



# EEAA 2014 CONFERENCE

The conference of the Exhibition and Event  
Association of Australasia

**19 – 20 November 2014**

Melbourne Convention and Exhibition Centre

**Engaging Content.  
Stimulating Discussion.  
Effective Networking.**

 **EXHIBITION & EVENT**  
ASSOCIATION OF AUSTRALASIA



# THANK YOU

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The EEAA 2014 Conference is generously supported by its Members.

Throughout the year we receive support to help bring you our year-round program of events, seminars and member services.

The 2014 Conference and the Awards for Excellence dinner are shining examples of the generosity of our Members.

We thank all those who have contributed financially and in-kind to support us in Melbourne.

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## OUR MAJOR WELCOME RECEPTION PARTNERS



## OUR MAJOR VENUE PARTNER



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## OUR PROGRAM PARTNER



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## AND OUR SUPPORTING PARTNERS



# EEAA WELCOME

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## A message from the President

It is a great honour to be leading this Association. This is my second year serving as President and it is a great privilege to be working with an excellent group of industry leaders that you have elected as your representatives.

The Association has had a very good year and this is reflected in the quality of the events and programs that we bring you.

This conference and the awards night represent one of the book-ends for our yearly program of initiatives.

The program content reflects a broad range of topics that impact member businesses and I have no doubt you will hear stimulating, educational and thought-provoking content.

The aim is to challenge the processes we have become accustomed to and to look at alternatives that could benefit our industry.

We are joined on stage by an impressive line-up of speakers from inside and outside our exhibition community. We welcome them to our stage and look forward to hearing their views. I encourage you to engage in the discussions and we hope you leave the event more informed and connected.

A range of new members will be taking part in this event for the first time. We hope that you have the opportunity to welcome them and get to know their businesses.

Our conference is a greater success because of the generous support from our members – and on behalf of the Board of the Association I thank all our partners – International Convention Centre Sydney and Sydney Exhibition Centre @ Glebe Island; Melbourne Convention & Exhibition Centre; Quest Serviced Apartments; Sydney Showground; Australian Technology Park; ExpoNet; FABframe; Info Salons; Luna Park Venues; Moreton Hire; Octanorm; ODE Management; Southern Cross Group Services and Ungerboeck Software International.

On behalf of the Board and staff of the EEAA, our best wishes to you and your families for the festive season. May 2015 bring much joy, prosperity and satisfaction. To those of you who are finalists in the awards tonight – congratulations on your outstanding achievements.

**Domenic Genua**  
President



## A message from the Chief Executive

I warmly welcome you all to the 2014 EEAA Conference being held ahead of our Awards dinner at the Melbourne Convention and Exhibition Centre. May I extend a special welcome to first-timers and to our newest Members and Partners.

Our program for the 2014 conference is very strong – creating it has been rewarding and we hope you enjoy hearing from speakers from inside and outside our industry.

The content addresses a range of themes that are designed to help keep you informed and engaged in areas of opportunity for our sector. We hope you'll contribute to the discussions that will follow each of the sessions.

In constructing the program we consulted widely with our members to bring you topics that are timely, topical and challenging. We will achieve a lot in a one-day program and we hope the subjects cater to the diverse audience within the EEAA membership.

This is the fourth EEAA conference and awards that I have produced in my role as the Chief Executive of the EEAA. Each year, we strive to do better and improve upon the last event. We listen to feedback and shape the program so that it offers you a rewarding experience in the conference sessions as well as during the networking parts of the program.

To stay on top of our game and to stay fit and agile in the work-place we must always be open to ideas that test our thinking and work practices. So embrace the ideas that you hear at the conference and engage in the conversations.

We are immensely grateful to our speakers and our sponsors and partners who make it possible to deliver high quality events.

Enjoy the 2014 conference – it has been such a privilege to create it for you.

**Joyce DiMascio**  
Chief Executive

**Engaging Content.  
Stimulating Discussion.  
Effective Networking.**

# PROGRAM

Wednesday, 19 November 2014

Welcome Reception - Cargo Hall, South Wharf Promenade

5.30pm - 6.00pm	EEAA Young Stars pre-conference meeting
6.00pm - 8.30pm	Welcome Reception

Thursday, 20 November 2014

EEAA Annual Conference and Awards for Excellence - Melbourne Convention & Exhibition Centre

