



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA

EEAA 2016 LEADERS FORUM

Leadership coaching and
peer-to-peer networking
at its best

Wednesday, 8 June 2016

Annual General Meeting
Melbourne Convention and
Exhibition Centre

Thursday, 9 June 2016

Leaders Forum
Carousel, Albert Park and
Aerial, South Wharf
Melbourne

**The think-tank of the
exhibition and event industry**

**THE POWER OF
EXHIBITIONS**



**GLOBAL
EXHIBITIONS
DAY #GED16**

EEAA WELCOME



A message from the Chief Executive

I am pleased to welcome you to the EEAA 2016 Leaders Forum, held this year to coincide with the inaugural Global Exhibitions Day. #GED16 an initiative of the Global Association for the Exhibition Industry (UFI) and the International Association of Exhibitions and Events (IAEE).

Australia is the first nation to mark #GED16, a day when our colleagues around the world will collectively put the spotlight on the Power of Exhibitions.

Yesterday, we gathered for our Annual General Meeting and today we join a line-up of distinguished presenters to discuss important issues for our sector and for the business community.

Today is a day of learning, a day of looking outside our day-to-day jobs; a day to engage with leading figures in business and political life.

With each person that joins us on stage, our goal is to have another influential advocate for the Power of Exhibitions. Over recent years, EEAA has widened its reach to connect our sector more and more with distinguished leaders and this Leaders Forum is no exception. This year, we are honoured to welcome a line-up of accomplished leaders as our guests – all experts in their fields.

When we last met as a leadership group in December, Australia had a new Prime Minister in Malcolm Turnbull – public sentiment was bolstered and there was a new wave of optimism spreading across Australia. Six months on, we find a vastly different landscape, which we will no doubt explore in our opening keynote address.

Our program covers a strong mix of high-level content about the business and community landscape. This is partly flavoured by the impending Federal election, the policy and investment environment, and global issues, such as changing threat levels in the community.

We'll also cover more fundamental challenges, like getting the balance right between technology and human interaction. In many ways, this is at the core of the Power of Exhibitions. There'll also be a focus on learning from the world of major events – and being in Melbourne, there is no better case study than the Australian Open.

I hope you have a rewarding time and I thank everyone who has contributed to the 2016 event, with special thanks to our speakers, sponsors and you, our members and stakeholders who have invested your time to attend.

Joyce DiMascio
Chief Executive



Global Exhibitions Day

The inaugural Global Exhibitions Day (#GED16) was established to highlight the contribution of exhibitions to the economy, business growth and national prosperity. #GED16 is a series of events and activities from all over the world that together will give the global industry a united voice to promote the Power of Exhibitions. Key messages are:

- Exhibitions are the most effective marketing channel, especially for small and medium enterprises.
- Exhibitions stimulate innovation and competition.
- Exhibitions support the development of trade and the internationalisation of business.
- Exhibitions support economic growth and generate significant social and economic benefits.
- Exhibitions provide a face-to-face medium to build relationships and do business.

EEAA is proud to support this important initiative by holding two of the Association's most important annual gatherings to coincide with Global Exhibitions Day – there is no better way to amplify the voice of our sector.

The Power of Exhibitions

The EY study, The Value of Business Events to Australia, produced for the Business Events Council of Australia with the support of the Australian Government, shows that in 2013/14:

- Australia staged 2,157 exhibitions that attracted 9.3 million visitors and over 65,000 exhibitors
- Exhibition visitors spent \$2.3 billion in Australia
- Exhibitors spent \$643 million in Australia
- Exhibition organisers spent \$137 million in Australia, generating \$88 million in value add
- Total direct expenditure from exhibitions was \$3.1 billion, contributing a direct value add of \$1.5 billion and generating over 21,000 jobs
- 41% of Melbourne Convention & Exhibition Centre revenue is generated by exhibitions

Global Exhibitions Day is an important event to promote the Power of Exhibitions as a marketplace for doing business and a driver of economic development, trade and export, employment, visitation and knowledge sharing.

