



**EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA**

EEAA 2017 GLOBAL EXCHANGE

Monday, 18 September 2017

EEAA Young Stars & Leaders Table

Tuesday, 19 September 2017

EEAA Gold and Platinum Partner
Political Insiders Round-table

EEAA Industry Reception and
"State of the Industry" address by
Kai Hattendorf, CEO of the
Global Association of the Exhibition
Industry (UFI)

**Putting Australasia on the
global stage of the exhibition
and event industry**



**THE POWER OF
EXHIBITIONS**

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EEAA WELCOME



A message from the President

It is a great honour for the Exhibition and Event Association of Australasia (EEAA) to be hosting this important 2017 Global Exchange with The Global Association of the Exhibition Industry (UFI).

The visit by Kai Hattendorf and Mark Cochrane recognises the importance of Australia and New Zealand in the Asia-Pacific region.

It is an historic opportunity for the Members and partners of our Association to discuss the latest trends and factors influencing our industry.

Exhibitions and their associated events are barometers for the health of the economy and reflect the state of business and consumer confidence. They are also dynamic marketplaces where people come together to do business, share knowledge and pursue their special interests.

I am looking forward to hearing from Kai and all the outstanding leaders that we have on stage – and I'm also looking forward to hearing from our Members across the three days of exchanges.

Australia punches above its weight in many areas of innovation and technology. More and more, these strengths are helping to fortify our Members' events in Australia and around the world. Recent investment in new venues and venue upgrades have also provided an added boost with state-of-the-art, fit-for-purpose venues in the major markets for trade and consumer expos. This is an enviable position. There are also venue developments in New Zealand that will help opportunities for growth.

Australia is on the door-step of some of the most vibrant economies in the world and this exchange with UFI will help open more opportunities for the organisers, association organisers, venues and suppliers in the EEAA community.

To leverage these opportunities we also need to be valued and understood by Governments. With UFI, we share a mission to be strong advocates for our sector and we look forward to partnering with the UFI team to continue promoting the Power of Exhibitions.

I thank Kai and Mark, our host venues and partners, all our presenters and you the EEAA Members for joining us for this important series of discussions.

Spiro Anemogiannis
President



A message from the Chief Executive

The Exhibition and Event Association of Australasia (EEAA) is a very active member of the Global Association of the Exhibition Industry (UFI).

UFI provides a rich environment for accessing people and businesses at the forefront of developments and innovation in our sector.

Our face-to-face interaction with UFI has been at UFI events in Asia and Europe – on each occasion the investment of time and money has been worthwhile. It has opened many doors for the EEAA, kept us connected and most of all, enabled us to access key leaders and decision-makers.

At the UFI Open Seminar in Singapore earlier this year, our President Spiro and I put to Kai Hattendorf that as the new CEO of UFI he should consider visiting Australia to meet with EEAA Members.

We assured Kai that a visit to Australia would be a good investment and together we could do more to grow our industry in partnership.

We are pleased that he accepted the invitation and has honoured his commitment to join us for the first EEAA Global Exchange. As a bonus we also have Mark Cochrane, UFI's Asia-Pacific Regional Manager, joining us as part of the UFI mission to Australia.

Over the three days of their visit, we have a series of events for Members, site visits, advocacy discussions and meetings with Parliamentarians – all designed to explore the opportunities for our sector.

There is more gravitas when Associations collaborate and I have no doubt the stronger ties between EEAA and UFI will yield outstanding results for our respective organisations and the Members we serve.

We also have a birthday celebration – the fifth anniversary of the EEAA Young Stars Program to be held at Luna Park, the location where this important initiative was launched in 2012. How fitting to have Kai and Mark as our guest leaders.

To all our partners – thank you for helping us to create this opportunity. It is ground breaking. It is timely. And most of all, it puts the spotlight on the importance of the work of the global community of organisers, association organisers, venues and suppliers who drive business events and their economic impact.

Joyce DiMascio
Chief Executive

PROGRAM

MONDAY, 18 SEPTEMBER 2017 - EEAA YOUNG STARS & LEADERS TABLE AND 5TH BIRTHDAY Palais, Luna Park, Sydney

6.00pm - 6.20pm	Registration
6.20pm	Young Stars & Leaders Table commences
	EEAA Welcome Opening Remarks Welcome - Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Welcome - James Granter, General Manager Sales, Luna Park Venues
	Guest Leader Presentation Kai Hattendorf, CEO and Managing Director, UFI - The Global Association of the Exhibition Industry Mark Cochrane, Regional Manager for Asia/Pacific, UFI - The Global Association of the Exhibition Industry
	Vote of thanks
9.30pm	Young Stars & Leaders Table concludes