8.00am - 8.30am	<b>Registration - Level 2 Foyer</b>
8.30am	<b>Conference Opens - Meeting Room 203 &amp; 204</b> Host: James O'Loughlin
8.40am - 9.00am	<b>EEAA Welcome</b> Domenic Genua, President, Exhibition and Event Association of Australasia Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia
9.05am - 9.30am	<b>Marketing Theme: Keynote</b> <b>Topic - What's happening in marketing, technology and consumer behaviour</b> The consumer landscape has changed. To get cut-through we're going to have to wake up to a few realities in the way we communicate and the tools we use. The exhibition and event sector provides fertile ground for doing things differently – "live" environments enabled by a multitude of channels. What will that future look like? And how long will it last? Is there a "next big thing" on the horizon that will force us all to revisit how we engage with our customers? Presenter: Matt Jones, Director & Creative Strategist, Better Happy
9.30am - 9.45am	<b>Keynote</b> <b>Topic - Data sharing and connectivity – should businesses "open" up?</b> As an entrepreneur in technology, what's on the horizon for business trying to get better connectivity with its clients and smarter distribution? What's the next big thing? In an environment where there is tons of data – should we be looking at more open attitudes to data sharing? Do consumers really care about what is shared? Should businesses be more open to "opening up"? A strategic look at what's on the horizon. Presenter: Shane Crockett, Executive Director and CEO, V3 Leisure Management & Marketing
9.50am - 10.15am	<b>Panel Discussion</b> Facilitator: James O'Loughlin Panel: Matt Jones, Director & Creative Strategist, Better Happy Shane Crockett, Executive Director and CEO, V3 Leisure Management & Marketing Brian Cohen, Marketing Director, Diversified Communications Australia Paul Kenny, event strategy and communications leader
10.15am - 10.25am	<b>Meet the Richard Geddes Young Achiever Nominees</b>
10.30am - 10.50am	<b>Morning Tea - Level 2 Foyer</b>
11.00am - 11.20pm	<b>International Theme: Meeting Room 203 &amp; 204</b> In this session we will hear from two leading speakers on the role of business events in driving trade, investment and export. Internationalising the exhibition and events industry – a perspective from Australia and Hong Kong, Asia-Pacific leader in business events. <b>Keynote</b> <b>Topic - Why do Exhibitions matter to the Hong Kong Trade Development Council (HKTDC)?</b> The HKTDC has an unparalleled commitment to growing the exhibition industry in Hong Kong introducing exciting innovations and partnerships. A particularly impressive initiative recognised by UFI in its awards catered to the small order market. Hear about this initiative and what is driving growth. Presenter: Bonnie Shek, Director, Australia and New Zealand, HKTDC
11.20am - 11.40am	<b>Keynote</b> <b>Topic - What are the industry pillars driving Australian trade and export and how can the exhibition and event industry work with Austrade to "internationalise" events.</b> What is driving policy at Austrade and how can the exhibition and events sector work with Austrade to achieve Australia's economic goals especially in the Asia-Pacific region? How has the focus shifted? How can we improve upon the way we reach out to buyers in Asia to ensure enduring partnerships and trade development? Presenter: Bruce Gosper, Chief Executive Officer, Australian Trade Commission

# PROGRAM

11.40pm - 12.10pm	<p><b>Panel Discussion</b></p> <p>Facilitator: James O'Loughlin</p> <p>Panel: Bonnie Shek, Director, Australia and New Zealand, HKTDC Bruce Gosper, Chief Executive Officer, Australian Trade Commission John Gorton, Executive Director, Reed Exhibitions Australia Fred Lazzerini, Managing Director - Asia Pacific, Ungerboeck Software International Jon Perry, Group Exhibition Director, Diversified Communications Australia</p>
12.15pm - 12.30pm	<p><b>Security Theme:</b></p> <p><b>Plenary</b></p> <p><b>Topic - Keeping your exhibitors, visitors and general public safe</b></p> <p>As the Australian Government puts the focus on the heightened security risks facing Australia, is it time to revisit the way in which the exhibition and events industry approaches security? Keeping our exhibitors, visitors and general public safe is at the heart of event management best-practice. This requires vigilance and good communication.</p> <p>Presenter: Inspector Brian Curley, Victoria Police</p>
12.30pm - 1.00pm	<p><b>Panel Discussion</b></p> <p>Facilitator: James O'Loughlin</p> <p>Panel: Inspector Brian Curley, Victoria Police Bryan Santilli, Core Security Manager, Melbourne Convention &amp; Exhibition Centre Sam Johnson, General Manager, Southern Cross Group Services</p>
1.00pm - 1.10pm	<p><b>Meet the Richard Geddes Young Achiever Nominees</b></p>
1.10pm - 2.05pm	<p><b>Lunch - Level 2 Foyer</b></p>
2.10pm - 2.45pm	<p><b>Breakout A - Is your WHS house in order? - Meeting Room 210</b></p> <p>What can you do to embrace a safety culture? What is the latest with harmonisation around the country? What are the basics that can be adopted by the smallest operators? What happens when things go awfully wrong – what are the areas of greatest risk and how can you mitigate these?</p> <p>Facilitator: Kate Neal, Head of Show Services, Exhibitions &amp; Trade Fairs Presenter: Kristy Nicholson, Principal Consultant (Vice President), Workforce Strategies, Marsh Risk Consulting</p>
	<p><b>Breakout B - How you can work with Austrade. What is involved and what services exist? - Meeting Room 203 &amp; 204</b></p> <p>EEAA is paving the way for Members in the exhibition and event industry to be able to internationalise their events and services more easily. Join us to learn how you can be part of this initiative.</p> <p>Facilitator: Fred Lazzerini, Managing Director - Asia Pacific, Ungerboeck Software International Presenters: Gabriella Nunes, Trade Manager - Services (A/g), International Operations, Austrade John Gorton, Executive Director, Reed Exhibitions Australia</p>
2.50pm - 3.15pm	<p><b>Afternoon Tea - Level 2 Foyer</b></p>
3.20pm - 4.00pm	<p><b>Panel - Meeting Room 203 &amp; 204</b></p> <p><b>Topic - A Year in Review – An Australian Organisers and Associations Perspective</b></p> <p>This year saw many changes as events were relocated to new premises, as new events were launched and as governments took a greater interest in the world of exhibitions. How did we land? What did we learn? What next?</p> <p>Facilitator: James O'Loughlin</p> <p>Panel: Ross Ferrar, Chief Executive Officer, Gaming Technologies Association Gary Daly, Managing Director, Exhibitions &amp; Trade Fairs Mark Harvey, Managing Director, National Media Kate Smith, Managing Director, WALDRONSMITH Management</p>
4.00pm - 4.30pm	<p><b>Panel</b></p> <p><b>Topic - Australia's Mega Events</b></p> <p>The World Aids Congress and the G20 are two global events that have dominated the calendar in 2014 – What did we learn? What is their legacy and is it worth hosting these large-scale one-off events?</p> <p>Panel: Peter King, Chief Executive, Melbourne Convention and Exhibition Centre Shane Rodgers, Chief Operating Officer, Brisbane Marketing</p>
4.30pm - 4.40pm	<p><b>Meet the Richard Geddes Young Achiever Nominees</b></p>
4.40pm	<p><b>Closing Remarks</b></p> <p>EEAA President, Domenic Genua</p>
6.30pm - Midnight	<p><b>EEAA 2014 Awards for Excellence - Melbourne Room 1</b></p>

# ON STAGE



**James O'Loughlin**  
**ABC - TV and Radio Presenter**

James O'Loughlin 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.



**Matt Jones**  
**Director & Creative Strategist, Better Happy**

Matt Jones is a brand strategist with an unusual background. Matt's career began in economics and then politics. At 27, Matt was made Chief Political Adviser to the UK Conservative Party. In 2006, Matt moved from London to Sydney, and from political strategy into brand and marketing strategy. Matt moved to New York in 2009, to become chief strategy and creative officer for Jack Morton, the world's largest brand experience agency.

In 2012, Matt returned to Sydney and set up his own consultancy, Better Happy. Better Happy's focus is on building purposeful brands through compelling storytelling, creative partnerships, and experience design. Matt is currently consulting to AMP, Bianca Spender, IAG, NRMA, Renault, Sydney Festival, Triathlon Australia and Voyager Estate. He recently became Marketing Director TEDx.



**Shane Crockett**  
**Executive Director, CEO and Co-founder**

Shane brings over 20 years experience in tourism technology, and travel industry dynamics to his current role as CEO of V3. At V3 he has developed the industry-leading open exchange technologies and implemented many of the key digital strategies for government and private tourism organisations. Prior to founding V3, Shane was the CEO of the Western Australian Tourism Commission, during which time he was acknowledged internationally as having created benchmark strategies utilizing technology for tourism destinations and businesses.



**Brian Cohen**  
**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 is new to the events industry and now holds the role of Marketing Director at Diversified Communications.



**Paul Kenny**  
**Event strategy and communications leader**

Paul created one of Australia's most successful event communication agencies, founded in 1983 as Wavelength and now Jack Morton Worldwide. Since 2006, Paul has been an independent consultant in Australia, South Africa, Great Britain and the UAE.