PROGRAM

WEDNESDAY, 8 JUNE 2016 - EEAA ANNUAL GENERAL MEETING AND GLOBAL EXHIBITIONS DAY ORATION Melbourne Convention and Exhibition Centre, 1 Convention Centre Place, South Wharf, Melbourne

4.00pm - 5.00pm	EEAA Annual General Meeting
5.00pm - 6.15pm	EEAA Annual General Meeting Networking Event
6.30pm - 8.30pm	MCEC Global Exhibitions Day Oration

Thursday, 9 June 2016 - EEAA Leaders Forum Carousel, 22 Aughtie Drive, Albert Park, Melbourne

8.00am - 8.30am	Registration
8.30am	<p>EEAA Welcome and President's Opening Remarks Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia President, Exhibition and Event Association of Australasia</p>
	<p>Keynote Topic: The Federal election and what it means for business Presenter: James Pearson, Chief Executive Officer, Australian Chamber of Commerce and Industry</p>
	<p>Keynote Topic: The Wave of Opportunity for Australia With unprecedented investment in national infrastructure and venues, we put the spotlight on the "new wave of opportunity" for Australia. In this session, we hear from Theo Psychogios about the big investments in infrastructure and how it will drive the economy. What should the exhibition and event industry be thinking about? What does business need to prepare for as Australia's demography and population centres changes? Presenter: Theo Psychogios, Partner, Deloitte Access Economics</p>
	<p>In focus 1: Investment in infrastructure and activation of the city and economy in NSW Presenter: Jonathan O'Dea, Parliamentary Secretary, Trade and Investment, Major Events and Tourism</p> <p>In focus 2: An overview of the Victorian business environment and government policy Presenter: Bryce Prosser, Executive Director - Public Policy & Corporate Affairs, Victorian Chamber of Commerce and Industry</p> <p>In focus 3: The advocacy campaign to reinstate funding to Perth Convention Bureau – Lessons learned Presenter: Paul Beeson, Chief Executive Officer, Perth Convention Bureau</p>
	<p>Panel Discussion Facilitators: Spiro Anemogiannis, Managing Director, Informa Australia Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Panel: James Pearson, Chief Executive, Australian Chamber of Commerce and Industry Theo Psychogios, Partner, Deloitte Access Economics Jonathan O'Dea, NSW Parliamentary Secretary for Trade and Investment, Major Events and Tourism Bryce Prosser, Executive Director - Public Policy & Corporate Affairs, Victorian Chamber of Commerce and Industry Paul Beeson, Chief Executive Officer, Perth Convention Bureau</p>
10.45am - 11.10am	Morning Tea
11.15am	<p>Keynote Topic: Security – preparation and response. An insider's view of the current security, terror threat and risk climate How well prepared are we for the current levels of threat? In this session, we hear from Craig Sheridan, one of Australia's leading experts on security for major events. He will outline the current threat levels, present an overview of "modern" terrorism and, importantly, address how to prepare and respond. What does this all mean for business and how can we all prepare and adapt? Craig will also cover staff training and communications – including staff, media and public relations. Presenter: Craig Sheridan, retired Commissioned Police Officer, NSW Police</p>
	<p>Keynote Topic: Global trends in cybersecurity and data breach – effectively managing the risks What should leaders know about cyber risks and obligations under the mandatory data breach notification bill? In this session, Michael Park will detail the current cyber risk environment and how we can adequately address these risks in a rapidly changing regulatory environment, especially with the likely introduction of mandatory data breach notification laws. Presenter: Michael Park, Partner, Norton Rose Fulbright Australia</p>

