

# International Meetings Foundation Seminar 2017

MELBOURNE EXHIBITION CENTRE

PROGRAM  
OUTLINE

19 – 20 February 2017  
Melbourne Convention and Exhibition Centre

ESSENTIAL CAREER-BUILDING INSIGHTS AND ADVICE FOR ASIA-PACIFIC MEETINGS  
PROFESSIONALS WITH LESS THAN FIVE YEARS' EXPERIENCE



# International Meetings Foundation Seminar 2017

## Sunday 19<sup>th</sup> February 2017

8.30am	Registration
9.00am – 10.30am	<b>Journey of the Conference</b> From Research to bid to delivery and beyond... CVB / PCO / Exhibition Company / Conv Centre/ Assoc Client
10.30am – 11.15am	<b>Making the Most of ICCA</b> • ICCA Big Data
11.15am – 12.30pm	<b>Technology in Meetings</b> • Creating engagement using technology eg digital, apps, website, social media
12.30pm – 1.30pm	Lunch
1.30pm – 3.30pm	<b>Sales &amp; Negotiation Session with Nicolas Kent</b> This 4 hour training session has been designed to provide attendees with the following learning outcomes – • Explore simple Proactive, Strategic and Client Focused approaches to building client relationships and winning business bids • Explain communication strategies for differentiating their destination or Convention/Meetings proposition • Demonstrate how reason, credibility and understanding can maximise influence in a competitive pitch or bid situation
3.30pm – 3.45pm	Afternoon break
3.45pm – 5.00pm	<b>Sales Training Continues</b>

## Monday 20<sup>th</sup> February 2017

8.30am	Arrival
8.45am – 9.45am	<b>Sales &amp; Negotiation session continues</b>
9.45am – 10.00am	<b>The Pitch Presentation</b>
10.00am – 11.00am	Workshop Session
10.30am – 10.45am	Morning Tea Break
10.45am – 11.15am	Workshop Session
11.15am – 12noon	<b>The Pitch Group Presentations and Awards</b>
12.15pm – 1.00pm	<b>Closing Keynote Motivational Speaker</b>

### PROGRAM OUTLINE



#### Nicolas Kent

BA(Hum) Dip Tch

Business Consultant, Learning and Development Facilitator

Nic comes from a background that includes teaching, publishing, consulting, sales and business development. After experiencing the steepest learning curve ever in what was a "sink or swim" introduction to the cut-throat world of corporate consulting, Nic committed to carving out a niche business where he could help organisations to redefine the client relationship and implement sales and business development processes that deliver both positive client outcomes and grow returns to the organization. He founded FinnCarlyle in 1998 and has worked with clients throughout Asia, the Middle East, Australia and New Zealand. Starting out with no clients and a phone and a desk he set about growing a client list that has built to more than 200. The best part of his job apart from getting to work with some amazingly inspiring people is having the opportunity to empower young people in business with the confidence, professionalism and skills to smash their targets and further their careers beyond imagining. As a consultant, trainer and coach he has worked across a range of industries including, Construction, Architecture, Engineering, Hospitality, Leisure, Business Tourism, Events, Exhibitions, Manufacturing, Banking, Retail, FMCG, Accounting, Finance, Mining and Resources.

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## Application Form

Name \_\_\_\_\_

Position \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Mobile \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Working full time? Yes  No

Is your organisation an ICCA member? Yes  No

*\*Registration fee for non-ICCA member is AUD 165 including tax.*

Number of years in meetings industry \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Employer endorsement of application for ICCA members only

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

**Please submit the application form to [nusheena.s@iccaworld.org](mailto:nusheena.s@iccaworld.org)**

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# International Meetings Foundation Seminar 2017

## General Information

### Program inclusions

Participation in the ICCA International Meetings Foundation Seminar includes:

- Forum education sessions on Sunday and Monday
- Refreshment & lunch on Sunday and refreshment on Monday as well
- AIME trade show entry
- To receive a certificate of attendance for the ICCA International Meetings Foundation Seminar, participants must attend both full days of the seminar program on Sunday and Monday.

### Travel and accommodation

Travel and accommodation are at the participants' own expense. Should you wish to take advantage of the special AIME hotel rates, please refer to the list of hotels and available rates on the AIME website: [www.aime.com.au](http://www.aime.com.au)

### Eligibility

Participants must be:

- Have less than 5 years experience in the meetings industry
- Currently working full time in the industry in a position related to the meetings industry
- Have the support of their employer

### Registration fees

- Registration is complimentary to all qualifying employees of ICCA members.

A limited number of spaces are being made available to non-ICCA members. Applications may be made on the same form. Successful applicants will be advised and provided with an invoice for payment. The fee for non-ICCA member is AUD\$150 excluding 10% GST.

### How to apply

Participants need to complete the application form and email it to [nusheena.s@iccamworld.org](mailto:nusheena.s@iccamworld.org) by the deadline of 10 February 2017.

### Additional information

Once the application has been accepted, the participant will be provided with additional information after the closing date, and asked to complete a questionnaire prior to the seminar.

### For registration

Nusheena Mohd Shahimi  
Membership Development Executive  
ICCA Asia Pacific Regional Office  
Tel: +60 (3) 7955 3343  
Email: [nusheena.s@iccamworld.org](mailto:nusheena.s@iccamworld.org)

### For more information

Anna Case  
Chair  
ICCA Australia  
Tel: +61 7 5584 6219  
Email: [anna.case@gctourism.com](mailto:anna.case@gctourism.com)

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