



# EEAA 2017 CONFERENCE

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The annual conference of the  
Exhibition and Event Association of Australasia



**Tuesday, 28 November 2017**

Welcome Reception

**Wednesday, 29 November 2017**

Conference Day 1

Awards for Excellence

**Thursday, 30 November 2017**

Conference Day 2



**Improving the performance  
of the Exhibition and Event  
community**



**EXHIBITION & EVENT**  
ASSOCIATION OF AUSTRALASIA

*Celebrating 25 years of service*  
1992 - 2017



# PROGRAM

## TUESDAY, 28 NOVEMBER - EEAA 2017 WELCOME RECEPTION

Panorama Room, Metropolis

|                 |  |
|-----------------|--|
| 6.00pm - 6.30pm | <b>EEAA Welcome Reception Registration</b> - Panorama Room, Metropolis |
| 6.30pm - 9.00pm | <b>EEAA 2017 Welcome Reception</b> - Panorama Room, Metropolis         |

Note: Melbourne Convention and Exhibition Centre Expansion Update will be holding two special briefings to update EEAA Members on the expansion of the centre. These will be held at the following times:

4.00pm - 5.00pm Tuesday, 28 November and 7.15am - 8.15am Wednesday, 29 November

## WEDNESDAY, 29 NOVEMBER - EEAA 2017 CONFERENCE DAY 1

Room 219-220, Convention Centre, Melbourne Convention and Exhibition Centre

|                 |   |
|-----------------|---|
| 8.00am - 8.30am | <b>EEAA Conference Registration</b> - Conference Centre, Level 2 Foyer  |
| 8.30am          | <b>EEAA 2017 Conference commences</b> - Meeting Room 219-220, Convention Centre   |
|                 | <p><b>Introduction</b><br/>Joyce DiMascio, Chief Executive, Exhibition &amp; Event Association of Australasia</p> <p><b>Welcome</b><br/>Host venue: Peter King, Chief Executive Officer, Melbourne Convention &amp; Exhibition Centre<br/>Spiro Anemogiannis, President, Exhibition &amp; Event Association of Australasia</p>  |
|                 | <p><b>Keynote</b><br/><b>Topic - A world view of the exhibition industry</b><br/>Presenter: Denzil Rankine, Founder and Executive Chairman, AMR International</p> <p>In this session we explore the challenges facing the sector and what can be done to future-proof it – starting with a review of the models for delivering exhibitions and events. What does transformation look like? What are the models gaining traction? How can the Australian industry grow and prosper when marketplaces are changing so rapidly. Denzil Rankine is one of the world's leading advisors and analyst working on mergers and acquisitions, and transformation strategies for companies all around the world.</p> |
|                 | <p><b>Keynote</b><br/><b>Topic - Australia's economic landscape – risks and opportunities ahead</b><br/>Presenter: Nicki Hutley, Chief Economist, Urbis</p> <p>In this session we will hear from one of Australia's leading economists about factors influencing the Australian economy - global impacts, business and consumer sentiment, government policy. What can our sector expect in the operating environment and what are the risks and opportunities?</p>   |
|                 | <b>Morning tea</b>  |
|                 | <p><b>Keynote</b><br/><b>Topic - Audience Attraction – getting your strategy right</b><br/>Presenter: Emma Triggs, Founder and Managing Director, The M Agency</p> <p>Leveraging the best channels to lock people into your events is at the heart of successful marketing for live events. What can we learn from the entertainment industry about tracking insights and turning this into engaging, highly-targeted marketing. How we can ensure that we use the most efficient media channels for all types of live event? In this session, we hear from Emma Triggs, founder of The M Agency, leaders in entertainment and live event marketing in Australia and New Zealand.</p>                     |

# PROGRAM

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|        | <p><b>Keynote</b><br/> <b>Topic - Trust is the key factor in influencing behaviour - Who do Australian's trust?</b><br/>           Presenter: Steve Spurr, Chief Executive Officer, Edelman Australia<br/>           In this presentation, we will hear the results of the 2017 Edelman Trust Barometer – what it means for business and how we do business. Which communications and marketing channels, people and institutions are most trusted and how do we factor this into our communications and stakeholder strategies for the marketing of events.</p> |
|        | <p><b>Panel</b><br/> <b>Topic - A Year in Review – Perspectives of Organisers</b></p>  |
|        | <p><b>Panel</b><br/> <b>Topic - Meet the 2017 Richard Geddes Young Achiever Nominees</b><br/>           The Exhibition and Event Industry has many talented young employees who are emerging leaders. In this session, we discuss the challenges and opportunities for our industry with the 2017 Richard Geddes Young Achiever Award nominees.</p>  |
|        | <p><b>Lunch</b></p>  |
|        | <p><b>Keynote</b><br/> <b>Topic - Universal secrets of strategy</b><br/>           Presenter: Rosie Yeo, Strategy Consultant<br/>           How do you translate current knowledge and your best guesses about the future into powerful strategies for your organisation? Learn practical steps you can take to move from speculation to effective action, taking your people with you on the journey.</p>   |
|        | <p><b>Panel</b><br/> <b>Topic - A Year in Review – Perspectives of Association Organisers</b></p>  |
|        | <p><b>Panel</b><br/> <b>Topic - A Year in Review – Perspectives of Suppliers</b></p>   |
|        | <p><b>Comfort break</b></p>  |
|        | <p><b>Briefing</b><br/>           Presenter: Apprenticeship Support Australia</p>  |
|        | <p><b>Closing remarks</b><br/>           Spiro Anemogiannis and Joyce DiMascio, Exhibition &amp; Event Association of Australasia</p>  |
| 4.30pm | <b>EEAA 2017 Conference Day 1 concludes</b>  |