PROGRAM

	<p>Panel Discussion</p> <p>Facilitator: Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia</p> <p>Panel: Craig Sheridan, retired Commissioned Police Officer, NSW Police Michael Park, Partner, Norton Rose Fulbright Australia</p>
	<p>In conversation with Geoff Donaghy and Joyce DiMascio</p> <p>Topic: An international perspective on trends and opportunities across business events</p> <p>A conversation between two industry leaders around international trends in business events that will look at: where Australia is going in both conventions and exhibitions, and in the convergence of the two streams; current practices in relation to subventions and indicators of a changing climate; the opportunity to further internationalise Australian events; and evolution and incremental growth – the growing recognition of business events as drivers of trade, export and the key economic industry pillars. With the rest of the world emulating Australia's business events leadership, the conversation will also address what Australia needs to do to remain globally competitive.</p> <p>Presenter: Geoff Donaghy, Group Director Convention Centres, AEG Ogden Q&A</p>
12.50pm - 1.50pm	Lunch
1.55pm	<p>Keynote</p> <p>Topic: We're all in the "fame" game – the power of human engagement</p> <p>What is your business "famous" for? How can exhibition organisers, associations, venues and suppliers leverage their "fame" and future-proof their business? Award-winning marketer, Penny Burke, will look at how to create a more engaging brand. She will also explore the opportunity to build businesses that really understand human interaction, and what people value most in engagement.</p> <p>Presenter: Penny Burke, Director, Essence Communications Q&A</p>
	<p>Speaker 1: Technology and the future of events – what are the trends and how will they impact the business of exhibitions?</p> <p>Presenter: Phil Silverstone, General Manager - Australia, Eventbrite</p> <p>Speaker 2: The online communications platforms that frame the engagement journey for visitors and exhibitors – where is this headed?</p> <p>Presenter: Brian Cohen, Group Marketing Director, Diversified Communications Australia</p> <p>Speaker 3: Conrad System – a case study showing the successful balance of human interaction and the application of a technology-driven solution.</p> <p>Presenter: Paul Baker, Director, Reed Exhibitions, ReedPOP</p>
	<p>Panel Discussion: Technology overlay in events – getting the balance right between human interaction and the application of disruptive and other technology-driven solutions</p> <p>Panel: Phil Silverstone, General Manager - Australia, Eventbrite Brian Cohen, Group Marketing Director, Diversified Communications Australia Paul Baker, Director, Reed Exhibitions, ReedPOP</p>
3.15pm - 3.40pm	Afternoon Tea
3.45pm	<p>Session: Curation and its power to drive engagement and attendance</p> <p>What can the exhibition industry learn from other events, such as music festivals and major public events? What is driving the success of these events from a curation, visitor attraction, sponsorship and operational delivery perspective? What can we learn from them?</p> <p>Presenter: Gillian Minervini, Director, gill minervini creative</p>
	<p>Case Study: The rise and rise of the Australian Open – what can we learn from its success?</p> <p>The Australian Open has gone from strength to strength. What were the defining moments and leadership decisions that helped to transform this event? How have operations, marketing and partnership environment changed over recent years? As a brand, how does it stack up on the world stage and what has it done for Tennis Australia?</p> <p>Presenter: Tom Larner, Director Events & Facilities, Tennis Australia</p>
	<p>Panel Discussion: What can we learn from others?</p> <p>Facilitator: Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia</p> <p>Panel: Gillian Minervini, Director, gill minervini creative Tom Larner, Director Events & Facilities, Tennis Australia</p>
	<p>Closing Remarks</p> <p>President, Exhibition and Event Association of Australasia</p>
5.30pm	EEAA 2016 Leaders Forum Concludes

PROGRAM

Thursday, 9 June 2016 - EEAA Leaders Forum Dinner

Aerial, 17 Dukes Walk, Corner of Dukes and Rona Walks, South Wharf, Melbourne

6.30pm - 10.00pm

EEAA 2016 Leaders Forum Dinner

At this special dinner, you will have the opportunity to experience one of Melbourne's newest venues, which is part of the Food & Desire venues portfolio. Over dinner, there will be time to network with other leaders and VIP stakeholders. The Leaders Forum Dinner will be a fitting conclusion to a day of leadership development.

ON STAGE



James Pearson, Chief Executive, Australian Chamber of Commerce and Industry

James was appointed to lead Australia's largest and most representative business advocacy group in April 2016.

Before joining the Australian Chamber, James held senior roles in the private and public sectors

including Shell Australia where he led a team responsible for creating business value by building and leveraging brand and reputation; making a positive impact on the communities in which Shell works; and being the eyes, ears and voice of the company in its relations with government. As Chief Executive of the Chamber of Commerce and Industry in Western Australia, he advocated publicly for Western Australian business and campaigned for economic and social reform. He has also represented Australia in Africa, the Pacific and China as a diplomat, and trade and investment negotiator, helping Australian and international companies win markets and develop projects at home and abroad. James has represented the petroleum industry in Western Australia and the Northern Territory; led the industry's national productivity improvement and local content initiatives; and was responsible for lobbying, workforce communications and corporate social responsibility for a multinational energy company in Australia and Asia-Pacific. He has an MBA from Victoria's Deakin University, an Honours Degree in Science from the University of Western Australia and is a Fellow of the Australian Institute of Management and the Australian Institute of Company Directors. James is married with three adult children, is a keen sailor and supports the Fremantle Dockers in the AFL.



