

What to Thinkabout when you come to AAA Asia Pacific 2011



With so much to thinkabout when travelling to another part of the world, here are some things that might help.

The Weather

The average June temperature is 63 degrees Fahrenheit (17 degrees Centigrade), with a maximum 70 degrees (or 21 Centigrade) and a minimum 52 degrees (11 degrees Centigrade). You can expect a pleasant sunny day, because there are on average 8 hours of sunlight per day in June. But the nights may get a little chilly (although what's chilly to us may be invigorating to you).

What to Pack

You'd probably feel comfortable in something with long sleeves or a light jacket. Bring something warmer for night time. Forget the heavy winter clothes. We don't wear them here. But lightweight, long sleeves would be perfect.

For the conference, a lightweight suit would be fine. You might want to wear some jeans and runners and a hat for the half day trip. Make sure you pack something "beachie" for our cocktail party which has a beach theme. Definitely, no budgie smugglers (as we call men's swimming trunks), but just something casual and relaxed.

Make sure you also bring some sunglasses and a hat, as it can get sunny. I'd also pack some sunscreen if you intend to be out in the sun for a while. I'd also throw your swimming costume in just in case you feel like a dip. A definite is a power adaptor, because our power outlets are different from the US.

And check if you need a visa. If you're from the US, you do .For an easy, on-line way of getting one, go to: http://www.migrationexpert.com.au/visa/australian_visa.asp

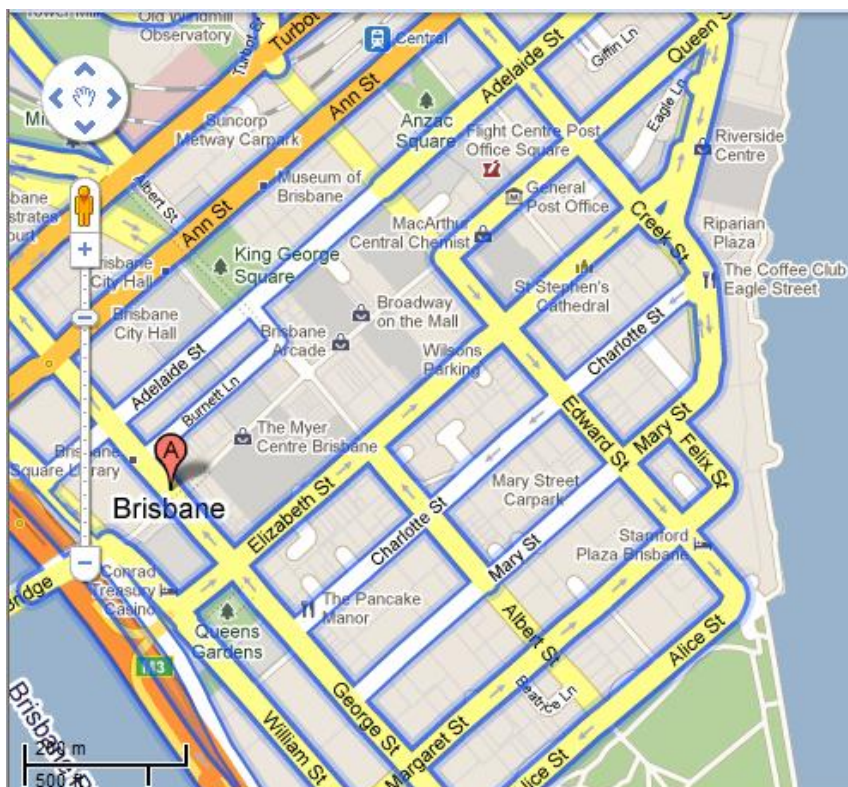
Arriving at the airport

When you arrive at the airport, you have two options. You can jump in a taxi and go straight to your hotel. This will cost about \$60. Or you can take the airport train. This leaves right from the international terminal. It takes 32 minutes and costs \$15. Or, Book Airtrain on-line www.airtrain.com.au; and save \$5 AUD on the \$25 round trip fare. All information is available from the Translink site. <http://translink.com.au>

This will take to you Central Station. You can see this on the map below of the free loop bus. You can either walk straight down Edward Street and turn into Margaret or Alice (depending on where you're staying) for about 10-15 minutes or you can jump on the free loop bus. Or take a taxi outside Central Station.

