

CHAIRPERSON

BROOKE DOUGHTY
MANAGER - ASSOCIATIONS & EXHIBITIONS
MELBOURNE CONVENTION AND EXHIBITION CENTRE (MCEC)

Brooke Doughty is the Senior Sales Manager – Conventions and Exhibitions at the Melbourne Convention and Exhibition Centre. Brooke has 12 years' experience in sales and business development across the MICE industry including wholesale, corporate, events, conventions and exhibitions. While working in the tourism industry, she's had the opportunity to live and work abroad, both in Philadelphia for 18 months and London for two years.



Her passion for the conventions and exhibitions industry continues to grow given the roles she has worked in, the people she has worked with and the sales activities she is engaged with. Leading by example is important to Brooke, applying a professional and personal approach to her work and colleagues whilst encouraging a hard working environment and motivating team members to reach their potential. Brooke has an outgoing personality and enjoys meeting new people and learning new skills.

What attracted you to the Exhibition & Events Industry?

I have worked within the Meeting and Events industry for around 8 years, so now that I work in the Exhibitions space, it is wonderful to meet new people. The industry is exciting and always changing, which is challenging yet rewarding.

What is your greatest strength and/or weakness?

This could be considered both, I am always told that I am too happy and bubbly all the time.

Where would you like to see yourself in 5 years?

Associate Director of Sales at the MCEC

What is the greatest piece of advice you have ever been given?

Never burn your bridges within the industry.

What is the greatest lesson you have learnt from working in this industry?

Networks are key, all about relationships!!

What role does your company play in the exhibition industry?

I have the pleasure to work at the MCEC, one of the leading venues in Australia. The people, culture and clients is the reason I love my job. MCEC is a diverse venue to accommodate all types of events.

SAMANTHA HETHERINGTON
EVENT OPERATIONS AND PROJECT EXECUTIVE
AV 24/7



Having recently moved to Australia, Sam has joined Audiovisual company AV24-7 as Event Operations & Project Executive. She has over 5 years operations experience within the exhibition industry working with global organizers such as Diversified Communications, Clarion Events and UBM Advanstar. During this time Sam has worked in a number of operations roles both in consumer and trade markets from Licensing, Food & Wine and Antiques in Europe, America and Australia. Sam has recently transitioned from organizer to contractor operations now working for a leading Audio Visual supplier.

What attracted you to the Exhibition & Events Industry?

Besides the glamour of hi-vis vests and Sam bump in's? After a brief stint in teaching, I actually fell into working on The Baby Show as an Operations Assistant in the UK. I quickly became obsessed with the feeling of 'being onsite' and watching weeks of countless phone calls and emails unfold. Even when you are functioning on little sleep and overdosing on caffeine there is something about the buzz of an exhibition hall that makes you want more. There is no better satisfaction than delivering on your promises and seeing the smile of a happy customer.

What is your greatest strength and or weakness?

I learnt early on in my career to never exaggerate and romanticize on what you can deliver. I try to be as realistic as possible when it comes to managing my clients expectations.

Where would you like to see yourself in 5 years?

A lot has changed in the last year, I've moved half way across the world, joined a new company and thrown myself into a brand new industry (audiovisual) so the short term goal is to thrive in my new surroundings. In 5 years I hope to have established myself as an Operations Manager in Australia and start to branch out into different areas of live events (having focused on exhibitions for the last 5 years)

What is the greatest piece of advice you have ever been given?

One of the first bits of advice I ever received was look after your contractors, and they'll look after you! Now that I am a contractor it's slightly different but it help me learn to have a one team philosophy. Regardless if you're working with an Organizer, a cleaner, a rigger, a technician, everyone is trying to achieve that same goal - let's work together to achieve it.

What is the greatest lesson you have learnt from working in this industry?

No matter how organised you try to be, how many times you re-read emails and go over your schedules you HAVE to be flexible and adaptable. Sometimes you are required to deviate from your plan but don't focus on the issue; just focus on the solution that is fair to all parties

What role does your company play in the exhibition industry?

We at AV24-7 provide audiovisual for exhibitions, conference, roadshows, product launches, agms, experiential marketing events & concerts. With over 10 years of experience in providing audiovisual services we are committed to upholding our impeccable reputation and our relationships with our clients. We offer a personalized approach, and are dedicated to providing an unparalleled, value-added service to our clients.