Theo Psychogios, Partner, Deloitte Access Economics

Theo Psychogios is a Partner with Deloitte Access Economics and leads the Western Sydney advisory practice. He specialises in providing economic, policy and commercial advice to public sector organisations and the private sector

entities they engage with. Theo is a leading advocate for the economic development of the Western Sydney region; working with businesses, industry groups, local and state government and community groups to identify, assess and prosecute the investments required to realise the region's growth potential. Most recently, Theo co-authored: "Shaping Future Cities; a blue print for the economic transformation of Western Sydney". The report aims to create 200,000 new jobs by 2020 and includes 25 strategies and 133 separate recommendations to build platforms for employment growth, create jobs and connect people to those jobs. NSW Premier, Mike Baird officially launched the report in December 2015.



Jonathan O'Dea, NSW Parliamentary Secretary for Trade and Investment, Major Events and Tourism

Jonathan O'Dea entered NSW Parliament as the Member for Davidson in 2007 and is now the NSW Parliamentary Secretary for Trade and investment, Major Events and Tourism. From

2011-2015, he served as Chair of the NSW Parliament's crucial Public Accounts Committee. Jonathan's previous community activities included periods of service on the Boards of education and charity organisations, and as a local government Councillor. He started his professional life as a lawyer before moving into senior and general management roles with various financial services businesses. Jonathan has also served as company director for corporate entities, including a health insurer with over \$2 billion annual turnover. His formal qualifications include Bachelor degrees in Arts and Law and Master degrees in Law and Business Administration. A life-long resident of northern Sydney, Jonathan lives with his wife and four children.



Bryce Prosser, Executive Director - Public Policy & Corporate Affairs, Victorian Chamber of Commerce and Industry

Bryce Prosser is the Victorian Chamber's Executive Director of Policy & Advocacy and is responsible for policy development, advocacy, government and stakeholder relations and media.

Bryce has extensive experience in policy development, advocacy and corporate affairs having held senior positions in both the public and private sectors in Australia and overseas. This experience has been gained across a number of industries including financial services, manufacturing, health, infrastructure, transport and regulation. He is also a Board Member of Tweddle Child and Family Services. Bryce holds a Bachelor of Economics (Hons), a Masters of Business Administration (MBA) and is a Graduate of the Australian Institute of Company Directors (GAICD).



Paul Beeson, Chief Executive Officer, Perth Convention Bureau

Paul has served as Chief Executive Officer of the Perth Convention Bureau since 2011. Prior to this, as Director of Business Development, his work was instrumental in re-aligning PCB's business to deliver record business events for the social and

economic benefit of all Western Australians. Paul's background is in pharmaceutical and tourism sector brand management and marketing both nationally and internationally. Significant to this work was the development and management of 'Brand WA', State branding in 1997. Deakin University Melbourne and post-graduate studies at The University of Western Australia, INSEAD Fontainebleau & Singapore campuses, Cambridge University, Harvard University Boston and Stanford University San Francisco have refined his corporate knowledge base. Paul serves on the Board of the Leeuwin Ocean Adventure Foundation – Sail Training Ship Leeuwin II Fremantle, Rowing Western Australia and the Advisory Board for the School of Business and Law at Edith Cowan University.



Craig Sheridan, retired Commissioned Police Officer, NSW Police

Craig is a retired Commissioned Police Officer with 29 years' experience with the NSW Police Force (NSWPF). Craig held a senior management role as Commander of the State Planning Unit, Major Events & Incidents Group. Craig was

responsible for the development, maintenance and lecturing of the Incident Commanders Course at the NSW Police Force Leadership College. Craig was the key NSWPF contact for The Department of Premier and Cabinet (Protocol and Special Events Division) and Destination NSW. This included responsibility for activation of the Police Operations Centre/Government Coordination Centre in the event of a major incident or emergency. He has led NSWPF Operational planning response for over 100 Major Operations state-wide, including operational support for emergency management response for the G20 events in NSW held during 2014. He was part of the security working group that planned the G20 events within Australia for 2014, and the NSWPF Security response and planning for the 2015 Asian Football Cup and the ICC Cricket World Cup. Craig's current memberships include Australian Institute of Company Directors (MAICD), Monash University Alumni Member since 2012, Director, Asia Pacific Special Olympic Games, Member of NSW Government EOG (Events Operations Group) Executive (policy development), and Member of Bathurst V8 Supercars Advisory panel. Craig holds an Executive Master's Degree in Public Administration; an Advanced Diploma in Police Management, Diploma of Vocational Education and Training, Advanced Diploma in Security Risk Management, Diploma in Training and Assessment Systems, Diploma of Event Management and Cert IV in Frontline Management (Business). Since retiring from the NSW Police Force Craig has consulted to organisations in the areas of risk management, threat environment and counter terrorism training. Craig has been appointed by Destination NSW as the Lead Security/Risk Consultant for VIVID Sydney 2016 event.



