

EEAA 2018

LEADERS FORUM & CONFERENCE



GLOBAL
EXHIBITIONS
DAY #GED18
GLOBALEXHIBITIONSDAY.ORG

Program

Wednesday, 6 June 2018

EEAA 2018 Leaders Forum
Leaders Forum & Global Exhibitions Day Dinner

Thursday, 7 June 2018

EEAA 2018 Conference
Annual General Meeting
Annual General Meeting Networking Drinks

Venue

Pier One Sydney Harbour
11 Hickson Road, Walsh Bay, Sydney

Explore the issues of our industry, meet with your peers and make valuable new contacts.

Conference pricing reduced for EEAA Members.



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA

PROGRAM

DAY 1: WEDNESDAY, 6 JUNE 2018 - EEA 2018 LEADERS FORUM

Pier One Sydney Harbour - 11 Hickson Road, Walsh Bay, Sydney

8.30am - 9.00am	Registration
9.00am	Leaders Forum commences
	Welcome and President's Opening Remarks Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Venue Welcome, Kim Mahaffy, General Manager, Pier One Sydney Harbour Spiro Anemogiannis, President, Exhibition and Event Association of Australasia

THEME: INDUSTRIAL CHANGE AND THE ECONOMY

	Keynote Topic - Artificial intelligence, jobs and the industrial revolution Presenter: Prof. Toby Walsh Scientia Professor of Artificial Intelligence This presentation will be delivered by one of Australia's leading commentators on the future of society, commerce and the way we do business.
	Session Sponsor; Andrew Roberts, Head of Sales, Sydney Showground
	Keynote Topic - Global trends in the exhibition industry and new insights from Australia and around the world Presenter: Sophie Holt, Global Strategy Director, Explori
10.30am	Morning Tea

THEME: IN CONVERSATION WITH THE DRIVERS OF BUSINESS EVENTS IN AUSTRALIA

	Principal Partner Welcome; Geoff Donaghy, Chief Executive Officer, International Convention Centre Sydney
	Keynote Topic - Tourism 2030 and the opportunities to leverage Australia's strength in the visitor economy Presenter: John O'Sullivan, Managing Director, Tourism Australia In this session, we'll hear what's guiding the development of the next long-term strategy for tourism and business events. Tourism is now one of Australia's most important industries firing the economy and playing a big role in defining "brand Australia". We'll also hear about Tourism Australia's investment in a new \$12M bid fund and the opportunities this may present for organisers generating new business events for Australia.
	Panel Topic - Industry insiders view of the opportunities for business events Panellists: John O'Sullivan, Managing Director, Tourism Australia Harvey Lister, Chairman and Chief Executive, AEG Ogden In this session we'll unpack the opportunities for the business events sector to leverage the Federal Government's investment in business events and also discuss the overall climate for business events in Australia and around the world, including how Tourism Australia leverages its own business events to drive visitation.
	In conversation with Organisers and Associations In conversation with those at the coal face of creating exhibitions and working in the Associations sector, Panellists: Chris Carroll, Chairman, The Eventful Group Nick Vanzetti, Managing Director of ESL Australia and VIM Media & Events Harvey Stockbridge, Managing Director, Hannover Fairs Australia John Peacock, CEO, Associations Forum

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	<p>In conversation with PCOs and Convention Bureau</p> <p>In conversation with those at the coal face of event attraction and delivery of national and international meetings, incentives and exhibitions.</p> <p>Panellists: Tamara Kavalec, CEO, Arinex Karen Bolinger, Melbourne Convention Bureau and AACB Chairperson Jan Tonkin, Managing Director, The Conference Company and Past President, International Association of Professional Congress Organisers</p>
1.00pm	<p>Lunch</p> <p>Introducing our new members; hear from a representative of the companies which have recently joined the association.</p>
THEME: MARKETING	
	<p>In conversation with Marketing Strategists</p> <p>Topic - Who is at the epicentre of marketing power and influence?</p> <p>The marketing landscape has been transformed over the past 5 years. But who holds the power now when it comes to decisions about marketing strategy and marketing spend.</p> <p>Media buying agencies have traditionally advised on spend and channel mix – but how influential are they? Whose ROI is it about? The client or the agency? What does the marketing landscape look like now and where does the power lie now? Is it in the hands of chief digital officer, chief marketing officer, creative agencies, media agencies – or the big consultancies.</p> <p>Presenters: Adam Blakney, Managing Director, Bold Discovery Martin Lane, Founder and CEO, Mumbrella Jane Mathews, Strategic Consultant and Trainer</p>
3.10pm	<p>Afternoon Tea</p>
THEME: WORKPLACE AND TECHNOLOGY	
	<p>Keynote</p> <p>Topic - The workforce of the future</p> <p>Presenter: Carly Rogowski, General Manager - Marketing & Communications, TAFE NSW</p> <p>What does the future of work look like and how is the education and training sector accommodating industrial transformation. What does this all mean for employers? How can we position the events industry as a career of choice?</p>
	<p>Finale presentation</p> <p>Topic - Global tech trends - how is the sector transforming?</p> <p>Presenter: Matthias Baur, Founder and Senior Consultant in International Business, Exhibitions and E-commerce, MBB-Consulting Group</p>
	<p>Closing Remarks</p> <p>Spiro Anemogiannis, President, Exhibition and Event Association of Australasia Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia</p>
5.00pm	<p>EEAA 2018 Leaders Forum concludes</p>

