



## PROGRAM

EEAA 2015 Leaders Forum - Tuesday, 1 December, Royal Randwick

EEAA 2015 Welcome Reception - Tuesday, 1 December, Royal Randwick

EEAA 2015 Conference - Wednesday, 2 December, Doltone House - Darling Island Wharf

EEAA 2015 Young Stars Professional Development Workshop - Wednesday, 2 December, Doltone House - Darling Island Wharf

EEAA 2015 Awards for Excellence - Wednesday, 2 December, Doltone House - Jones Bay Wharf

### DAY 1 - TUESDAY, 1 DECEMBER 2015

<b>EEAA 2015 LEADERS FORUM</b>	
<b>The Stables, Royal Randwick Racecourse, Alison Road, Randwick</b>	
<b>8.00am - 8.30am</b>	<b>Registration</b> - The Stables, Level 4, Queen Elizabeth II Building Royal Randwick Racecourse, Alison Road, Randwick
<b>8.30am</b>	<b>EEAA 2015 Leaders Forum</b> - Kingston Town Room, The Stables
	<b>EEAA Welcome</b> Domenic Genua, President, Exhibition & Event Association of Australasia Joyce DiMascio, Chief Executive, Exhibition & Event Association of Australasia
	<b>Keynote</b> <b>Topic - A snapshot of the Australian economy – what’s on the horizon for business and consumers in Australia?</b> Presenter: Paul Bloxham, Chief Economist, HSBC Bank Australia Paul will deliver a snapshot of the Australian economy. He will look at economic trends in Australia and overseas and what this means for business and consumer confidence. Paul will also put the spotlight on the performance of various industry sectors where business opportunities may exist for the exhibition industry.
	<b>Keynote</b> <b>Topic - Role of venues and infrastructure in the economic life of cities</b> Presenter: Dr Tim Williams, Chief Executive Officer, Committee for Sydney Dr Tim Williams has played a defining role influencing government policy in relation to Sydney’s current transformation. This session will look at the role of venues and infrastructure in the economic and cultural life of cities and how they help define a city’s place in the world. He will also address the important role Business Events play in attracting global talent and in promoting knowledge sharing and thought leadership. Dr Williams’ perspective is highly international given his past role advising UK on the redevelopment of East London as the CEO of the Thames Gateway London Partnership, where he helped secure the Olympic Games for Stratford.



	<p><b>Panel - Q&amp;A</b></p> <p>Panel members:</p> <p>Paul Bloxham, Chief Economist, HSBC Bank Australia</p> <p>Geoff Donaghy, President, International Association of Congress Centres (AIPC) and Group Director Convention Centres, AEG Ogden</p> <p>Dr Tim Williams, Chief Executive Officer, Committee for Sydney</p>
<b>10.30am - 11.00am</b>	<p><b>Morning tea</b></p>
	<p><b>Keynote</b></p> <p><b>Topic - Getting on top data driven marketing. Understanding what to ask from your CMO</b></p> <p>Presenter: Christian Bartens, CEO &amp; Founder, Datalicious</p> <p>Christian Bartens is a true Dr Data – his company Datalicious is able to unpack everything you need to know about data driven marketing. In this session, we'll explore the latest on marketing ROI – from media attribution, media mix modelling, customer segmentation and data strategy. Christian is also a highly successful business leader who made the move into data ahead of the pack. He heads a young and vibrant company that now operates globally.</p>
	<p><b>Keynote</b></p> <p><b>Topic - The “phygital” world – getting out of the vertical shaft and reconnecting with the hearts and minds of our customers</b></p> <p>Presenter: Paul Greenberg, Chief Executive Officer, NORA The Voice of New Retail</p> <p>Sometimes we need to look outside our immediate world and networks to discover innovative, progressive strategies. Learn how the retail world has adapted to the growth of online retailing - has it played out as a threat or opportunity? Which companies have flourished and which have failed and why - in the changed world of customer engagement. What can we learn by looking into another marketplace?</p>
	<p><b>Panel - Q&amp;A</b></p> <p>Panel members:</p> <p>Christian Bartens, General Manager, Datalicious</p> <p>Paul Greenberg, Chief Executive Officer, NORA The Voice of New Retail</p>
<b>12.50pm - 1.55pm</b>	<p><b>Lunch</b></p>
	<p><b>Deep dive - Free Trade Agreements</b></p> <p>Presenter: Michael Growder, Assistant Secretary, FTA Outreach Unit, Free Trade Agreement Division, Department of Foreign Affairs and Trade, Australian Trade Commission - Austrade</p> <p>The Free Trade Agreement explained - Discover what the Free Trade Agreement and Trans-Pacific Partnership means for Australian businesses. How can Australia's exhibitions and trade show sector benefit? What industry pillars are covered in the FTAs?</p>



