



EEAA NEWS

Building a stronger voice for the exhibition industry



8 February 2017

Dear Members,

We're very excited to kick off 2017 with the announcement of our new partnership with Mumbrella. One of the EEAA's strategic priorities is to advocate the strengths of live events and to encourage those who influence marketing spend to invest more in events.

For this reason we have joined forces with Mumbrella and are sponsoring the 2017 Mumbrella Awards, Australia's biggest and most respected media and marketing awards. EEAA is sponsoring the launch of a new award category: The Best Use of Face to Face/Interaction Marketing Through Events. This is an exciting development designed to target the greater marketing industry and encourage more recognition of the power of exhibitions and events.

Our Association is small and nimble and always looking at ways to add value to our Members. Our new website www.eeaa.com.au is a cornerstone of that strategy and it's now up and running and attracting lots of positive feedback. Created for our Association and its Members, it is packed with many more features that give our Members more opportunities to showcase their companies, events, venues and services. Make sure you check it out and proactively manage your listing.

February is a big month and on 21 and 22 we'll be at AIME to catch up with Members and also attract a few new ones. We'll be on Stand #1622 so come by to see the team and find out about our plans for 2017. If you'd like to introduce a new Member, this is a great time to do this.

Also coming up are two very exciting events – our EEAA Young Stars & Leaders Table with Julia Erben, Event Director for the 2016 Show of the Year – Hair Expo organised by Reed Exhibitions. Julia has an inspiring story following a career in media in Europe and then her relocation to Australia after falling in love with our country.

The other special event is our International Women's Day Breakfast on 8 March. Five exciting speakers representing women from across events who are delivering great things. With its 2017 theme of #BeBoldForChange, we are honoured to have on our stage – Sarah Pohlman, Fairfax Events; Michelle Walter, Qantas; Penny Lion, Tourism

Australia; Julia Erben, Reed Exhibitions and Anna Cesarano of Doltone House will be our venue partner. I'm looking forward to interviewing these outstanding leaders.

In the education arena, we are very pleased 2017 has kicked off with more training opportunities for our Members being offered by Sydney TAFE and the College of Event Management.

Following AIME, I'll be among a small group of Australians taking part in The Global Association of the Exhibition Industry (UFI) Open Seminar in Singapore. This is an excellent opportunity to meet with our colleagues in the Asia-Pacific Region and discuss the issues impacting the sector. UFI has invited EEAA Members to register for the event. See more information below.

UFI has also just launched its 18th UFI Exhibition Barometer of 54 countries and the three top issues for the industry are the state of the economy in home market, global economic development and competition with the Industry. Way down the scale are – competition with other media and regulatory and stakeholder issues. Check out the whole report in Resources below.

We have some exciting new partnerships with big industry players like Mumbrella, Eventbrite, Google and Airbnb. And we are very pleased to welcome more new Members – they are: Event supplier - Red Exhibitions & Displays, Conference organiser - IQPC, Security advisors - Sheridan Consulting Group, and Expo organiser - XPO Exhibitions.

I urge you to welcome them all into our community so that we can continue to put the spotlight on what can be achieved through outstanding events.

Globally there appears to be some uncertain times ahead – we hope the outrageous policies being rolled out in the US do not find their way into the Australian and New Zealand markets. For business and communities to flourish we need trade and travel to be enabled – not threatened.

EEAA will continue to advocate for policies, at all levels of Government, that create a vibrant economy in which our Members' businesses can flourish.

Joyce DiMascio
Chief Executive

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EEAA PARTNERS WITH MUMBRELLA TO CREATE NEW INTERACTION MARKETING AWARD



EEAA and Mumbrella have signed a new partnership to recognise the events industry in the 2017 Mumbrella Awards with the introduction of a new Award.

The Best Use of Face-to-Face/Interaction Marketing Through Events award will recognise the best use of face-to-face marketing tactics by a sponsor or exhibitor at an event, trade or consumer exhibition or show, or standalone experiential marketing execution.

Mumbrella awards curator, Alex Hayes, said Mumbrella is delighted to partner with the EEAA to create this new category.

"As the biggest awards show in the media and marketing industry in Australia we're constantly looking to innovate and push new channels, and events is certainly a growing area of interest where marketers are thinking more creatively and seeing results."

The Mumbrella Awards last year attracted 570 entries from across all

areas of the marketing mix. EEAA is honoured to position the events channel alongside other marketing channels at this leading industry event which is attended by more than 1000 people.

[Click here](#) to read more and enter the awards.

AWARD WINNING EVENT DIRECTOR TO MENTOR EEAA YOUNG STARS IN MELBOURNE - 21 FEBRUARY



The EEAA is pleased to kick off its Young Stars Program with the first Young Stars & Leaders Table for 2017. Award winning Event Director, Julia Erben, from Reed Exhibitions is our guest leader at this special event and she will share her career story – from the German financial media to her success with Hair Expo, the EEAA 2016 Awards for Excellence show of the year.