Paul has worked on major brands such as Qantas, McDonalds, Westpac and Optus. He led the teams that won the pitch to produce the Opening and Closing Ceremonies of the Melbourne 2006 Commonwealth Games, the Australian Government's Pavilion at World Expo 2000 in Hanover, Germany, and the Australian Government's Culture, Arts and Entertainment Programs, at World Expo 2005 in Aichi, Japan and World Expo 2010 in Shanghai China. Paul has won major awards for his creative work in Australia, US, UK, Italy and New Zealand. In 1996, in Philadelphia USA, he was the first Australian to be inducted into the AMI International Producers Hall of Fame.



**Bonnie Shek**  
**Director, Australia and New Zealand, HKTDC**

Bonnie Shek is the Director, Australia/New Zealand, of the Hong Kong Trade Development Council. Having grown up in Hong Kong, then living in Australia and travelling to New Zealand for the last 24 years, Bonnie understands the business dynamics among the three economies. She leads the team to assist small and medium-sized enterprises (SMEs) in doing business in Hong Kong/China and further enhance the good trading relationship between Hong Kong and the Australasian region. Bonnie holds a MBA (Executive) degree from the Australian Graduate School of Management and a Bachelor of Business degree from the University of Technology, Sydney. She is a Fellow of the Australian Institute of Company Directors and the National Treasurer/Secretary of the Hong Kong Australia Business Association.



**Bruce Gosper**  
**Chief Executive Officer, Australian Trade Commission**

Bruce Gosper is CEO of Austrade. The Australian Government agency is responsible for promoting trade, investment and international education, and tourism policy, programs and research. Prior to Austrade, Mr Gosper was Deputy Secretary with the Department of Foreign Affairs and Trade as Australia's Senior Trade Policy Official, responsible for all trade negotiations. His distinguished career includes roles as Ambassador and Permanent Representative to the World Trade Organization in Geneva and Minister (Commercial) at the Australian Embassy in Washington. Mr Gosper also has worked for the Department of Primary Industries and Energy, and served overseas as Minister-Counsellor (Agriculture) at the Australian Embassy in Tokyo.



**John Gorton**  
**Executive Director, Reed Exhibitions Australia**

John joined RXA in 2003 after a 15 year career in the exhibition and event industry in the UK. His current role combines accountability for RXA's Mining, Medical, Manufacturing & Energy and Hair & Beauty portfolios with wider business responsibilities for company strategy, business development and driving strategic partner relationships.



**Fred Lazzerini**  
**Managing Director - Asia Pacific, Ungerboeck Software International**

Fred is Managing Director of Ungerboeck Software International in Asia-Pacific, the market leader in end-to-end management software for events, exhibitions, associations and venues worldwide. For over 13 years, Fred has been providing specialist industry IT solutions in Australia, Asia, Europe, the Middle-East and Africa. Fred will be facilitating the breakout session – How can you work with Austrade.



**Jon Perry**  
**Group Exhibition Director, Diversified Communications Australia**

Jon is currently Group Event Director at Diversified Communications Australia. Jon heads up the food trade portfolio comprising of Fine Food and Foodpro, as well as the Fitness & Health and Careers & Employment portfolios. Jon has been in the industry for 16 years, launching and running events in multiple sectors.

# ON STAGE



## **Inspector Brian Curley** **Victoria Police**

Inspector Brian Curley is the manager of the Victoria Police Counter Terrorism Coordination Unit. He is a qualified Counter Terrorism Forward Commander and Investigator, and has qualifications/experience in Emergency Management, Risk Management and Public Administration. Brian is also a member of several terrorism related committees within the Australia-New Zealand Counter Terrorism Committee (ANZCTC), including the Mass Gathering Advisory Group and the CBRN Security sub-committee.



## **Bryan Santilli** **Core Security Manager, Melbourne Convention & Exhibition Centre**

Bryan Santilli is the Core Security Manager of Melbourne Convention & Exhibition Centre. He is responsible for the Emergency Management and Security Operations at the centre. Background in Risk Management, Training, Surveillance and Protective Security. Bryan is a member of the Places of Mass Gathering Network & Southbank Precinct Safety & Security Forum, facilitated by Victoria Police.



## **Sam Johnson** **General Manager, Southern Cross Group Services**

Sam Johnson is the General Manager of Southern Cross Group Services a leading provider of security, risk management and consultancy for the security of large scale projects within the commercial and industrial sectors. He was awarded Young Entrepreneur of the Year 2014 by Western Sydney Area Business Chamber. He believes that people are the core of any successful business. He seeks to set himself and Southern Cross apart by placing customer services, staff development and training, and innovative technology as the focus for the company.



