



EXHIBITION & EVENT  
ASSOCIATION OF AUSTRALASIA

# 14 days to Global Exhibitions Day

What are you doing to  
support this campaign?  
#GED18



24 May , 2018

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## SHOW YOUR SUPPORT FOR OUR INDUSTRY - IT JUST TAKES A FEW MINUTES

Global Exhibitions Day (GED#18) has grown into a major celebration supported by more than 60 countries. This year it's being held on 6 June and it kicks off in Australia. Show your support with a simple photo-shoot and share your message of support on social media. We have created a prop for you. C'mon show your support.

### EASY STEPS:

1. Download the #GED18 prop
2. Print it
3. Gather your staff
4. Take a picture
5. Share it



Kate Newson and Joyce DiMascio from the EEAA

### WHAT IS THE ASSOCIATION DOING?

The Exhibition & Event Association of Australasia (EEAA) has brought together its most important

annual events to coincide #GED18. These are the Leaders Forum, Global Exhibitions Day and Leaders Forum Dinner, Conference and Annual General Meeting to be held over 6-7 June 2018 in Sydney. In addition, the EEAA will launch a special campaign to promote careers in our sector. This will be launched on Global Exhibitions Day when we will also call on Governments to recognise the contribution exhibitions and events make to the Australian economy.

We are honoured that senior government Ministers and Members of Parliament will be joining the Association on this important day. Among them are:

- The Hon. Adam Marshall, New South Wales Minister for Tourism and Major Events and the Assistant Minister for Skills
- The Hon. Mark Coulton, Assistant Minister for Trade, Tourism and Investment
- Penny Sharpe, Shadow Minister for Trade, Tourism and Major Events

At the events, we will be launching our campaign, 'A Career for Life'. We are all privileged to be a part of a thriving industry and great community, but business events and exhibitions is rarely mentioned as a potential career path. Let's change this!

Please join the celebrations and promote your industry using the [toolkit](#) we have provided for you.

Get in touch with us if you'd like to discuss your ideas.



## HOW TO GET INVOLVED IN GLOBAL EXHIBITIONS DAY

Join us to amplify Australasia's voice on the global stage. There are many ways you can get involved. Every contribution matters.

### 1. Attend one of our events

The Exhibition and Event Association of Australasia (EEAA) has aligned its most important annual events to the campaign, [The Leaders Forum and Global Exhibitions Day Dinner, Conference and Annual General Meeting](#) are being held over 6-7 June 2018 in Sydney.

### 2. Participate online

Send a message of support by taking a photo or video and tagging #GED18 on social media. Remember to tag us, @eeaaupdate

### 3. Contribute to the #GED18 careers campaign whilst promoting your company

The Global Association of the Exhibition Industry (UFI) has launched a 'Follow me' campaign, which invites members of the exhibition community to create a short 2-minute video that showcases the variety of job roles and exciting career opportunities within the sector by sharing a 'typical day at work'. Share your videos and send them to [ged@ufi.org](mailto:ged@ufi.org). [Find out more](#).

To help you with your promotion UFI has created a toolkit of branded assets to help members with their #GED18 promotions. This toolkit includes logos, infographics and countdown graphics.

Spread the word. Let us know what you are doing for #GED18. Email us at [support@eeaa.com.au](mailto:support@eeaa.com.au) and register your activity with [UFI](#).



# GLOBAL EXHIBITIONS DAY #GED18

GLOBAL EXHIBITIONS DAY .ORG

## STRATEGIC PARTNERS – PLATINUM



## STRATEGIC PARTNERS – GOLD



Australian Turf Club



## YOUNG STARS PROGRAM PARTNER – PLATINUM



## YOUNG STARS PROGRAM PARTNERS – GOLD



## CONTACT US:

M +61 412 869 229  
T +61 2 9413 9520  
E [info@eeaa.com.au](mailto:info@eeaa.com.au)

Suite 206, Level [2, 7 Railway Street](#),  
Chatswood NSW 2067  
PO Box 952 Chatswood NSW 2067



[www.eeaa.com.au](http://www.eeaa.com.au)



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