Michael Park, Partner, Norton Rose Fulbright Australia

Michael Park is a Partner at global law firm Norton Rose Fulbright. He specialises in privacy and cybersecurity, IT, telecommunications and IP. He leads the firm's Asia Pacific technology and Australian privacy practices with clients that

include FlyBuys, Microsoft, HP, Accenture, ANZ Banking Group, Australia Post and Doubleclick. Michael speaks regularly and writes on privacy and technology issues, including recent opinion pieces in The Australian Financial Review. He has been listed by Who's Who Legal in IT Law, Best Lawyers in IT Law and The Legal 500 in Intellectual Property.



Geoff Donaghy, Group Director Convention Centres, AEG Ogden

As Director of Convention Centres for leading venue management specialists, AEG Ogden, Geoff Donaghy has had a long involvement with major facility projects in Australia, Asia and the Middle East, including the International

Convention Centre Sydney (ICC Sydney) due to open in Dec 2016. He is CEO of the ICC Sydney management company, responsible for overseeing its development and establishment as one of the world's leading convention, exhibition and entertainment facilities. Geoff was also involved with joint venture partner AEG in recently winning management rights for the Los Angeles and Hawaii convention centres. Originally a school teacher with airline and hotel industry experience, he headed to the Cairns region's tourism and convention bureau before managing the 1996 opening of the Cairns Convention Centre. He then oversaw the 2003 opening of the redeveloped 52,000 seat Suncorp Stadium in Brisbane. Geoff was recently re-elected for a second term as President of the

International Association of Congress Centres (AIPC) and sits on the executive committee of peak global body, the Joint Meetings Industry Council (JMIC). He served five years as Chairman of the Business Events Council of Australia (BECA), the country's convention and exhibition body, and has been a member of several industry and Government boards, including Queensland's tourism and event corporations. He was an inaugural director, then Chair, of North Queensland's world heritage rainforest management authority. Geoff was awarded the Australia Centenary Medal by the Federal Government in 2001, the Australian industry's Outstanding Contribution Award in 2009, the Joint Meeting Industry Council's 2010 Global Power and Profile Award and most recently the 2016 IMEX Academy Award for the Asia Pacific region.



Penny Burke, Director, Essence Communications

Penny Burke is the founder and Director of Essence Communications, a brand and marketing communications consultancy that works with some of Australia's best-known organisations. Her client list includes large retailers like

Specsavers and Terry White Pharmacies, mid-size organisations, such as Deakin University, McCain and Schwarzkopf, as well as entrepreneurs and a range of SMEs. Penny has consulted to all three levels of government with a range of social marketing behaviour-change campaigns, was a Director of Australia's largest advertising agency and has been recognised by her peers as a member of the all-time best advertising agency 'Dream Team'. She has worked on famous and loved Australian advertising campaigns such as Pro Hart Stainmaster Carpet ('Meester Hart, what a mess!'), and 'Not Happy Jan' (Yellow Pages).

What Penny really understands is how to BUILD FAME – fame for brands, fame for organisations who want to be employers of choice, and especially for us today, fame for individual leaders.



Phil Silverstone, General Manager - Australia, Eventbrite

Phil Silverstone is the General Manager of Eventbrite, the world's largest self-service ticketing platform. In his role, Phil is responsible for the growth of the business in Australia and the region. Prior to Eventbrite, Phil had a successful

global career in financial services, with over a decade in senior roles with GE, and prior experience in top-tier investment banks.



Brian Cohen, Group Marketing Director, Diversified Communications Australia

Brian Cohen has over 20 years' sales, marketing and sponsorship experience working for leading brands such as Nike, Cadbury and Black & Decker. Brian has lived and worked locally, as well as in South Africa, the UK, Spain, Hungary and

Switzerland. His experience includes launching global brands such as Cadbury into new markets. He now holds the role of Group Marketing Director at Diversified Communications.



