

Dear EEAA Member,

2020 is a year we would all rather forget. The industry has been ravaged and sadly there have been many casualties and job losses along the way.

As 2021 approaches, there is an emerging level of optimism and confidence with hosting events again. They may not be as large, they may not have as dense an audience as we were used to but we will be back, with even greater focus on quality of audience and the customer experience.

As organisers, we are doing everything we can to bring our events back to life. The energy and effort spent on finding COVID-safe methodologies has been immense, and key to much of the collective effort has been our Association, the Exhibition & Event Association of Australasia (EEAA). We have all committed to maintain our membership moving forward and urge you to do the same.

Now, more than ever, we all need to work closely together to kick-start our industry. We have long acknowledged the need for Organisers, Venues and all Suppliers to understand each other's points of pain and 2021 will see this need taken to a new level. A key element to this is the ongoing health and strength of our Association which provides a platform to constructively discuss the issues and to come up with solutions to benefit us all.

So please join us in committing to maintaining membership to EEAA, so we can protect the work that the Association does on our behalf to ensure that our voice is heard in government and industry and that we continue to be strong, self-regulated and independent.

Here's to 2021, may we never need to look back.

Signed by



Spiro Anemogiannis, Managing Director, Informa Australia



David Longman, Managing Director, Diversified Communications Australia



Matt Pearce, Managing Director, Talk 2 Media



Brian Thomas, Managing Director - Australia, Reed Exhibitions



Chris Muir, Chief Executive Officer, Gaming Technologies Association