

Advising the world's convention
and meetings industry

CORPORATE
PROFILE



about us

GainingEdge is a specialist consulting firm advising exclusively to the convention and meetings market (also known as MICE or business events).

Since 2004 our consulting practice has been dedicated to servicing this very specialized segment of the tourism & hospitality industry. Our clients include convention & visitor bureaus (CVBs), national tourism agencies, and convention centre developers.

With expertise in destination marketing, convention & visitor bureaus and convention centre development, our consultants are located in 8 cities across the globe.

Our mission - To deliver major competitive advantage to our clients which dramatically improves their success. To enhance the performance and sustainability of the global meetings industry.

Our vision - GainingEdge will be the acknowledged global leader in conventions and meetings consulting. The go to place for innovation that will be transformative for businesses and destinations.

expertise

- **Destination marketing strategy**
- **CVB establishment & support**
- **Convention centre development advisory**
- **In market sales representation**

vertically integrated services



services | destination & convention bureau

Development of MICE Strategy

A clear strategic roadmap acknowledging the transformative economic opportunities and a business case for the appropriate investment in destination marketing.

Ambassador & Local Host Development Programme

Engaging local industry leaders and leveraging their contacts and influence to develop new business and knowledge.

Product Development Support

Establishing product offerings with broad local support and consistent international market messaging.

Business Events Branding Advice

Business events sub-branding guidance to ensure that the brand extension is broadly supported and effective for this specialised segment of tourism .

Industry Partnership Programme

A platform for your industry partner collaboration in bids and joint marketing.

Subvention Programme

Specialised knowledge in subvention polices & programmes across both financial and non-financial subsidies.

In-market Sales Representation

Finding and securing new international convention opportunities for destinations.

services | convention centre

Market Overview & Destination Assessment

Viability, positioning & competitive readiness assessment against 10 key destination selection criteria.

Market Demand Analysis

Comprehensive analysis of current and future demand levels for convention centres.

Feasibility Studies

Broad based benefits analysis & business case development including financial projections & NPV analysis.

Site Assessment

Focusing on factors that influence marketability, operational efficiency and future expansion.

Design Reviews

Market and operational consultants collaborate to bring both client and operator perspectives at design stage.

Venue Mgt. & Operational Advice

Model selection for governance and operating models seeking balance between ownership control and expertise in facility management.

Pre-opening Planning Support

Preliminary operational insights to ensure a smooth and effective facility opening.

key personnel



GARY GRIMMER
C.E.O

Gary has 30 years' experience in the convention industry. His projects include consulting Houston, Vancouver, Yokohama, Macau, Daejeon, Costa Brava, South Africa, Malaysia, Indonesia, Japan and Serbia on development of convention and meetings industries.

His convention centre consulting experience includes market feasibility, demand analysis, facility scoping, design review, site review, and operational consultation for convention centre developments in Nigeria, Oman, Malaysia and Australia.

Gary is a former Chairman of the Board of the International Association of Convention & Visitors Bureaus (now DMAI) and received the Asia Pacific IMEX Academy Award for 2007.



ROD KAMLESHWARAN
Partner & C.O.O.

Rod leads our convention centre consulting practice. He has led projects in Australia, Japan, Malaysia, Mexico and Nigeria.

Rod has 20 years of experience in a variety of senior finance roles in hospitality, business events, and the corporate sector. He spent 6yrs with InterContinental Hotels Group where his last role was regional CFO for Australia & Pacific. He also served as CFO, and interim CEO at the Melbourne Convention + Visitors Bureau, and in senior roles in audit & consulting at PwC.

Rod has an MBA and a Bachelor of Commerce, and is a CPA. His background includes destination strategy advice, financial feasibility analysis, risk management, operational reviews, and asset management of Convention Centres and Hotels.



MIKE WILLIAMS
Senior Partner

Mike is a destination and convention bureau specialist with 30 years' experience in the industry. He has consulted in Australia, Japan, Macao, Malaysia, Serbia and South Africa. He has led proposed convention centre consulting projects in 3 Australian cities.

Mike served as General Manager Sales for the Melbourne Convention + Visitors Bureau. He also worked in senior marketing roles with Tourism Australia helping establish their presence in the Asia market and overseeing travel trade development in the United Kingdom and Ireland. He was also instrumental in the development of the AIME tradeshow and the world's first BestCities Global Alliance. Mike is also a past National President of Meetings and Events of Australia and was ranked as one of the most influential people in the Australian business events industry by mice.net.



Jane Vong Holmes
Senior Manager- Asia

Jane joined GainingEdge in 2009 and consults across the Asia region on a range of challenges and opportunities facing the conventions and meetings industry. Jane has been part of the consulting team for projects in China, Japan, Malaysia, Macao, Korea and Indonesia. Jane also manages the very successful Best Cities Global Alliance on behalf of GainingEdge.

Jane was previously the Regional Director for ICCA based in Malaysia and in 2013 was honoured with the IMEX Academy Award for outstanding contribution to the industry.

Meet the rest of the GainingEdge team at:
www.gainingedge.com/about/team/

our clients



our affiliations

The International Congress and Convention Association (ICCA)

ICCA represents the main specialists in organising, transporting and accommodating international meetings and events, and comprises almost 1,000 member companies and organisations in 90 countries worldwide.



The Asian Federation of Exhibition and Convention Associations (AFECA)

The long-term vision for AFECA is to be a strategic partner in the creation of a world federation representing the exhibition and convention industry in Asia.



Destination Marketing Association International (DMAI)

DMAI represents over 600 destination marketing organizations (DMOs) in nearly 20 countries. DMOs promote the long-term development and marketing of a destination, focusing on convention sales, tourism marketing and service.



Meetings & Events Australia (MEA)

MEA is a national, independent not for profit organisation dedicated to servicing the needs of the meetings & events industry and promoting professionalism and excellence in all aspects of meetings and event management. It also promotes the value and effectiveness of meetings and events as an important high-yield sector of business travel and tourism.



Asociación Latinoamericana y del Caribe de CVBs (ALACVB)

ALACVB represents all convention and visitors bureaus (CVBs) in the latin america and caribbean region. They aim to promote the area for attracting business meetings and visitors, as well as supporting private and public policies that strengthen destinations.





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contact us

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