Paul Baker, Director, Reed Exhibitions, ReedPOP

Paul Baker began his exhibition career in 2004 with Reed Exhibitions Australia (RXA). With strong sales and project management skills, Paul was promoted to Director of the Industrial Division in 2010, covering the mining, manufacturing, printing and wine sectors. Since 2015, Paul has led

the ReedPOP and consumer event business at RXA, overseeing the teams responsible for curating and creating passion-led events such as PAX Australia and Oz Comic-Con.

ON STAGE



**Gillian Minervini, Director,
gill minervini creative**

Gill Minervini is a creative director, producer and consultant with over 25 years' experience in festivals and large-scale event direction and delivery. Gill brings festivals and events to life, from inception to delivery. Known for her innovation, creativity, inclusiveness, quality, financial effectiveness and strategic direction, she provides proven solutions to increase visitation and build profile for destinations through creative activity. Her company, gill minervini creative, advises a range of national clients, including the Barangaroo Delivery Authority (Sydney), Museum of Old & New Art (MONA), Adelaide Festival of Arts, Transport for NSW, Waverley Council (NSW), Events Tasmania, Junction Festival (Tas), Wooden Boat Festival (Tas), Australia Day Council, University of Technology Sydney (UTS) & Tourism Tasmania. Formerly Creative Director for City of Sydney Events, she was responsible for the city's major event program, including Chinese New Year Festival – building it from a small community gathering to the largest celebration of the lunar new year outside of China; Art & About Sydney – a major international public art festival; and Sydney's Christmas Celebrations – the largest in the Southern Hemisphere, attracting a combined annual audience of over 2 million people. Gill was the first Festival Director of Sydney Gay & Lesbian Mardi Gras and has directed, managed and written for theatre companies, including Griffin Theatre Company (NSW), Australian Theatre of the Deaf, Troupe Theatre (SA), and the Red Shed Company (SA). She was a Program Manager for Community Cultural Development at the Australia Council. Gill has a Masters of Creative Arts from the University of Wollongong and has extensive media experience as a presenter on radio and TV.



**Tom Larnar, Director Events & Facilities,
Tennis Australia**

Tom Larnar is Director Events & Facilities at Tennis Australia. Tom is responsible for the delivery of the Australian Open, the Australian Open Series events, as well as other major tennis events throughout Australia, including the Davis Cup and Fed Cup ties. Tom manages a large team of staff during the year, which grows to several thousand during the Australian Open. In addition, Tom oversees TA's development of facilities, including the Melbourne Park Redevelopment and other large-scale state facilities. Previously, Tom served as TA's Manager Tennis Operations, Chief Executive Officer of Tennis Queensland and has a background in finance as a Chartered Accountant.



**Spiro Anemogiannis, Managing Director,
Informa Australia**

Spiro Anemogiannis is Managing Director of Informa Australia, part of Informa PLC Group. He has worked for Informa Australia for the past 19 years and, in 2015, became Vice-President of the Exhibition and Event Association of Australasia. Spiro's early career was with conference companies, IIR and AIC, which is now called Terrapinn. After finishing university, he worked for the government in industrial relations and human resource management.



**Joyce DiMascio, Chief Executive,
Exhibition and Event Association of Australasia**

Joyce DiMascio is currently the Chief Executive of the Exhibition and Event Association of Australasia and one of the most respected leaders in the business events sector. She has led the Association since May 2011. The Association represents major organisers, associations, venues and suppliers who deliver over 500 trade and consumer expos and shows each year. In February 2014, she was named Industry Person of Year at the Asia-Pacific Incentive and Meetings Expo (AIME) for her contribution to the industry and advocating on its behalf. She is the former Head of Business Events Australia at Tourism Australia and led the work to position Australia globally as a place for business events. Early in her career, she was press secretary to two New South Wales Premiers and led the development of the tourism industry's media strategy for the Sydney 2000 Olympic Games. Joyce has extensive experience in the area of major events and was a media manager for around 15 visits to Australia by Heads of State and Royalty, including Charles and Diana and the Pope. She also launched the NSW Government's foray into major events in the 90s, kicking off the first major events in food in Sydney and regional NSW, which included Feast of Sydney and the Sydney International Jazz Festival. She is a member of the Australian Institute of Company Directors, a Councillor on the Board of Business Events Council Australia and a former Board Member of Trainworks and the Food Media Club of Australia.

THANK YOU

Throughout the year we receive support to help bring you our year-round program of events, seminars and member services. The 2016 Leaders Forum is a shining example of the generosity of our members. We thank everyone who has contributed, both financially and in-kind, to support us.

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