EEAA POLITICAL INSIDERS ROUND-TABLE AND GOLD AND PLATINUM PARTNER LUNCH Terrace Room, L'Aqua, Cockle Bay Wharf, Sydney

11.45am - 12.00pm	Registration
12.00pm	EEAA Political Insiders Round-table commences
	EEAA Welcome and President's Opening Remarks Welcome - Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Welcome - Theodore Drivas, Director, Dockside Group Opening remarks - Spiro Anemogiannis, President, Exhibition and Event Association of Australasia
	Political Insiders Presentation Matthew Hingerty, Chief Executive Officer and Managing Director, Barton Deakin Simon Banks, Managing Director, Hawker Britton
	Business Leaders Discussion Facilitator: Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Panel: Matthew Hingerty, Chief Executive Officer and Managing Director, Barton Deakin Simon Banks, Managing Director, Hawker Britton The Hon. Bruce Baird AM, Chairman, Business Events Sydney Megan Motto, CEO, Consult Australia Kai Hattendorf, CEO and Managing Director, UFI - The Global Association of the Exhibition Industry
	Vote of thanks
2.45pm	EEAA Political Insiders Round-table concludes

PROGRAM

EEAA INDUSTRY RECEPTION AND “STATE OF THE INDUSTRY” ADDRESS BY KAI HATTENDORF Room C4.6-4.7, Convention Centre, International Convention Centre Sydney

5.45pm - 6.00pm	Registration
6.00pm	EEAA Industry Reception and “State of the Industry” address commences
	EEAA Welcome and President’s Opening Remarks Welcome - Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Welcome - Geoff Donaghy, CEO, International Convention Centre Sydney Opening remarks - Spiro Anemogiannis, President, Exhibition and Event Association of Australasia
	“State of the Industry” address Kai Hattendorf, CEO and Managing Director, UFI - The Global Association of the Exhibition Industry
	Partner Remarks James Pearson, CEO, Australian Chamber of Commerce and Industry
	Industry Panel Discussion Facilitator: Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Panel: Kai Hattendorf, CEO and Managing Director, UFI - The Global Association of the Exhibition Industry Mark Cochrane, Regional Manager for Asia/Pacific, UFI - The Global Association of the Exhibition Industry Penny Lion, Executive General Manager Events, Tourism Australia Matt Pearce, Director, Talk2 Media & Events former EEAA President former UFI Board Member
	Vote of thanks
	UFI Industry Impact Award presentation
	Networking
9.00pm	EEAA Industry Reception and “State of the Industry” address concludes

INTERNATIONAL GUEST SPEAKERS



Kai Hattendorf, CEO and Managing Director, UFI

Kai Hattendorf is CEO and Managing Director of UFI, the Global Association of the Exhibition Industry, since 2015. He is responsible for all UFI activities and events, as well as the operation of its three offices in Paris, Hong Kong and Sharjah.

Prior to his current role, Kai worked in the exhibition industry for a number of years in senior management positions at Messe Frankfurt's global headquarters, focussing on transformational issues that range from digitisation to marketing and communications.

Kai has previously held leadership positions in marketing/strategic communications as well as in strategy and product development in the ITC and Media Industry for the Deutsche Telekom Group, the DPA Group (the German Press Agency), and a start-up.

A journalist by education, Kai has internationally reported and worked for the WDR and Radio Bremen broadcasters in Germany, at Euronews in France, the BBC in the UK, and the Voice of America. He holds a Master's degree from the American University, Washington, DC. He also studied in Dortmund and Edinburgh.



Mark Cochrane, Regional Manager, Asia/Pacific, UFI

Mark Cochrane is the UFI Regional Manager, Asia/Pacific. He is also the Managing Director of Business Strategies Group (BSG), a business intelligence and strategy consulting firm focussed on the B2B media industry in Asia – with a particular emphasis on exhibitions and events in Asia. Through its consulting practice and its relationship with UFI, BSG works with major exhibition organisers, venues and governments across Asia.

Mark has been based in Hong Kong for 20 years and joined BSG in 2006. Prior to BSG, Mark worked in a variety of roles primarily focussed on B2B media and market research including three years at Global Sources in marketing roles and three years at The Gartner Group as a senior research analyst. In 1997, Mark earned an MBA from Thunderbird, the American Graduate School of International Management. Mark is on the board of the Business Information Industry Association and presents regularly on the exhibition industry at various conferences and events in Asia.



About UFI, The Global Association of the Exhibition Industry

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. 722 member organisations in 85 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

ON STAGE - POLITICAL INSIDERS ROUND-TABLE



Matthew Hingerty, CEO and Managing Director, Barton Deakin

Matt Hingerty is one of the most experienced political and industry figures working in government relations consulting in Australia. He leads Barton Deakin's national government relations business and

is responsible for all client quality assurance along with assisting Barton Deakin's clients in the NSW and Commonwealth jurisdictions.

Matt's career has spanned the highest level of state and federal Liberal/National governments and been a senior industry representative for more than 25 years. Prior to joining Barton Deakin, he worked as Chief of Staff to Minister George Souris for the first 15 months of the O'Farrell Government. He was also Chief of Staff to Minister Joe Hockey in the Howard Government, an adviser to Peter Collins as Opposition Leader in NSW and an adviser to NSW Premier John Fahey and several Ministers throughout the Greiner-Fahey Governments from 1988 to 1995.

In the world of industry representation, Matt has worked as the Managing Director of the Australian Tourism Export Council, with TTF Australia, the NSW Minerals Council and is currently the Chairman of the Business Events Council of Australia (BECA).

Matt has a Bachelor of Arts from Macquarie University and recently completed an MBA.



Simon Banks, Managing Director, Hawker Britton

Simon Banks is one of Australia's most highly respected government relations, campaigning and strategic communications professionals. Following the 2010 Federal election, Simon served as one of the four

"wise elders" that helped the Government, Opposition and country Independent MPs agree on the historic parliamentary reforms which were central to the return of the Gillard Government.

Prior to joining Hawker Britton, Simon served as both Chief of Staff and Deputy Chief of Staff to three Federal Labor leaders, including then-Prime Minister Kevin Rudd, and has been Federal Labor's director of policy and a senior policy and media adviser to a number of Labor ministers and shadow ministers.

For more than twenty years, Simon has worked closely with most of Federal Labor's frontbench, Caucus and senior staff. Simon understands the corporate world, having worked in public affairs and strategic policy roles for Telstra and Toll Holdings and as a consultant. His understanding of the government relations strategy needs of business, public policy and politics in Australia is unrivalled in the Canberra lobbying market.

A lawyer by training, Simon has extensive campaign experience. He managed the high-profile online Kevin07 campaign during the 2007 Federal election and ran the uniquely successful ACT campaigns for the Constitutional Convention election and the Republic Referendum. A published commentator on public policy, Simon regularly comments on policy and political developments on both the ABC and Sky News.



The Hon. Bruce Baird AM, Chairman, Business Events Sydney

The Hon. Bruce Baird AM is the recently appointed Chairman of Business Events Sydney and a former Australian politician whose career included Deputy Leader of the Liberal Party in NSW.

Born in Sydney, Bruce was educated at the University of Sydney and the University of Melbourne, holding a master's degree in business administration from the latter. He was Assistant Trade Commissioner at the Australian Embassy in Bonn, Germany, Trade Commissioner at Australian Consulate-General in New York and Government Affairs Manager for Esso Australia.

Bruce was a Member for the electorate of Northcott in the New South Wales Legislative Assembly, Minister for Transport, Minister for Sydney's Olympic Bid and Minister for Tourism and Roads. He was also Deputy Leader of the Liberal Party in New South Wales from 1992 to 1994. From October 1998 to November 2007, Bruce was a Liberal Member of the Australian House of Representatives representing the electorate of Cook in New South Wales. He also held the positions of Chairman of the National Rail Corporation, and was a board member of ABN Amro Hoare Govett, Tourism Training Australia and Tourism Education Services.

Bruce was appointed Chairman of the Tourism and Transport Forum in 2008. In the same year, he was also appointed as Chair of the Refugee Resettlement Advisory Council. In 2010 on Australia Day, he was appointed a Member of the Order of Australia for service to the Parliament of Australia, and to the community of New South Wales through a range of business, tourism and welfare organisations. He is the current Chairman of the National Heavy Vehicle Regulator, a Member of the Sydney Theatre Company, on the Cubic International Advisory Board and Vice President of the Liberal Party of Australia and the Chairman of Business Events Sydney.



Megan Motto, Chief Executive Officer, Consult Australia

Megan Motto is the Chief Executive Officer of Consult Australia – the association for professional services firms within the built and natural environment. Megan is also currently a Director of Standards Australia,

Treasurer of the Australian Sustainable Built Environment Council, Councillor of the Australian Chamber of Commerce and Industry and a member of the NSW State Advisory Council for the Committee for Economic Development of Australia (CEDA).

A highly sought after contributor to public policy in Australia, Megan is a regular contributor in a wide array of issues, including sustainability, procurement, workplace diversity and infrastructure planning, governance and financing.

In addition to her double teaching degree (BABEd) and Masters in Communication Management, Megan is a Fellow of the Australian Institute of Company Directors and a Justice of the Peace.

