



EEAA 2014 LEADERS FORUM

A FOCUS ON INNOVATION AND STRATEGY

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

Lilianfels Blue Mountains
Katoomba NSW
8th–9th April 2014

www.eeaa.com.au



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA



A message from the President

Welcome to the 2014 EEAA Leaders Forum – our yearly exchange for CEOs and decision-makers within the Association.

This forum has many parallels with the work we undertake at the Boating Industry Association where our responsibilities go beyond running shows. Whilst they are a key element of our business, and the activity that we are best known for, we also have other goals including educating our members and the boating community. With education a key priority, our key messages to the boating community are to keep an eye on the environment and weather, be prepared, look for change and then adapt to the changing conditions. This lesson has saved many lives throughout a long history of boating.

Sometimes it takes events like the EEAA Leaders Forum to remind us that business is no different. We live in a dynamic, unpredictable and somewhat volatile economic and business climate.

The line-up of speakers at this year's Leaders Forum is again an excellent selection of business leaders and thought-provokers. While some of what they will share with us may reinforce what we already know, they will also share new lessons we can take into our businesses. The combination will remind us to check our business environment, look out for bad weather and adapt accordingly. How we respond can be both a business and life-saver.

I attend the Leaders Forum to stay prepared for business and to contribute to the discussion that matters to our members and industry. It takes me back to the fundamentals, it stops me from being complacent and it helps me interact with peers and like-minded people.

I leave feeling refreshed knowing that the time I have invested will not only help others but refresh my thinking and help me to adapt to the environment.

On behalf of the EEAA, I thank you for joining us for the 2014 Leaders Forum and for investing time in your leadership development. I also thank our presenters and sponsors who have been generous in their support.

Domenic Genua
President



Introduction from the Chief Executive

Our 2014 Leaders Forum program picks up two key themes – Innovation and Strategy. These themes are at the core of the content to be led by our talented business coaches, James O'Loughlin and John Vamos.

Both James and John joined us on stage last November for the EEAA Conference and Awards – and both connected very strongly with our members who asked for more time with them. They are outstanding communicators and business coaches.

We will also hear from a range of colleagues from the EEAA membership and stakeholder community. We thank them all for helping us to produce a strong program for you.

Like all thought-leadership events, the EEAA 2014 Leaders Forum works on numerous levels but it is important that you roll-up your sleeves and embrace the opportunity to learn. Give yourself the head space that the content deserves.

The other benefit from such a summit is the opportunity to deepen your connections with your peers. If there is anyone you particularly want to meet, please don't leave the event without having done so. The EEAA prides itself on facilitating these introductions so if you would like a little extra help just ask me or one of our Board members.

This year our two major partners are Australian Technology Park and Agility Fairs and Events – they have helped us enormously in bringing you this event and the Leaders Forum Dinner at Darley's.

We are also pleased to be in the Blue Mountains and to be helping this community after the devastating fires over Christmas. Wherever possible we have chosen local operators and product in bringing you this event at Lillianfels.

I hope you have a rewarding time and I thank all those who have contributed to the 2014 event especially our speakers, sponsors and you, our members.