Your accommodation

The conference offered two sorts of accommodation. The hotel style room, overlooking the botanical gardens, at the Royal is on the corner of Albert and Alice. The self-catering apartments at the Oaks are on the next block on Margaret Street, closest to Albert. Both are a 5 minute walk to QUT.

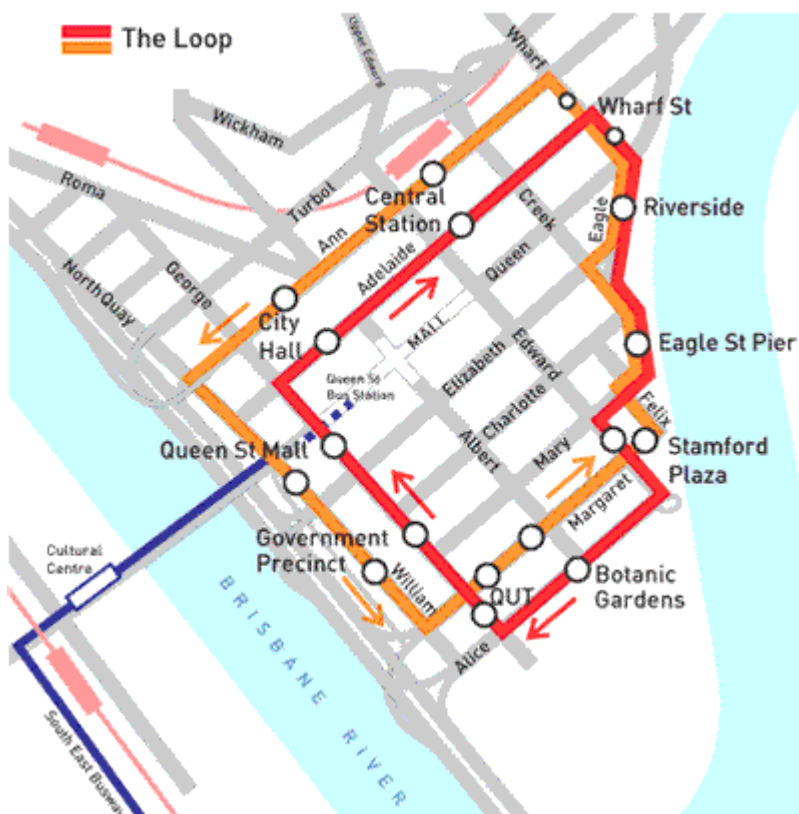


For those you want to eat out, there are plenty of restaurants in the surrounding blocks and in the city mall itself. These range from exclusive restaurants to Irish pubs to takeout in almost any cuisine you care to consume. For those who might want to cook up something in the apartment, there is a supermarket just up the road in the Myer Centre, Elizabeth Street on Level E.

Getting your bearings

Have a look at the map of Brisbane. The main city centre is bounded by Adelaide Street and Elizabeth Street. This is the shopping heart, the Queen Street Mall. Most of the department stores, boutiques and souvenir stores are here. You'll also find a supermarket in the Myer Centre, Elizabeth Street, Level E and liquor stores in the pubs and in Macarthur Central (this was Macarthur's Headquarters during the war).

There is a free red bus that does a loop of the city. Your closest stop would be in Alice Street, just up from the Royal. Or there is a bus going the opposite circuit that travels right down Margaret Street. Look for the Loop signs. It runs every 10-15 minutes until 6pm. If you wish to travel anywhere else by public transport, it's generally quick and easy and you can go to the translink site to help plan your journey. <http://translink.com.au> If you are going to do a lot of travelling on public transport, you might also consider a GoCard. The information on this card is also available on the Translink site.



Things to do

The city is mainly for shopping and eating. The botanical gardens stretch from your hotel to QUT. The gardens are a lovely place to walk about, to do a bit of exercise in the morning or to hire a bike. There are dedicated bike riding tracks, which follow the Brisbane River up to Toowong, where you could have a drink at the RE. There is also a new hire-a-bike scheme, where you can pick up a bike in one place of the city and drop it off in another. You need to supply your own bike helmet (this is required by law) though.