ON STAGE - "STATE OF THE INDUSTRY" ADDRESS



Geoff Donaghy, CEO International Convention Centre Sydney and Group Director Convention Centres AEG Ogden

Geoff Donaghy is CEO of Australia's premier convention, exhibition and entertainment venue, ICC Sydney, which since its opening has been wowing local, national and

international visitors with its focus on high-quality, local produce and commitment to service excellence.

He is also the Director of Convention Centres for leading venue management specialists, AEG Ogden, and has had a long involvement with major facility projects in Australia, Asia and the Middle East. His role, through investment partner AEG, reaches the largest stable of venues across the planet. Geoff is the immediate past President of the International Association of Congress Centres (AIACC) and sits on the executive committee of peak global body, the Joint Meetings Industry Council (JMVIC). He served five years as Chairman of the Business Events Council of Australia (BECA), the country's convention and exhibition body and has been a member of several industry and Government boards including Queensland's tourism and event corporations.



Penny Lion, Executive General Manager Events, Tourism Australia

Penny joined Tourism Australia in 2010 as Head of Business Events, and became Executive General Manager, Events, in August 2016. Her experience in the events sector encompasses strategy, marketing,

sales, operations, and stakeholder management and spans more than 20 years working on trade, consumer and corporate events.

In 2000, after a decade of senior management roles across a number of events agencies, Penny joined Flight Centre Limited's niche events agency CiEvents as Director of Product, where she implemented a preferred product strategy for the business. She quickly rose to the position of General Manager of Operations and then became Director of Sales in 2004, introducing a successful sales and marketing strategy that grew client retention and new business. In 2006, Penny was asked to establish the CiEvents brand in the UK, growing the business from one person to a team of 20 and securing a strong presence in this highly competitive market. Penny returned to Australia in 2010 and joined Tourism Australia in October of that year.

The Events Team at Tourism Australia comprises Business Events and Industry Events. The Business Events Team is a specialist unit focussing on this specific visitor sector, and is responsible for delivering targeted marketing communications and trade programs to promote Australia internationally as a business events destination. Industry Events delivers a variety of activity to showcase Australia's tourism offering, including the Australian Tourism Exchange (ATE) and Corroboree events for frontline retail travel sellers. These events, held in Australia and in key international markets, provide the Australian tourism industry with a platform on which to promote their experiences and products to qualified travel sellers.



Matt Pearce, Director, Talk2 Media & Events | Former EEAA President | Former UFI Board Member

Matt Pearce is the CEO and co-founder of Talk2 Media & Events. Talk2 ME owns and runs The Good Food & Wine Show, Power Australia and is in partnership with Reed

Exhibitions Australia to deliver The Fitness Show. Both Good Food & Wine and The Fitness Show are held in Melbourne, Sydney, Perth and Brisbane annually. Both are the largest shows of their kind in Australia. Every year, Talk2 ME works with some of Australia's best brands as they put on shows that attract almost 200,000 highly engaged visitors through the doors. Talk2 ME will be the newly announced event and exhibition managers of the Melbourne Convention Bureau's event, AIME, from 2019.

Prior to launching Talk2 ME, Matt was Managing Director of Diversified Communications Asia, with offices in Australia, Hong Kong and Thailand and Singapore. Between these 4 operations, he was responsible for over 35 events annually, including 30 trade shows, 8 consumer shows and 30 conferences/congresses. Matt was also International Director for Diversified Communications and represented Diversified as it looked to expand into new markets.

Matt is also a Board Member and Past President of the Exhibition & Events Association of Australia, and a board member of Business Events Council of Australia.

Prior to joining Diversified, Matt held senior positions in other media companies, including newspapers, magazines and television production.



James Pearson, Chief Executive Officer, Australian Chamber Of Commerce and Industry

James leads Australia's largest and most representative business network, the Australian Chamber of Commerce and Industry.

He has held senior roles in Federal and State governments and led corporate affairs for large public companies. At the same time, he supported his partner in their small family business.

As a diplomat and trade negotiator, he represented Australia in Africa, the Pacific and China.

James is an advocate for employers across the country and campaigns for policies to encourage entrepreneurship and enterprise.

James has an MBA from Victoria's Deakin University, an Honours Degree in Science from the University of Western Australia and is a Fellow of the Australian Institute of Management and the Australian Institute of Company Directors.

THANK YOU

Throughout the year, we receive support to help bring you our year-round program of events, seminars and member services. The EEAA 2017 Global Exchange is a shining example of the generosity of our Members. We thank all those who have contributed financially and in-kind to support us.

WE THANK OUR GENEROUS EVENT PARTNERS

VENUE PARTNERS

EEAA YOUNG STARS & LEADERS TABLE



EEAA POLITICAL INSIDERS ROUND-TABLE



EEAA "STATE OF THE INDUSTRY" ADDRESS



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