We invite you to join EEAA Young Stars for dinner with Julia at Metropolis - Melbourne's newest destination venues in Southbank. [Click here](#) to read more and register. We thank [Metropolis Events](#) and [O-tix](#) for supporting this event.

LEADING WOMEN OF EVENTS ON STAGE 8 MARCH FOR INTERNATIONAL WOMEN'S DAY #BEBOLDFORCHANGE



Let's celebrate it. Women shine in events. Our industry is successful because of the contribution they make. And International Women's Day is a time to shine the light on this reality.

We invite you to join us for this inspirational event to mark International Women's Day on 8 March.

EEAA is bringing the industry together to celebrate the contribution of women in events at a special breakfast at Doltone House Hyde Park. Our 2017 panel comprises Sarah Pohlman from Fairfax Media, Michelle

Walter from Qantas, Julia Erben from Reed Exhibitions, Penny Lion from Tourism Australia and EEAA Chief Executive, Joyce DiMascio. We are also pleased to be hosted by Anna Cesarono, Doltone House. [Click here](#) to read more and register.

COME VISIT US AT AIME - STAND #1622

EEAA is looking forward to AIME 2017 in Melbourne where we will be exhibiting again this year. We look forward to catching up with our Members and sharing our news about 2017 priorities.

We invite you to swing by or make an appointment with Joyce, Kylie or Rebecca to discuss your membership and to check out our new range of member services. To make an appointment contact memberservices@eeaa.com.au

EEAA's participation in AIME is supported by Members [ExpoNet](#) and [FABframe](#).



TRAINING: NEW EVENT SALES COURSE LAUNCHED IN SYDNEY AND MELBOURNE

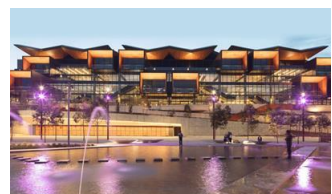


College Of
Event
Management



Following the successful workshop at the EEAA 2016 Conference, the College of Event Management is offering an intensive half-day Event Sales course for EEAA Members. This workshop is suitable for event managers, account or business development managers, sales and operation staff and will be held in Sydney and Melbourne next month. [Click here](#) to read more and register.

EEAA MEMBERS RETURN TO DARLING HARBOUR FROM THIS MONTH



EEAA Members are pleased to be back in Darling Harbour from this month with the new International Convention Centre Sydney (ICC Sydney) open for business. [Click here](#) to read more about the first exhibitions to bump in to the new venue.

PRE-AIME: MEMBERS INVITED TO INTERNATIONAL MEETINGS FOUNDATION SEMINAR 2017



EEAA Members are invited to attend ICCA Australia's pre-AIME seminar for people who have less than 5 years experience in the business events industry. EEAA Members receive a 50% discount to attend. [Click here](#) to read more and register.

DO YOU HAVE THE RIGHT INSURANCE COVER?



EEAA has stressed the importance of ensuring Members are "risk aware" and last year the Association ran a series of Security and Safety Training Workshops to assist Members in their safety and risk management plans. Insuring against risk is also an important consideration. Aon Insurance Client Manager, Philip Sunshine, provides a brief insight into our industry's exposure to risk. [Click here](#) to read more.

RESOURCES: SOCIAL ENGINEERING FRAUD BECOMING MORE PREVALENT



Check out the paper produced by Chubb Insurance Australia on social engineering fraud. [Click here](#) to read about the most common types of fraud.

MEMBER EVENTS



EEAA Members organise or host around 500 events per year. Check out events on this month.

REED GIFT FAIRS – MELBOURNE FEBRUARY 2017

4 - 7 February 2017

Organiser: Reed Exhibitions | Venue: Melbourne Convention and Exhibition Centre

ABDOMINAL RADIOLOGY GROUP AUSTRALIA AND NEW ZEALAND 2017 MEETING

11 - 12 February 2017

Organiser: Arinex | Venue: Hyatt Regency Sydney

LIFE INSTYLE SYDNEY

16 - 19 February 2017

Organiser: Reed Exhibitions | Venue: Royal Hall of Industries & Hordern Pavilion

2017 MORETON BAY CARAVAN, CAMPING, BOATING & 4x4 EXPO

17 - 19 February 2017

Organiser: Australian Events | Venue: Redcliffe Showgrounds

AGHA SYDNEY GIFT FAIR 2017

18 - 21 February 2017

Organiser: Australian Gift & Homewares Association | Venue: Sydney Olympic Park

REED GIFT FAIRS – SYDNEY FEBRUARY 2017

18 - 22 February 2017

Organiser: Reed Exhibitions | Venue: International Convention Centre Sydney

AIME – ASIA PACIFIC INCENTIVES & MEETINGS EXPO

21 - 22 February 2017

Organiser: Reed Travel Exhibitions | Venue: Melbourne Convention and Exhibition Centre

AOG: AUSTRALIASIAN OIL & GAS

22 - 24 February 2017

Organiser: Diversified Communications | Venue: Perth Convention & Exhibition Centre

Share your events with the business events community – login to the EEAA Member area of the website.

