

## CASE STUDY

### 56<sup>TH</sup> INSTITUTE OF ELECTRICAL AND ELECTRONIC ENGINEERS CONFERENCE ON DECISION AND CONTROL 2017

MELBOURNE AUSTRALIA



## MELBOURNE'S ENGINEERING AND SCIENTIFIC SECTOR ON SHOW FOR 'THE 56TH IEEE CONFERENCE ON DECISION AND CONTROL (CDC)'

The CDC was held in Melbourne during December 2017 at Melbourne Convention and Exhibition Centre (MCEC) connecting an international community of over 1,330 researchers, practitioners and students in the field of automatic control. The event is recognised as the premier scientific and engineering conference dedicated to the advancement of the theory and practice of systems and control and is hosted by the IEEE Control Systems Society (CSS).

**IEEE - WORLD'S LARGEST PROFESSIONAL ASSOCIATION DEDICATED TO ADVANCING TECHNOLOGICAL INNOVATION, EXCELLENCE PUBLICATIONS, TECHNOLOGY STANDARDS AND EDUCATIONAL ACTIVITIES.**

The state of Victoria is home to a well-established network of small and locally-grown technology businesses as well as some of the world's biggest technology companies. Melbourne is also renowned for its capability to deliver a customised event and provide numerous experiences for delegates to explore the city and its regions. These compelling success factors gave Melbourne the competitive edge to win and host a world-class technical program of this calibre. The city served as a platform to discuss new research results, future developments and ground-breaking applications relevant to the sector.

### EVENT HIGHLIGHTS:

<b>21%</b> Exceeded delegate target	
<b>17</b> Technical meetings	<b>5</b> Special sessions
<b>4</b> Plenary sessions	<b>4</b> Social functions
<b>6</b> Tutorial sessions	<b>1</b> Awards ceremony

### EVENT FAST FACTS

-  **12-15 DECEMBER 2017**  
EVENT DATE
-  **MELBOURNE CONVENTION AND EXHIBITION CENTRE**  
VENUE
-  **1,335**  
DELEGATES
-  **54**  
COUNTRIES
-  **2,388**  
ROOM NIGHTS
-  **\$8M**  
ECONOMIC CONTRIBUTION



## GREAT MINDS CONNECTING IN MELBOURNE FOR A REWARDING TECHNICAL PROGRAM

The conference incorporated a technical program which included workshops hosted at the University of Melbourne, tutorials and plenary sessions featuring lectures of renowned professors in the field who addressed current and future topics in control systems. The meetings were held across a broad range of topics; from aerospace and automotive controls, healthcare and medical systems, power generation through to smart cities and systems biology. These sessions gave experts in each field the opportunity to connect and discuss relevant matters aligned to the conference objectives, as well as further developing their careers.

## SHOWCASING MELBOURNE AND REGIONAL VICTORIA

The conference delivered a social program filled with activities focussing on creating opportunities for both leisure and networking for delegates. Commencing with a welcome reception at MCEC, which highlighted an 'Australian Bushland' theme, and incorporated a Welcome to Country ceremony with indigenous performers, the audience was highly engaged from the start.

An awards ceremony and reception also took place at MCEC, and was followed by a gala dinner, in which over 1,000 delegates enjoyed an exquisite banquet with Australian first-class produce and wines. The evening also offered an up-close encounter with native animal wildlife allowing delegates to interact with some of Australia's favourite creatures.

Delegates had the opportunity to explore Melbourne's culture with 'Best of Victoria', Melbourne and regional Victoria tour specialists. Tours incorporated memorable and bespoke experiences showcasing the city and its regions at its best, from the iconic Melbourne laneways and Federation Square to regional immersive experiences such as Phillip Island Penguin Parade and the Great Ocean Road.

A VIP Gala Dinner for 250 guests took place at the Melbourne Cricket Ground, providing guests with an extravagant menu featuring Australian lamb, Wimmera duck and premium Australian wines. Keynote speakers were gifted aged Muscat from premier Victorian wine region, Rutherglen.

The conference concluded with a farewell reception in the main foyer of MCEC, showcasing the Belfast-built, three-masted Polly Woodside ship preserved in Melbourne's South Wharf, where all delegates gathered to enjoy their last night in the city.

## LASTING LEGACIES

The CDC 2017 generated over \$8 million in economic impact for Victoria, as well as delivering considerable legacy outcomes for the city and sector.

Delivering a highly successful event reinforced Melbourne's expertise in accommodating prestigious international conferences. The city delivered an exceptional program and delegates were highly satisfied with the outcomes of CDC 2017, which set a new standard for IEEE's conferences.

The conference also provided an excellent opportunity for students' professional development by allowing them to connect with the stars of the industry and gain extensive knowledge in their fields. The lectures from respected professors gave the students a once in a lifetime opportunity to learn from the best.

“Working with the MCEC team was a seamless experience, from the planning process through to event delivery. I look forward to building on the great relationship we have developed and holding more events at MCEC in future.”

**Lili Lin, Event Manager  
ICMS Australasia**

## TEAM MELBOURNE

Melbourne was chosen as the host destination for its collaborative approach, strong support from Victoria's State Government, City of Melbourne and the world leading facilities at MCEC.

Melbourne Convention Bureau (MCB) secured the 56th IEEE CDC in 2014 and worked closely with IEEE CSS in collaboration with Professor Rick Middleton (University of Newcastle) and Professor Dragan Nestic (University of Melbourne) from bid phase through to delivery. ICMS Australasia was appointed as the professional congress organiser, who ensured the seamless delivery of the event by working closely with all stakeholders.

The CDC 2017 demonstrated the successful 'Team Melbourne' approach to winning and hosting business events, facilitating city-wide collaboration for which MCB is renowned.

MCB partners across accommodation suppliers, attractions, restaurants and retailers were engaged to deliver the best experience delegates could have.

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