

# VIEW FROM CANBERRA



May 2018

## The importance of presence

Please give me a moment and indulge me and your patience as I go into an Apps ramble.

I have been working today on the three programs for the Coach Connections Summit, the Travel to Learn and School Bus Summit (June 27 Canberra) and the BIC Conference (October 7-10 Cairns) and it got me thinking about the quality speakers we are attracting but more importantly why we even hold these events.

To hear and see, to look in the eye, to hear the timber of the voice, the tremble, the confidence the doubt.

Aristotle in ancient Greece espoused these characteristics as the reason it is important to be present and a participant. To be present in order to fully understand, learn and obtain information and knowledge and develop self-thought by hearing alternative views in order to reach a consensus, a consensus that cannot be reached alone by reading or in modern times through technology like GOOGLE.

Aristotle was of course talking about presence and participation as the basis of democracy in ancient Greece and the forum where Senators and the public were able to engage in debate to set the policy of the day for Greece.

This “in person” aspect of human communications, “presence” is still the core of our democracy today but also of our Industry Associations and Industry events we run and at it’s core is still “DEMOCRACY”. To present views, to disagree, to look in the eye and discuss difficult issues and understand different views and ideas face to face cannot be equaled on the page or god forbid email.

The whole concept of “presence”, of being there, part of the discussion, is a solely human characteristic that cannot be replaced by technology, not anything.

Presence is the sole of our community, the soul of your business and that is why BIC runs events like the Summits and BIC Conference. These events are about your presence and participation, about the opportunity available to you to contribute and be part of something bigger, to learn and grow yourself and your business.

It might all sound like a bit of a w—k but at the fundamental core of these events, the reason BIC runs events, is so you can feel it, disagree with it, and learn from it. It is why Aristotle in ancient Greece held the conviction that without active physical presence and participation in society, community and business, we are nothing.

So why not consider your presence at the upcoming BIC events and play your part.

All the info about the Summits and BIC Conference can be found on the BIC website at [www.ozebus.com.au](http://www.ozebus.com.au).

I look forward to seeing you there in person.

## Bus Australia Network