ATTENDING AIME 2017? AIRBNB SUGGESTIONS FOR YOUR STAY



Many EEAA Members are using Airbnb properties and short stay apartments for their teams when they are onsite during events. New Platinum Partner of the Association, Airbnb, has prepared a list of properties for EEAA Members who are exhibiting or visiting AIME 2017. [Click here](#) to read more.

OPPORTUNITY: WOMEN IN EXPORT SCHOLARSHIP 2017



Austrade and Chief Executive Women have partnered to create the Women in Export scholarship to promote the contribution of businesswomen to the Australian Export community. [Click here](#) to read more.

UFI INVITES EEAA MEMBERS TO OPEN SEMINAR IN SINGAPORE



UFI has invited EEAA Members to the UFI Open Seminar in Singapore and the Educational Forum on Sustainability. [Click here](#) to read more.

RESOURCES: INTERNATIONAL INSIGHTS

Results of the 18th UFI Global Exhibition Barometer survey: The Survey results reveal that despite an ongoing slowdown in global economic growth, and a decline in open trade promoters on the

international stage, the exhibition industry remains geared for continued growth in 2017. [Read more.](#)

The Source e-newsletter - International Association of Exhibitions and Events (IAEE): an update on the latest in global exhibitions and events. [Click here.](#)

The Exhibition Industry Newsletter January 2017 - MBB – Media: an update on the Chinese exhibition industry. [Click here.](#)

INDUSTRY AND ECONOMIC NEWS

Updates with Paul Bloxham, HSBC Chief Economist: Australian Q4 CPI – [Click here.](#) Overview of Australia in 2017 – [Click here.](#) Australia's export boom – [Click here.](#)

Australian Chamber of Commerce and Industry: New tax arrangements for working holiday makers. [Click here.](#)

Western Sydney Leadership Dialogue: In this edition, we find out what the NSW Cabinet re-shuffle means for Western Sydney, learn about the CSIRO and Sydney Science Park's innovative new partnership and find out what we need to do to end the East Vs West divide. [Read more.](#)

Tourism Australia Essentials Newsletter: Published every week, Essentials provides updates on Tourism Australia's campaigns, Australian tourism industry news and events as well as industry opportunities. Read the latest news [here.](#)

Austrade Export Update: In this edition you will find the latest export insights, opportunities, news and upcoming events. [Read more.](#)

MEMBER NEWS



Sharing our Member news is a service provided to the EEAA community:

Boating Industry Association: Invitation to Exhibit at the 50th anniversary Sydney International Boat Show. [Read more.](#)

Doltone House: Registrations open for the Doltone House Business Events Showcase. [Read more.](#)

Australian Events: Redcliffe selected for major adventure holiday showcase. [Read more.](#)



Royal International Convention Centre: Future brides flock to Royal ICC. [Read more.](#)

Coleman Group: Glenn Coleman and Rod Peter have purchased Coleman Group from Mitchell Communication Group. [Read more.](#)

Gaming Technologies Association: AGE 2017 is already setting new records. [Read more.](#)

ExpoNet: Local business partnership to deliver GC2018 seating solution. [Read more.](#)

Share your news with the business events community – login to the EEAA Member area of the website.



The banner features the AIME logo on the left, which includes a stylized grey shape and a purple circle with the number '25'. To the right of the logo, the text reads 'AIME' in large letters, 'YEARS OF INSPIRATION' in smaller letters, and '21-22 FEBRUARY 2017' at the bottom. The background is a collage: a photo of people at a trade show on the left, and a cityscape with a river and bridge on the right. A purple button with a white right-pointing arrow and the text 'Register Now' is positioned in the bottom right corner.

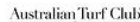
AIME
YEARS OF INSPIRATION
21-22 FEBRUARY 2017

Register Now

STRATEGIC PARTNERS – PLATINUM



STRATEGIC PARTNERS – GOLD



YOUNG STARS PROGRAM PARTNER – PLATINUM



YOUNG STARS PROGRAM PARTNER – GOLD



CONTACT US

M +61 412 869 229

T +61 2 9413 9520

E info@eeaa.com.au

Suite 206, Level 2, 7 Railway Street,
Chatswood NSW 2067

PO Box 952 Chatswood NSW 2067



www.eeaa.com.au



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA