



THE WEB ACM
CONFERENCE

28 April - 2 May 2025
ICC SYDNEY, AUSTRALIA

Sydney draws a crowd at world's original web conference

Since the invention of the World Wide Web in 1989, The Web Conference has been held annually with a clear focus on the future direction of the internet. Over the past three decades, The Web Conference has been the forum where some of the most fundamental Web technologies have been introduced. The Conference assembles scholars, researchers, policymakers, practitioners, and end-users with one unifying goal: to envision and create the future of the Web.

The 2025 ACM Web Conference provided participants with a high-quality program which incorporated research sessions, posters, demonstrations, a PhD symposium for junior scholars, workshops, tutorials, a developers' track, and thought-provoking keynote speakers and panels.

The Conference was supported by BESydney, Business Events Australia, Google, Huawei, Meta, and other organisations.

ICMS Australasia was appointed PCO for the event in January 2025.

Eminent speakers were a feature with Jurgen Schmidhuber, hailed by the NY Times as the "Dad of AI", one of the standout keynotes. His AI creations are on over three billion smartphones and used billions of times per day.

Fast Facts

Client: Association of Computing Machinery/ University of Technology Sydney (Faculty of Engineering and IT)

Full name of the event: ACM The Web Conference 2025

Date: 28 April - 2 May 2025

Venue: International Convention Centre (ICC) Sydney (and various offsite venues)

Format: In-person and Virtual

Delegates: 1,425





Comprehensive scientific and on-site program

The Web Conference scientific and on-site program was comprehensive and complex, with delivery occurring across three floors of the ICC Sydney.

Workshops on the first two days numbered 131 (54 on Day 1 and 77 on Day 2).

Keynote sessions on Day 2, 3 and 4 totalled six (two each day). Concurrent Sessions on Day 2, 3 and 4 totalled 42 with an average of four presentations per session. This equated to more than 168 speaker presentations across the three days, requiring significant management and critical liaison to ensure speakers were where they had to be at the required time and with their presentations instantly available.

Pre-event marketing

In conjunction with the Host Body, ICMSA undertook a four-month international marketing campaign that focused on speakers and conference content, scientific paper submissions, sponsors, and information on Sydney, particularly for first-time visitors.

ICMSA also assisted in generating content for social media, creating tiles for LinkedIn, Facebook and X.

The Web Conference website was managed by the Host Body with ICMSA providing content. At the conclusion of the Conference, the website had received 600,000 unique visits including 72,000 within the last month.

ICMSA achieved a seamless event in terms of the Program through early liaison with speakers, clear instructions on presentation AV requirements, liaison with the on-site AV team, and clear signage.

Conference abstracts totalling more than 700 (scientific papers) were approved by the Local Organising Committee. ICMSA managed all correspondence with attendees who submitted abstracts. This included providing attendees with all technical requirements for submissions, liaising on presentation times (as required), and Scientific Poster submissions.

This was also delivered seamlessly due to ICMSA's high attention to detail in the pre-event delivery period and ensuring high visibility on-site to assist as required.





Strong social engagement

The Web Conference incorporated five social events including:

- Welcome to Country / Welcome Reception at ICC Sydney (1,400 pax)
- Sponsors' Dinner – Adria Bar and Restaurant (40 pax)
- Program Committee Dinner – Clearview Glass Boat Cruises (50 pax)
- VIP Dinner - Clearview Glass Boat Cruises (50 pax)
- Gala Dinner – Watersedge Campbell Stores, The Rocks (900 pax)

ICMSA designed, managed and ticketed all events.

Additionally, ICMSA provided a live koala on-site over two days, allowing the large international delegation to have their photo taken with the koala. The popularity of the koala on Day 1 resulted in ICMSA contracting the supplier to return for a second day.



Sponsor Testimonial

Collaborating with ICMS Australasia for The ACM Web Conference 2025 was not only a smooth process but it was genuinely enjoyable. Their team operated with a level of care and attention that made us feel like true partners. Our brand received meaningful visibility and helped us maximize our presence through well-executed opportunities. Thanks to ICMS Australasia, we didn't just sponsor an event, we became part of an experience that reflected well on our brand and delivered tangible results. We'd highly recommend them to any organisation looking to sponsor a conference that's well-run, engaging, and worth the investment.

Google (Australia)



What the client said...

The Web Conference 2025 attracted 1,425 delegates which was higher than anticipated. ICMSA's role in managing the Conference was critical to its success, with the company providing logistics, financial management, marketing and communications expertly, assisting us in exceeding our delegate targets.

ICMSA's flexibility, responsiveness and ability to provide suggestions on key areas during the planning and delivery phases made them a trusted partner and ensured the success of the Conference.

From the feedback we received we are confident that we have assisted the Web community strengthen its ties locally and internationally and believe our Sydney Conference will ensure this event will continue to go from strength to strength.

We thank ICMSA for their professionalism and would recommend the company for future web-based Conferences in the future.

Guodong Long

*A/Prof, Australian AI Institute, FEIT, University of Technology Sydney
General Chair, The 34th The ACM Web Conference (WWW) 2025*