FELICITY PARKER
MARKETING EXECUTIVE
DIVERSIFIED COMMUNICATIONS AUSTRALIA

Felicity moved to Melbourne from London in October 2014 and joined the trade marketing team at Diversified Communications last year. Felicity has 8 years' experience working across both trade and consumer events having entered into the exhibitions world with an internship on Clothes Show Live. She has worked across a number of industries including Food & Wine, Nutraceuticals, Security and Facilities with leading organisers Haymarket Exhibitions and Informa in the UK transitioning over to Informa AU and now Diversified Communications.

Felicity has a passion for both events and marketing and holds an Events Management degree from Leeds University.

What attracted you to the Exhibition & Events Industry?

I actually had a passion for events early on after being given a work experience placement with a bespoke corporate events company at the age of 15. I instantly loved the full circle planning and execution of events, seeing all the hard work culminate into a few days of intangible success.

What is your greatest strength and or weakness?

I can be a little idealistic. This is a great strength as it means that I am creative and ambitious which is advantageous in the ever evolving events industry but also a weakness as I can sometimes be naïve and left disappointed!

Where would you like to see yourself in 5 years?

Having moved from the UK to try my hand at working in the Australian events industry and settled in all too well, it is safe to say that I see myself here in 5 years. My ambitious nature would like to see myself established in a managerial role at Diversified.

What is the greatest piece of advice you have ever been given?

Under promise and over deliver - I always try to be realistic with colleagues, suppliers and customers to exceed expectations rather than let anyone down.

What is the greatest lesson you have learnt from working in this industry?

Learning to be proactive AND reactive – we have to plan as far as we possibly can but then be ready for how unpredictable our wonderful industry can be and react to what it throws at us.

What role does your company play in the exhibition industry?

Diversified Communications own and run more than 30 of Australia's biggest industry-specific trade and consumer shows, including shows such as the Fitness Expo, AOG, Security Expo, DesignBUILD, Total Facilities and Integrate.

Our aim is to deliver maximum value to our exhibitors and visitors. To our exhibitors, by using the power of exhibition marketing to connect them with thousands of prospective new customers face-to-face. To our visitors, by offering unique and exciting experiences, with opportunities to discover new products and services, establish new supplier relationships and network with industry participants.

CATHY HAMMOND
EVENT EXECUTIVE
EXHIBITIONS & TRADE FAIRS

Cathy is a young event professional with 4+ year's extensive knowledge of the events industry in event execution roles in conferences and corporate events.

She has worked with an award winning event marketing agency, working with global corporate clients in IT and tourism to achieve successful executive lunch events and roadshows. During this time she completed an Advanced Diploma in Venue and Events with the one of the peak industry bodies Meetings and Events Australia.

Her conference experience ranges from managing the program, social program, registration and marketing. Working with associations, colleges, societies and peak national body organisations in health, cosmetics, marine and irrigation to deliver their conferences.

She has also contracted for a not-for-profit to execute their leading national conference for their industry, working on various components such as the program, sponsorship and exhibition and launching the conference App.

She recently started working for Exhibitions and Trade Fairs as one of their Event Executives working on the National 4x4 Outdoor Show, Fishing & Boating Expo and Motorclassica events.

Outside of work she likes to maintain a good work/life balance by reading, exploring Melbourne's fabulous food and bar gems, watching Netball and spending time with friends and loved ones.

What attracted you to the Exhibition & Events Industry?

I have worked on corporate events and conferences for the past few years and I wanted to challenge myself in learning another aspect of the industry.

What is your greatest strength and or weakness?

My strengths would be time management and attention to detail (I can thank one of my early MD's for drilling this into me at an early stage of my career).

Where would you like to see yourself in 5 years?

In a more senior role mentoring new or young people in the industry or studying to get my Cert IV in Training and Assessment.

What is the greatest piece of advice you have ever been given?

Treat all work documents or emails like you were presenting it to a client, which is why my attention to detail has become a great strength. Also love what you do and be passionate, which is something I have ensured myself to keep every day.

What is the greatest lesson you have learnt from working in this industry?

Network as much as you can

What role does your company play in the exhibition industry?

Exhibitions and Trade Fairs (ETF) is a full service event organiser with over 35 years experience across a diverse range of industries. We work with a number of leading associations both in Australia and internationally to deliver Business-to-Business and Business-to-Consumer events.



CATHERINE ISAACS
SALES MANAGER – EXHIBITIONS & SPECIAL EVENTS
PERTH CONVENTION AND EXHIBITION CENTRE



Catherine Isaacs is the Sales Manager – Exhibitions & Special Events at the Perth Convention and Exhibition Centre. With 3 years of experience in this role, Catherine has grown her understanding of this industry. Adding to her previous 6 years of experience in the Tourism industry, Catherine has a wide knowledge of the impact that exhibitions make to a destination.

Catherine's previous work has seen her working with small tourism operators across Australia, to being part of the government tourism body of the United Kingdom, Visit Britain. With a high focus on customer service, her experience in these roles have provided Catherine with a strong passion for delivering the best possible results for her clients and events. She enjoys developing her relationships and seeing them come to fruition with the delivery of a wide variety of events, from concerts, touring shows and all types of exhibitions.

What attracted you to the Exhibition & Events Industry?

I have worked for many years in the Tourism Industry, which often crossed over into Events. When the opportunity presented itself for a side step into this new and challenging role, I was excited to look at the overall Events, Tourism and Hospitality industry from a whole new perspective. It's amazing to get to work with so many unique clients and events, all with different requirements.

What is your greatest strength and/or weakness?

My "gift of the gab" would certainly be considered a strength within sales, but can sometimes be a weakness if you never stop to listen.

Where would you like to see yourself in 5 years?

I would love to develop my skills into a Business Development Manager role, where I can look more at the bigger picture. What events work in what venues? What events may be missing from the industry and how do we make that happen?

What is the greatest piece of advice you have ever been given?

Take ownership and responsibility of your role and your work. It is just as important to admit when you were wrong, as it is to praise yourself when you do the right thing.

What is the greatest lesson you have learnt from working in this industry?

Always ensure you have everything important in writing.

What role does your company play in the exhibition industry?

Perth Convention and Exhibition Centre (PCEC) is the only purpose built event destination in Western Australia and hosts a huge portfolio of exhibitions and events. PCEC is blazing the trail to raise the profile of Perth and WA within our amazing industry.

ANDREW ORR
ACCOUNT MANAGER – INDUSTRIAL DIVISION
REED EXHIBITIONS AUSTRALIA



What attracted you to the Exhibition & Events Industry?

Initially I fell into the industry following University and to be honest didn't see myself in it for too long. Now, after 7 years of working on events across the world, I love the buzz of being onsite, seeing the culmination of anything up to 2 years work worth of work come together for the 3 or 4 days of a show.

What is your greatest strength and/or weakness?

Attention to detail, thoroughness and honesty which allow me to deliver the best possible service and value to my clients.

Where would you like to see yourself in 5 years?

Developing and running a cross section of large scale events mixed with smaller, higher profile events. Working with a team to ensure quality return on investment to key clients and passing on my experiences to those new to the industry.

What is the greatest piece of advice you have ever been given?

To take a long term and honest perspective to the way I operate with clients, build working relationships that encourage exhibitors to return event after event.

What is the greatest lesson you have learnt from working in this industry?

To think outside of the box in creating opportunities for clients and to learn as much about other departments and teams within your own organisation to gain a holistic view on how an event comes together.

What role does your company play in the exhibition industry?

Exhibitions and Trade Fairs (ETF) is a full service event organiser with over 35 years experience across a diverse range of industries. We work with a number of leading associations both in Australia and internationally to deliver Business-to-Business and Business-to-Consumer events.

LEXIE BOVA
ACCOUNT COORDINATOR
HARRY THE HIRER



Having grown up working in the hospitality industry, thanks to family run businesses, events had always been something I was interested in.

After completing my studies in Events, I moved to Canada, where I found myself coordinating small events at a restaurant in Whistler. It was here where I discovered my true passion for the industry and I knew it was for me.

Upon my return I secured a job at Rydges Hotel Melbourne, where I was worked in Conference and Event Operations for 2 years. Coming from an operational background has helped my smooth transition into sales at Harry the Hirer.