WEDNESDAY, 6 JUNE 2018 - GLOBAL EXHIBITIONS DAY AND LEADERS FORUM DINNER Pier One Sydney Harbour - 11 Hickson Road, Walsh Bay, Sydney

6.30pm - 7.00pm	<p>Global Exhibitions Day and Leaders Forum registration and Pre-dinner drinks</p>
7.00pm	<p>Global Exhibitions Day and Leaders Forum Dinner commences</p> <p>This event is being held to coincide with Global Exhibitions Day (#GED18) and will be attended by the Assistant Minister for Trade, Tourism and Investment, the Hon. Mark Coultou MP, the Minister for Tourism and Major Events, and Assistant Minister for Skills, the Hon. Adam Marshall MP and Penny Sharpe MLC Shadow Minister for Trade, Tourism and Major Events.</p>
10.00pm	<p>Global Exhibitions Day and Leaders Forum Dinner concludes</p>

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DAY 2: THURSDAY, 7 JUNE 2018- EEAA 2018 CONFERENCE Pier One Sydney Harbour - 11 Hickson Road, Walsh Bay, Sydney

8.30am - 9.00am	Registration		
9.00am	Conference commences		
	Introduction Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia		
	Welcome Spiro Anemogiannis, President, Exhibition and Event Association of Australasia		
	Keynote Topic - AI: risk or opportunity for the exhibition industry Presenter: Matthias Baur, Founder and Senior Consultant in International Business, Exhibitions and E-commerce, MBB- Consulting Group In this presentation we'll hear from one of the world's leading consultants in the exhibition industry. Matthias' perspective is truly global. In this presentation, he'll cover the latest trends shaping the exhibition industry globally especially as it related to event tech. Matthias has recently launched a White Paper on AI in our sector and in this presentation we'll hear about what's on the horizon in tech – and whether our face-to-face channel will change forever. Matthias is the Chairman of the Digital Innovation Committee of the Global Association for the Exhibition Industry. (UFI) and works across continents including France, Germany, US and the UK to Brazil and Australia. A special focus of his business development activities has been in Asia – specifically China, Thailand, Singapore, Japan and Indonesia.		
	Keynote Topic - How to stay on top of the biggest forces in the digital communications landscape Presenter: Felicity Zadro, Founder and Managing Director, Zadro "Engagement" is driving all communications – how to stay on top of the biggest forces in the digital communications landscape. How to get the best out of face to face – and its digital enablers. In this presentation, we'll take a deep-dive into the engagement platforms that are part of the digital channels we use each day. What's the state of play? What are the top trends everyone in the business events sector must stay on top of.		
	Panel Topic- Insiders view of the communications landscape from the perspective of an agency and in-house communications professional. Panellists: Felicity Zadro, Founder and Managing Director, Zadro Samantha Glass, Director of Corporate Affairs and Communication, International Convention Centre Sydney In this session we'll discuss the communications landscape from the perspective of an agency and in-house communications professional.		
Morning Tea			
	Keynote Topic - Global trends in the exhibition industry and new insights from Australia and around the world Presenter: Sophie Holt, Global Strategy Director, Explori		
Concurrent Clinics	1a. Is it worth investing in Facebook and LinkedIn to drive your marketing communications Presenters: Felicity Zadro, Founder and Managing Director, Zadro Jessica McLean, Account Manager, Zadro	1b. "Proving" Exhibitor ROI Presenters: Adam Blakney, Managing Director, Bold Discovery Hamish Rathen, Founder, Bold Discovery	1c. Unpacking tech and its application to business events Presenter: Matthias Baur, Founder and Senior Consultant in International Business, Exhibitions and E-commerce, MBB Consulting Group
Lunch			

