, Fraser's at Kings Park. Perched on a hill, the floor to ceiling glass windows in the semi-circular room offered a view out through the eucalyptus trees, across the Swan River, and to the skyline of the city — a uniquely Australian vista for delegates who'd come from across the globe.

The welcome reception opened with a traditional 'Welcome to Country' and smoking ceremony performed by Nyungar man, Associate Professor Simon Forrest.

Malcolm Turnbull took the stage next, with a positive message about the dramatic change currently being experienced by the LNG sector, “One of the greatest examples of innovation, resilience and expansion, is LNG,” he said.

It was a powerful start, with the presence of the Prime Minister, the Premier of Western Australia, the Federal Resources Minister, and industry leaders from across the globe, confirming the importance and status of LNG 18.

During the evening, delegates were able to move through three separate areas and experience an array of entertainment including whip-cracking on the front lawn, photo opportunities with a koala or baby kangaroo, and observing Aboriginal artists from a remote community as they worked. Performers moved through the crowd on stilts, and numerous food stations served classic Australian cuisine with a twist: from prawns on skewers, to mini pies with a pea topping.

### PLANNING FOR SUCCESS

The planning process for LNG 18, led by Arinex, was collaborative and included a series of briefings with local suppliers in Perth and meetings with multiple key stakeholders around the world.

To reach a global audience, Arinex, with funding assistance from Tourism Australia's Delegate Boosting Program, ran a number of marketing activations including major booth promotions at LNG 17 in the USA, World Petroleum Congress in Russia, and at the World Gas Congress in France.





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Right: Prime Minister of Australia, Malcolm Turnbull  
O'Neill Photographics

*"The quality of the people that attended and the quality of the program was outstanding. The Australian program had a real strategy to it, and this level of quality in the program really held the delegates and kept them in the building conducting business."*

- Rodney Cox, EFT Exhibition and Sponsorship Director of LNG 18. EFT has conducted every LNG Exhibition since LNG 12 in 1998.



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## THE LNG 18 PROGRAM

### SPEAKERS:

Speakers in the Opening Plenary included CEOs from Chevron, Shell and Woodside who jointly addressed delegates about "the Transformation of Gas". Other speakers during the week included the CEOs from Total and Technip, and the President of Petronas.

### TECHNICAL TOURS:

Technical tours included visits to Australia's largest oil and gas development, Woodside's North West Shelf.

### EVENTS:

The program featured three separate networking events, and three 'Thought Leadership Lunches', with speakers including the Australian Foreign Minister, Julie Bishop, and Maria van der Hoeven, a former Dutch Government Minister and Executive Director of the International Energy Agency (IEA).

## CHALLENGES AND INITIATIVES

The central challenge in the planning of LNG 18 was creating enough physical space for the event.

To provide a seated dining area, a 55 metre by 35 metre marquee was constructed by Perth Expohire in what was once a car park. Key features of the area were the large tree that the marquee had been constructed around, and an atrium with lounges, chairs, and decking. A series of food stations were also set up alongside the walls to feed over 4,000 attendees.

To achieve the highest standards and quality possible, PCEC made the decision to set up a fully operational temporary kitchen next to the marquee to cater for the event.

Nigel Keen, CEO of PCEC, said this decision paid off. "The amount of positive feedback we have had about the freshness of the food was a credit to the catering teams".

## AN INTIMATE EXHIBITION SPACE

Within the 11,500m<sup>2</sup> of exhibition stand space there were 160 exhibitor organisations from 30 countries. There were 112 custom built stands, and over 2,000 trade visitors.

Rodney Cox, from ETF said, "The end result was a very intimate event in a world class venue. It is a bright venue, a clean venue, high ceilings, no pillars, a very good venue to work in ... people commented that this venue was the most pleasant from a perspective of being able to get everywhere easily and quickly. So the end result was an excellent experience for delegates and exhibitors".

## A WINNING FORMULA

Perth Convention Bureau (PCB) Chairman Ian Laurence said, "The LNG 18 convention and exhibition was a marvelous success and it clearly demonstrates that Perth has the capacity to hold more large-scale conventions".

Indeed, feedback from attendees confirmed the event's success.

"Our exhibitors and sponsors were really happy with the quality of people who came through, and really significant business was done," said Cox. "A lot of this business was bilateral, almost country to country, and certainly major company to major company".

Cox said that the exhibition met the key criteria of providing an attractive place to do business.

"It looked fantastic, and it was a great place to do business. The responses we have had from global companies, such as Chevron, has just been fabulous, they said it was the best LNG event they have been to," said Cox.