## **Facilitator - Kate Neal** **Head of Show Services, Exhibitions & Trade Fairs**

Kate Neal has been in the events industry for over 14 years and currently heads the operations team at ETF. Kate also manages the OHS, business practices and supplier and stakeholder relationships for the business. Kate has qualifications in event management, human resources and risk management.



## **Kristy Nicholson** **Principal Consultant (Vice President), Workforce Strategies, Marsh Risk Consulting**

Kristy is a Principal Consultant and the National Leader of the Marsh Work Health and Safety consulting team. She is a highly experienced practitioner in the provision of auditing, technical advice, management system development support and implementation services. Kristy services Marsh clients throughout Australia and overseas and has worked in a variety of industries including events, property management, food manufacturing and labour hire.



## **Gabriella Nunes** **Trade Manager - Services (A/g), International Operations, Austrade**

Gabriella has over eight years' experience assisting Australian firms to develop their international business presence. In her current role as Trade Manager, Services, Gabriella oversees a number of trade facilitation initiatives across financial services, professional and business services, ICT, creative industries and major sporting events. In 2012, Gabriella completed a short-term posting as Trade Commissioner working within the Australian Embassy (Austrade) in Seoul, South Korea, where her focus was on attracting foreign direct investment into the Australian tourism and infrastructure industries.



## **Ross Ferrar** **Chief Executive Officer, Gaming Technologies Association**

Ross Ferrar works in the gambling industries. He has held management positions in various gaming operations; along with several industry representative roles. Ross is currently CEO of the Gaming Technologies Association, whose members provide products and services to hospitality venues around the world – and which operates the annual Australasian Gaming Expo.



## **Gary Daly** **Managing Director, Exhibitions & Trade Fairs**

Gary Daly's career in media spans working for all three commercial television networks. He's made a significant contribution to business events with a strong understanding of major issues facing the industry. He has a strong network in the business community, government and non-profit sectors. He is a former Board Member of Business Events Sydney and Exhibition and Event Association of Australasia.



## **Mark Harvey** **Managing Director, National Media**

Mark Harvey is founder and Managing Director of National Media (formerly Harvey Events), a company he started in 1993. During his 20+ years in the exhibition industry, he has been the architect of around 25 launches and run more 270 trade shows, conferences and consumer events. He has successfully created and sold events to News Limited, Reed Exhibitions Australia, Diversified Communications and All Access Events. In his former life, Mark has worked in broadcast media, publishing and advertising. Today, he lives on the Gold Coast with his wife Suzette and two daughters Kiarna and Georgia.



## **Kate Smith** **Managing Director, WALDRONSMITH Management**

Kate Smith is a founding Director of WALDRONSMITH Management. She has 30 years experience in the business events industry consolidating hotel and conference management. Kate offers substantial knowledge and expertise in the strategic planning and delivery of international and national conferences throughout Australia. Kate's passion drives her personalised and effective management style in leading the WALDRONSMITH Management teams and delivering a customer focused service. Kate presents regularly at various industry events and forums. She is an Accredited Meeting Manager (AMM) and Board member of the Meetings Events Association.



## **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 as Chief Executive in February 2012. He is on the Board of the Exhibition and Event Association of Australasia.



## **Shane Rodgers** **Chief Operating Officer, Brisbane Marketing**

Shane Rodgers is Chief Operating Officer of Brisbane Marketing, Brisbane's Economic Development Board, and was responsible for coordinating the Brisbane 2014 G20 leveraging program. He is a former General Manager of News Corp Queensland, Editorial Director of APN Regional Media, Editor-in-Chief of Quest Newspapers, Marketing and Communications Director of The University of Queensland and Deputy Editor and News Editor of The Courier-Mail.

# 2014 A BIG YEAR FOR SYDNEY SHOWGROUND

- Halls 5 & 6 completed and fully operational – taking the pillarless undercover venue capacity to 32,000sqm+
- New Sydney Showground brand developed and launched – a revitalised modern look and feel to let everyone know who we are, where are and what we do
- Sydney Showground website rebranded and responsive – a contemporary, user friendly site which can now be accessed easily no matter what your device
- Welcoming many new clients and welcoming back our existing clients



A big thank you to all of our customers and suppliers for helping Sydney Showground create Big Experiences in 2014 and we look forward to many more in the upcoming year.

To find out more about Sydney Showground go to [www.sydneyshowground.com.au](http://www.sydneyshowground.com.au) or call 02 9704 1157