Joyce DiMascio
Chief Executive

DAY 1 - Tuesday, 8 April 2014

12.00pm - 1.00pm	<p>Registrations and lunch Lilianfels Blue Mountains, Lilianfels Ave, Katoomba</p>
1.00pm - 1.05pm	<p>EEAA Welcome Joyce DiMascio, Chief Executive - Exhibition & Event Association of Australasia</p>
	<p>Opening remarks Domenic Genua, President - Exhibition & Event Association of Australasia</p>
	<p>Innovation Session Coach James O'Loghlin, ABC - TV and Radio Presenter</p> <p>James has worked with over 1,000 companies that have pursued new opportunities through innovation. An ex criminal lawyer, James has a tremendous capacity to get to the heart of the strategies that help deliver the best thinking. But to get the thinking right – you have to create an environment that allows ideas to flourish.</p> <p>Q&A Facilitated by Joyce DiMascio</p>
	<p>Topic: Innovation in Exhibitions and Events Panel Facilitator: James O'Loghlin</p> <p>Panel: Geoff Donaghy, CEO International Convention Centre (ICC) Sydney and Group Director Neil Kafer, General Manager, Diversified Communications Australia Simon Lowde, Business Development Director, Reed Exhibitions Australia Jacqui Timmins, Director, Reed Travel Exhibitions</p> <p>Innovation can come from many places and being able to determine what drives innovation will help businesses harness their full potential. Encouraging innovation can be substantially beneficial, but what are the best ways of doing this? How do you avoid the obstacles that get in the way of innovation? In this panel we'll look at innovation from the members' perspective.</p>
3.15pm - 3.45pm	<p>Afternoon tea Banksia Room, Lilianfels Blue Mountains</p>
3.45pm - 4.10pm	<p>Topic: EEAA Market Monitor Results Mark Mitchell, Research Director, Micromex Research</p> <p>Mark will present the latest research findings from wave 5 of the EEAA Market Monitor and also look at opportunities for collecting new insights to promote the Power of Exhibitions.</p> <p>Innovation Ideas Workshop - led by James O'Loghlin</p>
5.30pm	<p>Day 1 Close</p>
6.45pm - 7.15pm	<p>Pre-Dinner Drinks The Lounge, Lilianfels Blue Mountains</p>
7.30pm - 10.30pm	<p>Dinner Award winning Darley's Restaurant, Lilianfels Blue Mountains</p>

DAY 2 - Wednesday, 9 April 2014

7.00am - 8.25am	<p>Breakfast The Orangery, Lillianfels Blue Mountains</p>
8.30am - 8.40am	<p>Day 2 Welcome</p>
	<p>Strategy Session Coach John Vamos, Founder and Managing Director of Business Coaching Systems John has returned to us by demand from his initial appearance at the EEAA Conference last November. Members asked for the opportunity to spend more time with John and to dive more deeply into the principles that help convert ideas to outcomes. He has agreed and he's back with his laser sharp tactics and methodology.</p>
10.30am - 11.00am	<p>Morning tea Banksia Room, Lillianfels Blue Mountains</p>
12.15pm - 12.50pm	<p>Topic: The role of Events in the reshaping of Fairfax Andrew McEvoy, Managing Director of Fairfax Events Fairfax Events is a major revenue growth business for Fairfax Media which aims to more strongly engage its 10 million strong monthly readership through mass consumer events across Australia and NZ. Engaging its diverse communities with a particular focus on running food and business events and giving back through charity fundraising. Andrew recently joined Fairfax following his role as CEO of Tourism Australia. He is an ex-News Limited journalist.</p>
12.50pm - 2.00pm	<p>Lunch The Orangery, Lillianfels Blue Mountains</p>
	<p>Topic: IAEE Report - State of the Industry Jo-Anne Kelleway, CEO of Info Salons Australia and former IAEE Board Member An overview of the recent findings of the 'Future Trends Impacting The Exhibitions & Events Industry' report by International Association of Exhibitions and Events</p>
	<p>Topic: Crises Management – how is it different in an online and social world? PR before, during and after a business threat Panel Facilitator: Joyce DiMascio, CEO - Exhibition & Event Association of Australasia Panel: Louise Di Francesco, Director, Verve Communications Peter King, Chief Executive, Melbourne Convention and Exhibition Centre Felicity Zadro, Managing Director, Zadro Communications When disaster strikes a company or there is a major crisis or reputation risk – is there room for innovation in how companies can prepare and respond? The exhibition and events industry is exposed on many fronts – bad weather, infrastructure failure, poor crowd management, a death or accident – the risks are countless. And while organisations may have well-honed risk management strategies, the PR plan or response is often less polished. How does your company or event stack up?</p>
3.30pm	<p>Closing remarks Domenic Genua, President - Exhibition & Event Association of Australasia</p>
3.45pm	<p>EEAA 2014 Leaders Forum closes</p>
3.45pm	<p>Afternoon tea - served at the conclusion of the Forum Banksia Room, Lillianfels Blue Mountains</p>
4.00pm	<p>Bus transfers</p>



Innovation Session Coach
James O'Loghlin
ABC - TV and Radio Presenter

James O'Loghlin is an ABC television and radio presenter, an author, a comedian and speaker. James hosted 'The New Inventors' on ABC-TV for eight years and in that time worked with hundreds of inventors and innovators. He is a leader in the field of innovation and works with organisations and individuals to help them become more innovative in the way they do their business every day. James O'Loghlin is one of Australia's most respected, entertaining and experienced corporate speakers and media personalities, best known as the host of over 300 episodes of "The New inventors" on ABC-TV, and for his witty and entertaining programs on ABC Local Radio. From criminal lawyer, to comedian to media personality and presenter James has a wealth of experience. It was this role as the host of the New Inventors that fuelled James' interest in innovation, a subject upon which he now regularly gives keynote speeches.