	<p><b>Deep dive - Education and training: is there a revolution on the horizon?</b></p> <p>Panel:</p> <p>Prof. Simon Darcy, Events, Leisure, Sport, Tourism and the Arts Programs, University of Technology Sydney (UTS)</p> <p>Melinda Brown, Head of National Industry Engagement, Service Skills Australia.</p> <p>Kathy Herd, Head Teacher - Events, Sydney TAFE Ultimo</p> <p>Boris Kelly, Managing Director, College of Event Management</p> <p>A panel of esteemed education and training experts will discuss the changes currently being considered for the education and training sectors and the importance of strengthening the industry talent pool. How can universities support the exhibition industry by creating more knowledge sharing and evidence to support advocacy?</p>
<b>3.40pm - 4.05pm</b>	<b>Afternoon Tea</b>
	<p><b>Panel</b></p> <p><b>Topic - Business Environment Forum – 2016 and beyond</b></p> <p>Panel members:</p> <p>Spiro Anemogiannis, Managing Director, Informa Australia</p> <p>Gary Daly, Managing Director, Exhibitions &amp; Trade Fairs</p> <p>David Longman, General Manager, Diversified Communications Australia</p> <p>Greg Rocke, Director, Managing Director, Pregnancy Babies &amp; Children's Expo</p> <p>Brian Thomas, Managing Director, Reed Exhibitions Australia</p> <p>In this panel we will put the spotlight on 2016 and beyond. How is the business environment seen by some of our leading Organisers? How is the exhibition industry evolving and what are the new partnership models developing across the sector? This panel discussion will address some of the issues tackled by EEAA through the Business Environment Workshops held in March and May 2015.</p>
	<p><b>Closing remarks</b></p> <p>Domenic Genua, President, Exhibition &amp; Event Association of Australasia</p> <p>Joyce DiMascio, Chief Executive, Exhibition &amp; Event Association of Australasia</p> <p><b>Sponsor acknowledgements</b></p>
<b>5.30pm</b>	<b>EEAA 2015 Leaders Forum concludes</b>
<p><b>EEAA 2015 WELCOME RECEPTION</b></p> <p><b>Starting at the Owners Pavilion and continuing at The Stables, Royal Randwick Racecourse, Alison Road, Randwick</b></p> <p>The Welcome Reception will be held across two venues showcasing the excellent facilities of our host venue - Royal Randwick.</p>	
<b>6.00pm</b>	<b>EEAA 2015 Welcome Reception</b>
	<p><b>Registration and networking</b> - Owners Pavilion</p> <p>Royal Randwick Racecourse, Alison Road, Randwick</p>
	<p><b>Formalities, networking and entertainment</b> - Kingston Town Room, The Stables</p> <p>Level 4, Queen Elizabeth II Building, Royal Randwick Racecourse, Alison Road, Randwick</p>
<b>9.00pm</b>	<b>EEAA 2015 Welcome Reception concludes</b>



