



SUNDAY 31 MARCH 2019

9:00am-6.00pm <i>Plaza Level BCEC</i>	Registration
9.30am-11.00am <i>Room P9</i>	State and Territory MEA Branch Committees Annual Update – By Invitation
11.00am-12.00pm <i>Room P11</i>	EVOLVE 2019 First Timers Welcome Facilitated by Ian Stuart and Claire Watson
12.00pm-1.00pm <i>Room P6 & P7 (combined)</i>	Workshop: Creativity Hot Seat Facilitated by Nigel Collin, Business Speaker and Communicator, nigelcollin.com.au , and Richard Foulkes, Live Marketing Business Facilitator, The Paradise Experiment
1.15pm-2.45pm <i>Room P6 & P7</i>	MEA Industry Forum You are invited to join the members of the MEA board and other leaders in the events industry who will lead a discussion on: <ul style="list-style-type: none">• What do you see are the biggest opportunities for the Australian events sector?• What are some of the challenges?• What initiatives are required to address these challenges? This is a valuable opportunity to contribute to the future of your industry and voice what you believe are the challenges and issues. EVOLVE Conference Deep Dive EVOLVE's Track Champions will highlight each of the 8 track themes and give you a heads up on what to expect in their track over the next two days. This will help you plan your program using the conference app.
2.45pm-3.45pm <i>Plaza Gallery</i>	Accredited/Recognised Member & Sponsors Thank You Event
3.45pm-4.30pm <i>Room P9</i>	Women in AV Discussion - Facilitated by: Toni McAllister All are welcome to this discussion about the future direction of Women in AV. This initiative was established in March 2018 with a mission to increase the number of women working in the industry, reduce the gender gap and address the skills shortage in AV. Come along and be part of making a positive change in our industry.
3.45pm – 4.30pm <i>Room P11</i>	PCO Special Interest Group
4.00pm-5.00pm <i>Plaza Foyer</i>	Exhibition Opening – Afternoon Tea served
5.00pm-6.30pm <i>Plaza Auditorium</i>	Conference Opening Ceremony Master of Cermonies: Kerry Domann AKA Nigel <i>Sponsored by Onstage Entertainment</i> Ungerboeck Software International Scholarship Winners' Presentation
6.45pm-8.45pm	Conference Welcome Function Queensland Museum – Hosted by The Fresh Collective
9.00pm-Late	CLUB MEA – Soleil Pool Bar, Rydges South Bank



MONDAY 1 APRIL 2019

8.00am-5.00pm	Registration
8.45am-9.00am	Conference Opener – Special Presentation
9.00am-9.30am	Conference Opening Ceremony – Plaza Auditorium
9.30am-10.30am Plaza Auditorium	Plenary One – <i>Sponsored by ICMI Speakers and Entertainers</i> Speaker: Steve Sammartino Acceleration – An exploration into how and why emerging technologies which arriving quicker than expected and why we are entering a phase where future possibilities will border on fantasy. Understand which technologies will be transformative the next 1-5 years, how to build future proof strategies to embrace them. But most importantly how technology will commence a new era of regulation and why those who put the human element at the top of the technology stack will win the long game. <i>Steve Sammartino Exclusively represented by ICMI</i>

10.30am-11.00am Morning Tea in the EVOLVE Marketplace

10.45am-10.55am Plaza Foyer	Marketplace Stage Presentation EventsAir Updates and News Modern event planners are expected to not only manage the vast logistical challenges involved, but also to engage with and delight their delegates via apps, gamification and more, all while delivering a solid ROI to their stakeholders. EventsAIR is an end-to-end solution developed by and for event professionals. An ever growing App Store features a collection of expansion tools to deliver essential services to attendees and vendors. Come and find out more at this 10 minute session. 20 marketing trends for 2020 and beyond Alana Hay, Managing Director, Milestone Creative Australia
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11.00am-12.00pm Plaza Auditorium	Plenary Two – <i>Sponsored by Saxton Speakers Bureau</i> Speaker: Mark Bouris Accepting the Challenge... Strategies for Success in Tough, Competitive Markets
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12.10pm-1.00pm TRACK SESSIONS 1

Future Leaders Room P6 & P7	Future Leaders – “Taking on the City that Never Sleeps” Direct from NYC – hear from Aussie Event Practitioners working in the highly competitive American event sector <i>Speakers: Dave Leong, Director of Strategy & Creative, cievents, New York City</i> <i>Jennifer Langgong, Freelance Senior Event Producer, New York City</i> <i>Alexandra Nagle, Production Coordinator, LDJ Productions</i> <i>Moderator: Ashleigh Cooper, Head of Sales, Trippas White Group</i>
Sales & Marketing Plaza Auditorium	LinkedIn for Business - Leverage LinkedIn to Grow Your Reputation & Reduce Your Risk <i>Speaker: Kylie Chown, Certified Social Branding Analyst and LinkedIn Expert</i>



**Best Practice
Case Studies**
Room P8

L'Étape Australia by le Tour de France

Winner 2017 MEA Public Event of the Year and 2017 MEA Regional Event of the Year
Challenges, critical reflections, successes and tips
*Speakers: Simon Baggs, CEO Lateral Event Management
Florent Malézieux, Senior Event Producer, Lateral Event Management*
This session sponsored by micenet