Strategy Session Coach
John Vamos
Founder and Managing Director of Business Coaching Systems

Since 1993 John's company, Business Coaching Systems, has assisted over more 1,400 companies in Australia, New Zealand and Singapore. With absolute faith in his methodology and bottom-line proof of its success, John established an Institute of Organisational Coaching. The Institute is now providing others with the skills to deliver his unique approach to strategic planning, organisational change management, operational planning, performance management and executive coaching. John shared his proprietary approach to strategic thinking at the EEAA 2013 Conference. By demand he returns to take attendees through a retrospective on the development of Strategy but then providing you with some tools to formalise the process – from ideas to action.



Andrew McEvoy
Managing Director of Fairfax Events

Andrew McEvoy is the Managing Director of Fairfax Events. He came to the role at the start of 2014 after 20 years in the tourism and travel industry, most recently as Managing Director of Tourism Australia (four years), the nation's global marketing agency. Playing the leading role in Australia's \$107 billion visitor economy Andrew oversaw a return to growth of Australia's inbound tourism sector with a stronger focus on Asia while remaining competitive in the traditional long haul markets of the UK, Europe and the Americas.

Fairfax Events is a major revenue growth business for Fairfax Media which aims to more strongly engage its 10 million strong monthly readership through mass consumer events across Australia and NZ. Engaging its diverse communities with a particular focus on running consumer food and business events and giving back through charity fundraising. Prior to joining Tourism Australia, Andrew had almost 20 years of tourism and media experience including as CEO of the South Australian Tourism Commission (SATC). Andrew began life as a journalist with News Ltd and has lived and worked overseas.

DAY 1 SPEAKERS



Geoff Donaghy
**CEO International Convention
Centre (ICC) Sydney**

As Director of Convention Centres, Geoff has been involved with AEG Ogden's facilities in Australia, Asia and the Middle East and was CEO during redevelopment of the 52,000 seat Suncorp Stadium in Brisbane. He also worked closely with US based partner, AEG, in their recent securing of management rights for the Los Angeles and Hawaii convention centres. Geoff is President of the International Association of Congress Centres (AIPC) and sits on international body, the Joint Meetings Industry Council (JMIC). He chaired the Business Events Council of Australia (BECA) for five years. He was Chairman of North Queensland's world heritage rainforest management authority and has been a director of Queensland's tourism and events corporations. He received the Australia Centenary Medal in 2001, the Australian industry's 2009 Outstanding Contribution Award and JMIC's global Power and Profile Award in 2010.



Neil Kafer
**General Manager, Diversified
Communications Australia**

Neil Kafer commenced in the role of General Manager for Diversified Communications Australia in October 2013. His only experience in the Exhibitions industry before then was as an exhibitor almost 20 years ago. Prior to joining Diversified, Neil held senior Sales and Marketing roles in the professional services and IT sectors, including Head of Sales & Marketing Operations for KPMG Australia; Head of Business Development and Marketing for Norton Rose Australia; Senior Sales Manager for PwC; and Regional Manager for SAS, a business intelligence software developer.



Simon Lowde
**Business Development Director
Reed Exhibitions Australia**

Simon Lowde is Commercial Director at Reed Exhibitions, Australia. Simon is a Certified Practising Accountant and holds a commerce degree (accounting), associate diploma (accounting), certificate in business management and recently commenced post-graduate law. Simon commenced his finance career with The Garvan Institute of Medical Research and then spent the following 10 years with Sanofi Pharmaceuticals. On joining Reed, Simon was Finance Director for five years and then became Commercial Director, a role he has had for the past four years. Simon currently resides in Sydney and has three children.



