



22 December, 2015

<http://www.cikm-2015.org>

Ms Kate Stevens and team,
ICMS Australasia
Melbourne.

Dear Kate,

It is now two full months since we held the *24th ACM International Conference on Information and Knowledge Management* at MCEC, and as always at this time of year, one looks back on the twelve months that have passed, and evaluates successes and failures.

You'll no doubt be pleased to hear that I am counting CIKM as one of 2015's outstanding successes, and that evaluation is a result in no small part of the outstanding support that you and your team provided over an extended period prior to, during, and following the conference.

The advice, input, knowledge, and resources that were provided by you, Diana, Georgia, Jennifer, Andrea, Zoe, and Laura, and probably others behind the scenes that I was unaware of, was of tremendous benefit to the smooth running of the conference. I have been involved in the organization of a range of conference events over the years, and this was one of the least fraught that I have been involved in – everyone seemed to know what they were doing at all times, and it was just so nice to be panic-free.

I was particularly impressed by the high level of commitment and professionalism that all of your team showed, both in terms of the big picture while were planning the event in advance, and then at the detailed level in the immediate lead-up to the conference and during the meeting itself, when you were interacting with our 500+ delegates and making sure that everyone had their questions answered and their particular needs met. You were also willing to humor James and myself when we wanted particular things done in certain ways, which was a big part of making the conference a success for our idiosyncratic colleagues.

I was also pleased by the budgeting process, and it has been reassuring to find that there have been no post-conference “nasties” emerge in that regard. Things have cost pretty much what you advised that they would, and while you may take that outcome for granted, it isn’t always the case.

In short, I believe that we have had a successful two-year partnership as we have built toward and then completed CIKM 2015 (looking back through my records, I see that the RFP that you responded to was prepared in July 2013), and I can assure you that if (in a fit of insanity) I successfully bid for some other event in the future, you will be the first person I call, to get things started and commence the planning process – there won’t be a RFP needed.

Please feel free to use this letter as part of your portfolio, and if you have other prospective clients planning scientific/technical conferences, I’m certainly happy to also to talk to them by phone.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'A. Moffat', is written above a horizontal line.

Alistair Moffat
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