# PROGRAM

## DAY 2 - WEDNESDAY, 2 DECEMBER 2015

<b>EEAA 2015 CONFERENCE</b>	
<b>Doltone House - Darling Island Wharf, 48 Pirrama Road, Pyrmont Point</b>	
<b>8.00am - 8.30am</b>	<b>Registration</b> - North Wharf Room Doltone House - Darling Island Wharf, 48 Pirrama Road, Pyrmont Point
<b>8.30am</b>	<b>EEAA 2015 Conference commences</b> - North Wharf Room
	<b>Conference Host Welcome</b> Joanna Savill, global media and events leader
	<b>EEAA Welcome</b> Domenic Genua, President, Exhibition & Event Association of Australasia Joyce DiMascio, Chief Executive, Exhibition & Event Association of Australasia
	<b>Keynote</b> <b>Topic - Getting to the heart of the connected customer</b> Presenter: Paul Greenberg, Chief Executive Officer, NORA The Voice of New Retail Conversion in our world is harder. What can we learn from the retail landscape? Are we really very different? In our data obsessed business world, have we forgotten the power of human connection? Paul will challenge us to revisit the way we communicate the power of connecting people with people, and people with brands.
	<b>Keynote</b> <b>Topic - Marketing Analytics: how to maximise your reach with innovative marketing tools</b> Presenter: Ben Sharp, Managing Director (Australia and New Zealand) AdRoll This session will examine innovative marketing platforms that provide analytical tools that help optimise strategy. The tools include re-targeting capabilities aimed to optimise customer spend. Ben will examine marketing industry trends and issues in Australia and New Zealand. He will also look at how customer spend compares with the US and UK. He will also put the spotlight on AdRoll's 2015 State of the Industry report.
	<b>Panel - Q&amp;A</b> Panel members: Paul Greenberg, Chief Executive Officer, NORA The Voice of New Retail Ben Sharp, Managing Director (Australia and New Zealand) AdRoll
<b>10.30am - 10.50am</b>	<b>Morning tea</b>



	<p><b>Keynote</b></p> <p><b>Case study 1 - Food (Festival) Fever</b></p> <p>Presenter: Joanna Savill, food media expert and Fairfax Media's former Good Food Month festival director</p> <p>Australians are in love with food events. In 2014, more than two million people attended Fairfax Media's Good Food Month, alone. Former festival director and food media expert, Joanna will discuss the emergence of a food community – from inception to evolution, engaging audiences and industry, and creating lots of delicious content along the way. Joanna will talk about the event model, content, audience engagement and trends surrounding the "foodie" event phenomenon.</p>
	<p><b>Keynote</b></p> <p><b>Case study 2 - Marketing to younger audiences - winning their hearts, minds and loyalty.</b></p> <p>Presenter: Fiona Lake, Marketing Manager, Triple J</p> <p>Triple J has successfully activated social and digital media to build a strong allegiance to their brand, including the development of Triple J emojis, the promotion of Oz Music Month, and the annual Hottest 100 competition. Fiona will outline strategies to engage younger audiences. How can you deliver marketing campaigns that are pitched at younger people? She will also cover how Triple J uses live events in their marketing mix.</p>
	<p><b>Keynote</b></p> <p><b>Topic - Successful business and government partnerships</b></p> <p>Presenter: Kate Carnell AO, Chief Executive Officer, Australian Chamber of Commerce and Industry (ACCI)</p> <p>In this presentation from the leader of one of Australia's most successful business lobby groups, we will hear about what's on the mind of the business community and what kind of business culture is "of the moment". As a former Chief Minister of the ACT and also a business owner, Kate understands what's at the heart of successful business, community and government partnerships. In this address, she will cover all these topics as well as her view on "leadership". Strong partnerships and a collaborative business culture are vital when making in-roads between government and industry. With a trend towards innovation, urban redesign, and the changing skill base needed to progress Australia's economic future, where do opportunities lie for the events industry?</p>
<b>1.00pm - 1.55pm</b>	<p><b>Lunch</b></p> <p><b>Meet the 2015 Richard Geddes Young Achiever Nominees</b></p> <p>Stephanie Bleakley, Diversified Communications Australia  Daniel Condon, Designteam  Millie Heslop, Exhibitions and Trade Fairs  Nikki Whitman, Diversified Communications Australia</p> <p>The Exhibition and Event Industry has many dedicated young employees who excel. This year, we put the spotlight on four exceptional staff who are shining in their work, attitude, leadership and commitment. They have been nominated by their employers for the 2015 Richard Geddes Young Achiever Award.</p>
	<p><b>EEAA Young Stars Professional Development Workshop</b></p> <p>Parkview Room, Doltone House - Darling Island Wharf, 48 Pirrama Road, Pyrmont Point</p> <p>This three hour workshop will be specifically to help our Young Star Members develop their presentation skills. From delivering compelling face-to-face presentations to preparing crisp content to support marketing and sales. This will be a practical, hands-on workshop developed by popular demand.</p>