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	Session sponsor; Emma Triggs, Founder and Managing Director, The M Agency		
	Case study Topic - 2017 Reed Gift Fairs, Sydney - Winner of Best Show, 2017 EEAA Award for Excellence Presenter: Sally de Swart, Group Director, Retail Portfolio - Reed Exhibitions The 2017 Reed Gift Fairs, Sydney was the kick-off event at the new ICC Sydney in February last year. The show won best trade show over 10,000 sqm and also was the show of the year – winning the best overall show across all categories. This case study is an opportunity for Reed Exhibitions to share the story of this event.		
Concurrent Clinics	2a. Top 10 sites to help you be a better marketer Presenters: Felicity Zadro, Founder and Managing Director, Zadro Jessica McLean, Account Manager, Zadro	2b. A crisis management framework - practical steps to manage risk and reputation Presenter: Eddie Idik, Director, Vital Risk Services Group	2c. Sales maximisation - practical steps to improve your personal results Presenter: Murray Grimston, Consulting Partner, Focus Right
Afternoon tea			
	Plenary Topic - Sustainability for all Presenter: Leighton Wood, Chief Operating Officer, Melbourne Convention and Exhibition Centre Establishing a shared commitment to creating a responsible industry. Building a charter together.		
	Conference finale - special guest speaker Tim Ferguson, Comedian, film director, screenwriter, and author shares with us his inspiring story of dealing with Multiple Sclerosis and how he has adapted to the constraints posed by his physical challenges. This is a remarkable story about resilience and adapting to change.		
	Closing Remarks Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia Spiro Anemogiannis, President, Exhibition and Event Association of Australasia		
4.20pm	EEAA 2018 Conference concludes		

THURSDAY, 7 JUNE 2018 - ANNUAL GENERAL MEETING AND NETWORKING DRINKS Pier One Sydney Harbour- 11 Hickson Road, Walsh Bay, Sydney

4.30pm - 5.00pm	Annual General Meeting (AGM) registrations and voting
5.00pm - 6.00pm	EEAA AGM
6.00pm-7.30pm	AGM Networking Drinks
7.30pm	Day 2 concludes

Disclaimer:

The speakers and programs may be subject to change.

VENUE LOCATION

WEDNESDAY, 6 JUNE 2018:

EEAA 2018 Leaders Forum

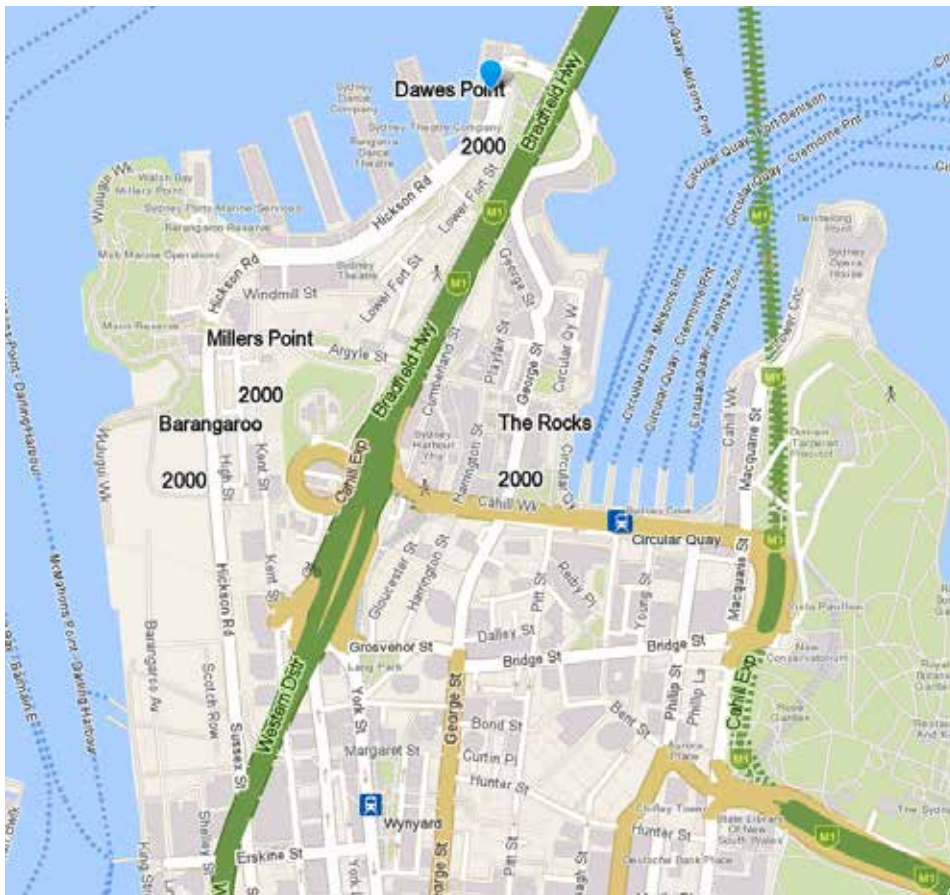
Global Exhibitions Day Dinner and Leaders Forum Dinner

THURSDAY, 7 JUNE 2018:

EEAA 2018 Conference

Annual General Meeting and Networking Drinks

All events will be held at Pier One Sydney Harbour - 11 Hickson Road, Walsh Bay, Sydney



THANK YOU

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

The EEAA 2018 Leaders Forum, EEAA 2018 Conference and Annual General Meeting are shining example of the generosity of our Members. We thank all those who have contributed financially and in-kind to support us.

If you would like to join these partners please contact Kate Newson on 02 9413 9520 or knewson@eeaa.com.au

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