Jacqui Timmins
Director, Reed Travel Exhibitions

Jacqui Timmins joined Reed Travel Exhibitions in 2013 and reports to Reed Travel Exhibitions in the UK. Reed Travel Exhibitions has seven events globally within the Incentives, Business Travel & Meetings portfolio. Jacqui is responsible for the Asia-Pacific region as the Exhibition Director of AIME (Asia-Pacific Incentives & Meeting Expo) in Melbourne and CIBTM (China Incentives, Business Travel & Meetings Expo) in Beijing. Jacqui worked at Qantas Airways for 21 years and held positions including General Manager Industry Sales Australia, General Manager Qantas Holidays and General Manager Qantas Global Sales Development. Jacqui also ran her own consulting business working with companies such as Virgin Australia.



Mark Mitchell
**Research Director, Micromex
Research**

Mark, who recently joined Micromex as Research Director, has almost 30 years research experience in all areas of customer insights, marketing communications and social policy formulation. He has been involved in virtually all manner of qualitative and quantitative research for public and private sector clients. In addition to Australia, Mark has spent time working in the US, UK, Indonesia, India, Malaysia and New Zealand. Prior to Micromex, Mark was General Manager – NSW at Roy Morgan Research and Managing Director at Creative & Response Research.

DAY 2 SPEAKERS



Jo-Anne Kelleway
CEO, Info Salons Australia

Jo-Anne Kelleway is the founder and CEO of Info Salons Group. Info Salons is a leading Registration & Database Company throughout Australia, Asia, China and the Middle East. Info Salons world renowned technologies deliver personalised, seamless high-tech check-in experiences for event attendees. Info Salons is involved in over 500 events per year worldwide, assisting major event organisers such as Reed Exhibitions, UBM Asia, Messe Frankfurt, Informa, and Diversified Communications Australia with the development and growth of their events. Jo-Anne Kelleway is a Board Member of the Exhibition & Events Association of Australia (EEAA) and a former board member of the International Association of Exhibitions & Events in USA (IAEE). In 2012, Info Salons was the recipient of EEAA's Best New Product Award for their Exhibitor Tracker App.



Louise Di Francesco
Director, Verve Communications

Louise has worked in the media industry for more than 35 years and is a specialist in all areas of public relations, marketing, issues management and crisis management. Well respected across corporate, business, property, tourism and retail sectors, Louise has developed and worked on campaigns for a spectrum of top companies such as AAPT, CeBIT, Westfield, Australand, Lend Lease and Nexia Australia. Louise also works as a consultant to Sydney Harbour Foreshore Authority and Sydney Olympic Park Authority. She provides pro-bono media relations and corporate counsel to not-for-profits, Victor Chang Cardiac Research Institute and Fitted for Work, and is a board member of both organisations.



Peter King
**Chief Executive, Melbourne
Convention and Exhibition Centre**

Peter King has a strong commercial background across a variety of market sectors in Asia and the Pacific - from venue and event management to branded consumer product sales and marketing. Peter joined the Melbourne Convention and Exhibition Centre (MCEC) as Chief Executive in February 2012. The MCEC annually hosts over 1,500 business events. Peter previously worked at Puma Australia, both in Melbourne and Sydney. Following this, he became President of Asia Pacific Sunbeam/Coleman organisation, a multi-national consumer products and distribution company. More recently, Peter was the Chief Executive of the Royal Agricultural Society (RAS) of NSW based at Sydney Olympic Park. Peter graduated from the Royal Melbourne Institute of Technology with a Bachelor of Business (Economics). A keen cricketer he represented Victoria in the Sheffield Shield cricket competition in the mid 1980's and also played professionally in the United Kingdom.



Felicity Zadro
**Managing Director, Zadro
Communications**

Felicity Zadro is the founder and Managing Director of Zadro Communications. Felicity is passionate about supporting companies and organisations realise their business objectives through excellent communications. Passion and commitment was core to the formation of Zadro Communications in 2007. In 2004, Felicity was the recipient of the CARMA International Prize in Public Relations Research (Asia Pacific) in her Masters in Communications Management. Felicity's area of professional expertise lies in the facilitation of strategic communication plans for a whole range of businesses. Zadro Communications clients come from a range of industries, from Not-for-Profits and Charities, Associations, IT, Meetings and Business Events, Tourism, Creative and Professional Services. Felicity is Vice-President of the International Special Events Society (ISES) Sydney and regularly shares her experience and knowledge with a variety of industries through lectures and workshops for a range of training organisations.

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