	<p><b>Keynote</b></p> <p><b>Topic - Issues and reputation management</b></p> <p>Presenter: Olivia Wirth, Group Executive, Brand, Marketing &amp; Corporate Affairs, Qantas</p> <p>What's changed with the diversification of media channels and the way we communicate? What are the fundamentals of mitigating risks and avoiding PR blow-outs that damage the reputation of your event and/or company? How has social media changed the life-cycle of managing a crisis?</p>
	<p><b>Panel</b></p> <p><b>Topic - Crisis management as part of a risk strategy</b></p> <p>Panel members:</p> <p>Nicole Browne, Director, Media Opps</p> <p>Nathan Burman, Head of PR And Communications, Twitter Australia</p> <p>Olivia Wirth, Group Executive, Brand, Marketing &amp; Corporate Affairs, Qantas</p> <p>Hear from a panel of talented stakeholder relations and corporate affair specialists with extensive experience in managing issues, crises and stakeholders. How has the 24/7 news cycle and social media changed the life-cycle of an "issue"? Do the traditional principles of issues management still have relevance or has the paradigm changed completely?</p>
<b>2.50pm - 3.15pm</b>	<b>Afternoon Tea</b>
	<p><b>Keynote</b></p> <p><b>Topic - Is your digital and relationship marketing fit-for-purpose?</b></p> <p>Presenter: Rick Merten, Founder &amp; Managing Director, Permission</p> <p>In this presentation we'll unpack digital and relationship marketing campaigning and look at how to maximise returns on investment by understanding customer behaviour and the purchase cycle. Whether an organiser, venue or supplier, we all need to be equipped to deliver effective marketing that helps our businesses to flourish by generating sales. In this presentation, Rick will cover the importance of strategy rigour, and guiding your target market through the purchase cycle.</p> <p>Rick Merten is Founder and Managing Director of Permission and a digital marketing expert who has worked for many of Australia's leading brands.</p>
	<p><b>Closing remarks</b></p> <p>Domenic Genua, President, Exhibition &amp; Event Association of Australasia</p> <p>Joyce DiMascio, Chief Executive, Exhibition &amp; Event Association of Australasia</p> <p><b>Sponsor acknowledgements</b></p>
<b>4.50pm</b>	<b>EEAA 2015 Conference concludes</b>
<p><b>EEAA 2015 AWARDS FOR EXCELLENCE</b></p> <p><b>Doltone House - Jones Bay Wharf, Piers 19-21 Upper Deck, 26-32 Pirrama Road Pyrmont Point</b></p>	
<b>6.30pm</b>	<p><b>EEAA 2015 Awards for Excellence Pre-drinks commence</b></p> <p>Doltone House - Jones Bay Wharf, Piers 19-21 Upper Deck</p> <p>26-32 Pirrama Road Pyrmont Point</p>
<b>7.00pm - 11.30pm</b>	<b>EEAA 2015 Awards for Excellence</b>



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## EEAA 2015 WELCOME RECEPTION

MAJOR PARTNERS



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## EEAA 2015 CONFERENCE

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## EEAA 2015 AWARDS FOR EXCELLENCE

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