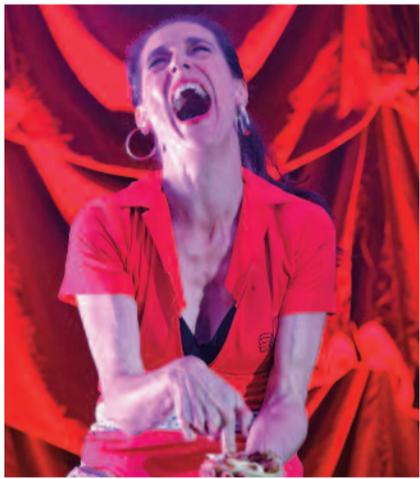


# ICMS Australasia launches into its second half-century



“Life begins at 50” proclaimed Bryan Holliday as he welcomed 100 guests to the 50th anniversary dinner of ICMS Australasia at The Langham Hotel in Sydney recently.

The evening promised surprises and this was certainly delivered through a vibrant and avant-garde show from Melbourne’s leading burlesque ensemble “Glory Box” built around their recently highly successful tour of Slovenia, Norway and Cuba.

Being the longest established professional conference organiser in the country meant that over the years thousands of business events had been produced by former and current members of staff, some of whom travelled great distances to be part of the evening.

Holliday fondly recalled the three congresses that had won national awards including the World Congress on Anaesthesiology which attracted over 9000 delegates to the SCEC in 1996 and was the largest medical congress held at the Centre in the 25 years of its existence. In 2003 the then NSW premier, Bob Carr, invited Christopher Reeve to address over 1000 delegates, 250 of them in wheelchairs in what was one of the most moving conferences ever managed by ICMS Australasia and then in 2014, over 6000 delegates from more than 130 countries gathered at Sydney Olympic Park for the once in a decade World Parks Congress. Clients from all three events took part in the celebratory dinner.

In what proved to be a very entertaining addition Holliday introduced a commissioned video presentation by English author David Lodge who in the early 1980s had written a novel short-listed for the Booker Prize called “Small World”. To this day it remains one of only a few works of fiction to be set in the conference industry. Now in his 80s David provided a fascinating insight into the book and his own world of attending conferences whilst being a tenured academic.

In a show stopping finale the burlesque ensemble “Glory Box” provided a 30 minute performance with jaw dropping acts that left all guests sure that they had been part of an evening like no other and with the buzz that the company has a very bright future in the hands of Bryan Holliday and General Manager, Emma Bowyer.



To view a gallery of photos from the event [click here](#) (password: icms50)



To view the full presentation from David Lodge [click here](#)