

# A sapmea case study

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## Association:

Leukaemia Foundation of Australia

## Name of Event:

4<sup>th</sup> New Directions in Leukaemia Research Conference

## Delegates:

158 delegates and trade representatives

## Destination:

Novotel Twin Waters, Sunshine Coast, QLD

## When:

25 – 28 March 2012



The 4<sup>th</sup> New Directions in Leukaemia Research Conference took place over four days around the spectacular surroundings of the Novotel Twin Waters, Sunshine Coast.

The Scientific Congress Program consisted of eight International Invited Speakers, and nine National Invited Speakers presenting on their research in the field of Leukaemia. The Program also offered a number of speaking opportunities for delegates, and poster presentations.

Delegates traveled from various locations around Australia along with a small contingent from overseas.

The Conference offered delegates a social program showcasing the best in Australian wine and food. This included a Welcome Reception on the Mudjimba Verandah at the Novotel Twin Waters, with entertainment provide by the Bec Laughton Duo.

The weather held up on the Monday evening for the BBQ dinner on the beach at the Novotel Twin Waters. Guest enjoyed a BBQ dinner matched with quality wines selected by the committee.

Delegates then gathered Lily's on the Lagoon at the Novotel for the Conference Dinner on the final night. DJ Oliver Jacobson kept guests dancing the night away.

With excellent venues and facilities, a wide-ranging scientific program and social activities of the highest order, the committee worked incredibly well together to put on a Conference was deemed a great success.