Brisbane curls around the Brisbane River. There are two pedestrian bridges which connect the city with South Bank. One of these, the Goodwill Bridge, is at QUT. You can walk across this to South

Bank (about 15-20 minutes from your accommodation). South Bank is full of wonderful restaurants and pubs. There are markets there on the weekends. You'll also find the Cultural Centre there, our performing arts hub. Also the Queensland Museum, the Queensland Library, the Queensland Art Gallery and the Gallery of Modern Art (GoMA). Entry to all of these is free. GoMA is a fabulous building and worth a look for that reason alone. It also has a great restaurant that overlooks the river and has some incredible visiting exhibitions <http://qag.qld.gov.au> You would probably also enjoy the museum, which has an interesting array of Australiana. <http://www.qm.qld.gov.au>.

Day trips and beyond

Post-Tour: American Academy of Advertising Sunshine Coast Tour

EXPLORE the forest via the 2 kilometers of tranquil walking tracks, boardwalks and viewing platforms within the Reserve. Mary Cairncross Scenic Reserve comprises 55 hectares of National Estate listed subtropical rainforest overlooking the Glasshouse Mountains.

EXPERIENCE the myriad of art galleries, pottery studios, craft cottages, fashion houses, gift and antique shops, specialty shops and more. Shopping & lunch stop: own expense. Montville has a true village charm. You will find a pleasant blend of Tudor, Irish and English cottages of log or stone, Swiss and Bavarian chalets, an old mill water-wheel, colonial and old Queenslanders and of course, one of the most spectacular and panoramic views over a coastal plain you could find in Australia.

ENJOY a stroll along the pristine white sand and a take a dip in the ocean. No trip to the Sunshine Coast is complete without a visit to the region's beautiful beaches.

For direct bookings, click: http://www.aaasite.org/conferences/2011/Brisbane_Tour%20Flyer.pdf

Other Sights

The famous Surfers Paradise and Gold Coast is an hour to the south. To the north, the Sunshine Coast boasts possibly even better beaches. And on the way, you can stop in at Australia Zoo, just under an hour north of Brisbane. Alternatively, you can head an hour seaward to Moreton Island, home of the world's highest sand mountains. Here you can catch a fast toboggan down the sand slopes or if you opt to stay overnight, you can handfeed wild dolphins. There is much to do within an hour of Brisbane.

And it's an hour and an half by plane to Sydney or two hours to Cairns and the Great Barrier Reef.

The Conference

Almost forgot the real reason for the visit – the conference. It will be held at QUT, which is on the other side of the gardens to where you are staying. If you walk up Alice Street, until you reach George Street, then turn left, you will see QUT, nestled beside Parliament House. You'll find a map here <http://www.qut.edu.au/about/location/#gpaccord> The conference is in S block. We will also have some students to show you the way the first morning.

The conference program is action-packed, with some insightful new academic studies to be presented. The keynote is by Don Morris, one of the founders of Australian advertising agency, Mojo, who created the Paul Hogan "Throw a shrimp on the barbie" tourism commercial and the Qantas "I still call Australia home". Now Chair of Tourism Queensland, Don will talk about the history

of tourism advertising, including the “Best Job in the World” campaign, and advertising’s response to our recent devastating floods and cyclones.

We are also pleased to announce a presentation from one of the top account planners in India and agency CEOs presenting cases from Australian advertising. There are a number of special sessions to challenge our thinking, as well as many displays from academic journals and publishers.

Presentation Mandatories

Please remember that presentations are for 20 minutes (not the usual 15) and that all rooms are equipped with projectors and internet access. Please bring your presentation on a USB stick. Also remember to send any revised paper to the moderators of your session. Final papers, revised and formatted, are required to be submitted by June 27.

Half Day Tour

On Thursday afternoon, the conference will move to Lone Pine for a barbecue with the koalas. Then you can wander the beautiful grounds to meet the native Australian animals and to have your picture taken with a koala. This is included in the conference cost and the spouses package.

Cocktail Party

As Australia has the highest number of beaches per nation (7,000 of them), we thought it only fit to welcome you to Brisbane with a beach-themed cocktail party. Sponsored by Southern Methodist University, the cocktail party will be held on the 10th floor of Z Block QUT overlooking the river. This is included in the cost of the conference and the spouse package.

Conference Dinner

A wonderful Conference Dinner will be held on the first night of the conference at the Stamford Plaza Hotel. Enjoy a seafood buffet and some of the best company in the world. The conference dinner is included in the cost of the conference and spouse package.

Looking forward to seeing you in Brisbane!