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| <b>EEAA 2017 AWARDS FOR EXCELLENCE</b>               |   |
| <b>Touring Hall, Museum Spaces, Melbourne Museum</b> |   |
| 7.00pm - 7.30pm                                      | <b>EEAA 2017 Awards for Excellence Pre-dinner drinks</b> - Touring Hall Foyer |
| 7.30pm sharp - 12.00am                               | <b>EEAA 2017 Awards for Excellence</b> - Touring Hall                         |

# PROGRAM

| <b>THURSDAY, 30 NOVEMBER - EEAA 2017 CONFERENCE DAY 2</b><br><b>Room 219-220, Convention Centre, Melbourne Convention and Exhibition Centre</b> |   |   |   |
|---|---|---|---|
| <b>8.30am - 9.30am</b>  | <b>EEAA Breakfast and Conference Registration</b> - Conference Centre, Level 2 Foyer<br>Join us for hearty breakfast after the Awards night gala dinner   |   |   |
| <b>9.30am</b>   | <b>EEAA 2017 Conference commences</b> - Meeting Room 219-220, Convention Centre   |   |   |
|   | <b>Welcome</b><br>Joyce DiMascio, Chief Executive, Exhibition & Event Association of Australasia  |   |   |
|   | <b>Crisis Management Clinic</b><br><b>Topic - Crisis or Issues Management – a communications roadmap</b><br>Presenter: Peter Wilkinson, Wilkinson Group<br><br>This is a deep-dive clinic that outlines the communications landscape for effective crisis communications. Are you prepared? In this session participants will learn the strategies for preparing and responding to major issues and incidents and come away with a practical check-list of steps to help prepare and respond.   |   |   |
|   | <b>Sales Clinic</b><br><b>Driving sales: key strategies for results</b><br>Presenter:<br>Murray Grimston,<br>Advisory Partner,<br>Miller Heiman Group<br><br>Many people come to the exhibition and events industry with no formal sales training – they learn the skills on the job with little understanding of the science of sales<br>In this session, Miller Heiman Group will deliver a practical session to help attendees understand what it takes to succeed in sales and business development. It will be delivered by one of Miller Heiman Group's most experienced practitioners. | <b>Strategy and Insights Clinic</b><br>Presenter: Denzil Rankine, Founder and Executive Chairman, AMR International<br><br>This will be an opportunity to unpack Denzil Rankine's keynote address and focus on the customer insights his company has amassed from working with exhibition companies in 35 countries around the world. | <b>Marketing using Social Media Clinic</b><br>Presenter: Felicity Zadro, Zadro<br><br>This is a deep-dive clinic that outlines the communications landscape for effective social media as it relates to our sector. Is your "social" house in order? From basic to more advanced strategies – is what you are doing fit-for-purpose or just creating clutter? In this session participants will learn practical skills, consider what is changing, and also know what to do when things go wrong in the online world. |
|   | <b>Lunch</b>  |   |   |
|   | <b>Security and Operations Clinic</b>   |   |   |

# PROGRAM

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|               | <p><b>Marketing Optimisation Clinic</b></p> <p><b>Topic - Driving sales: key strategies for results</b></p> <p>Presenters:<br/>Brad McIntyre, Country Manager - New Zealand, Eventbrite</p> <p>Emma Triggs, Founder and Managing Director, The M Agency</p> | <p><b>Logistics and Safety Clinic</b></p> <p>Presenters:<br/>Jim Pantopolis, General Manager - Australia and New Zealand, Agility Fairs &amp; Events</p> <p>Venue Safety Manager<br/>TBC</p> | <p><b>Stand Design and Experience Clinic</b></p> <p><b>Topic - Stand activations: getting the most out of design</b></p> |
|               | <p><b>Closing remarks</b></p> <p>Spiro Anemogiannis and Joyce DiMascio, Exhibition &amp; Event Association of Australasia</p>   |  |  |
| <b>3.00pm</b> | <b>EEAA 2017 Conference Day 2 concludes</b>   |  |  |

# THANK YOU

Throughout the year we receive support to help bring you our year-round program of events, seminars and member services. The 2017 Conference and the Awards for Excellence are shining examples of the generosity of our Members. We thank all those who have contributed financially and in-kind to help us deliver all our events.

## WELCOME RECEPTION & CONFERENCE PARTNERS

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## AWARDS FOR EXCELLENCE PARTNERS

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creative content.  
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