Although I am fairly new to the exhibition industry, I am thoroughly enjoying it and can see myself in it for the long run. The most rewarding part is seeing the results of your hard work pay off at the end of an exhibition.

What attracted you to the Exhibition & Events Industry?

I've always had an interest in the industry from an early age. The fact that no two days are the same and you are constantly given new challenges is something that motivates me to achieve a successful exhibition and event.

What is your greatest strength and/or weakness?

Organisation/Time Management (slightly OCD) is the key to an effective execution of an exhibition or event, I think it has to be one of your major strengths to work in this industry.

Where would you like to see yourself in 5 years?

I'd like to further develop my skills in the exhibition industry, as there is still a lot to learn. I'd like to see myself established in a more senior role account managing larger exhibitions and events within Harry's.

What is the greatest piece of advice you have ever been given?

Building your network and maintaining positive client relationships is the key to staying relevant in this competitive industry.

What is the greatest lesson you have learnt from working in this industry?

To be adaptable to change. No matter how much pre-planning goes into an exhibition or event, there is always something that comes up last minute.

What role does your company play in the exhibition industry?

As a provider for all exhibition, conference and event infrastructure needs, Harry the hirer has set the standard for creating innovative and unique solutions for over 30 years. These solutions span across exhibition stand builds, electrical and lighting, furniture, flooring, display equipment, design services, audio-visual, rigging, signage, marquees, custom design and construction. Harry's complete extensive range of hire options ensures that it maintains its reputation as the industry's foremost 'one-stop' shop.

REBECCA IUS
EVENTS & MARKETING EXECUTIVE
EXHIBITION AND EVENT ASSOCIATION OF AUSTRALASIA (EEAA)



A passionate event manager, Rebecca Ius has 10 years' experience in exhibitions and events. Initially introduced to the industry in 2006 as an Event Management Assistant for The Organic Expo, Rebecca fell in love with the exciting, ever changing, diverse and innovative world of events – seeing a great opportunity to design, create and deliver outstanding and memorable events for clients, visitors and guests.

Rebecca also has a strong background in communications and marketing, having completed a BA in Communications and a BA Honours degree and working as a freelance designer and editor. She is also a Member of the Venue Management Association (Asia and Pacific) Limited.

In 2011, Rebecca joined telecommunications company, Mitel Networks, and was soon appointed Field Marketing Specialist for the Asia Pacific Region as part of the International Mitel marcoms team. Rebecca worked on company PR and brand campaigns and also managed the company's involvement in over 40 industry and client events including two Mitel-hosted international conferences and gala dinners that each saw over 120 clients attend and 13 strategic partners sponsor.

Rebecca is currently part of the small “can do” team at the Exhibition and Event Association of Australasia (EEAA). As the Events and Marketing Executive, she is responsible for contributing to, and delivering, EEAA's marcoms plan as well as organising and overseeing the Association's annual event program. Rebecca also coordinates the EEAA Young Stars Program, an important program that nurtures young industry talent and encourages them to challenge norms, ask difficult questions, and be loud and proud about working in exhibitions and events.

What attracted you to the Exhibition & Events Industry?

The exhibition and events industry is something I was lucky enough to “fall into”. It is incredibly diverse, creative, exciting and challenging so it is an industry that has captured my attention and imagination.

What is your greatest strength and/or weakness?

My greatest strength is my organisational skills, but this is also my undoing with my greatest weakness over-thinking everything.

Where would you like to see yourself in 5 years?

In five years I would like to have a plan developed and be on my way towards owning my own venue.

What is the greatest piece of advice you have ever been given?

Sometimes, it is difficult to work out what you want to do with your future – often it is easier to know what you don't want to do. Be open to all opportunities and whether they are the right fit for you or not, you will end up where you want to be.

What is the greatest lesson you have learnt from working in this industry?

In this industry anything can happen so always be prepared, but also open your mind new possibilities.

What role does your company play in the exhibition industry?

The Exhibition and Event Association of Australasia (EEAA) is the peak industry Association representing Organisers, Association Organisers, Venues and Suppliers within the exhibition and event sector. Our work is a testament to the Power of Exhibitions as a driver of economic development, trade and export, employment, visitation and knowledge sharing.