Event Management
Room P10

City Forecasts

Get city updates and forecasts from business events experts – find out about new products, new hotels/venues and new infrastructure and how cities across the country are investing in the event sector that will help you plan future events
*Speakers: Juliet Alabaster, General Manager Business Events, Brisbane Marketing
Beverley Williamson, General Manager, Sales, Melbourne Convention Bureau
Kristian Nicholls, General Manager - Bidding, BESydney
Facilitator: Brad Foster, Managing Editor, micenet*

Tech Talks
Room P9

Extended Reality (XR) Technology

Using XR Technology to Engage, Excite and Entertain
*Speaker: Belinda Eccles, Co-Founder, Hyper Theory
Ty Curtis, Co-Founder, Hyper Theory*

1.00pm-2.00pm

Lunch in the EVOLVE Marketplace

1.10pm-1.40pm

Brisbane Convention and Exhibition Centre Tour - Meet at the Registration Desk

1.40pm-1.50pm
Plaza Foyer

Marketplace Stage Presentation

Innovative Solutions Shaking Up Live Events Presented by CVENT

Join this 10 minute presentation for a glimpse at the future attendee experience. It will help the least tech-savvy organiser grasp how technology is changing the future of meetings and events, so they are not left behind. This presentation will also challenge the most-forward thinkers with ideas to stay ahead of the technology curve.

The Fresh Collective

The Fresh Collective delivers exceptional experiences and event catering services across a portfolio of premium event venues, cafés, restaurants and stores in Sydney, Melbourne and Brisbane. Join them for a discussion on how developing experiential food and beverage experiences can elevate an event. – Think Profiled Chefs creating unique experiences, bespoke pop up bars and cocktail experiences



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2019 Event Industry Conference



2.00pm-2.45pm TRACK SESSIONS 2	
Future Leaders Room P6 & P7	The Future of Events as Predicted by Future Leaders <i>Speakers: Natalie Bell, Managing Director, AA&P Events Ashleigh Cooper, Head of Sales, Trippas White Group Zac Leach, Conference and Events Sales Manager, Pullman Bunker Bay Resort Jack Frampton, Account Manager, Be Challenged Moderator: Jessica Christy, Chair of the NSW Future Leaders Committee and Event Account Manager, Harry the hirer</i>
Sales & Marketing Plaza Auditorium	Killer Event Marketing Strategies <i>Speaker: Alana Hay, Managing Director, Milestone Creative Australia</i>
Best Practice Case Studies Room P8	Winner 2017 MEA Award Exhibition of the Year <i>Get Global Challenges, critical reflections, successes and tips Speakers: Donna Kessler, Managing Director, Tourism Portfolio and Gary Bender, Managing Director, World Corporate Travel</i>
Event Management Room P10	Workshop - Dietary Requirements - Is it Time to Set Limits? <i>Join this workshop to work on a standard and glossary for Dietary Requirements Panel: David Pugh, Executive Chef Brisbane Convention & Exhibition Centre Garry Kindred, Executive Chef, Gold Coast Convention and Exhibition Centre Jo Bennet, Director of Marketing, The Fresh Collective Facilitator: Nicky Rasmin, National Education Manager, MEA</i>
Event Business Room P11	How Offshoring Boosted My Business (and How it Can do the Same for You) <i>Speaker: Christopher Melotti, CEO, Melotti Media</i>
Tech Talks Room P9	AV Demystified: How To Get The Impact You Want For Roughly The Budget You Have <i>Speakers: Ian Whitworth – Co-Founder, Scene Change (Facilitator) Michael Duckworth – Technology & Innovation Director, BCEC John Dinh – Partner, Scene Change Sydney Toni McAllister – Customer Experience Manager, AV1</i>
2.50pm-3.35pm TRACK SESSIONS 3	
Future Leaders Room P6 & P7	Interactive Session sponsored by Be Challenged <i>The Infinite Loop: The ultimate virtual reality team development challenge! Speaker: Kingsley Seale, Director of Operations, Be Challenged</i>
Sales & Marketing Plaza Auditorium	The Ultimate Guide to Content Marketing Copywriting <i>Speaker: Christopher Melotti, CEO, Melotti Media</i>



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Best Practice Case Studies Room P8	Innovations, Insights and Inspiration @ ITS World Congress 2016 MCI Australia for The World Congress on Intelligent Transport Systems Challenges, Critical Reflections, Successes and Tips <i>Speakers: Cindy-Lee Bakos, MCI Australia Dean Zabrieszach, ITS Australia President Janette Sofronidis, ITS Australia Events Manager Kathy Mosley, Principal Advisor, TMR Moderator: Beverley Williamson, General Manager, Sales, Melbourne Convention Bureau</i>
Event Management Room P10	Why the world is adopting transparency and disruption and how The Event Ecosystem represents our turn. <i>Speaker: Harris Meitanis, Founder & Managing Director of A.P.E Events and Founder and Managing Director of Apples and Pears, one of Australia's leading full-service entertainment agencies</i>
Event Business Room P11	Protecting your Business Cyber Security and Reputational Risk <i>Speakers: Trevor Gardiner, CEO, Centium Software and Aaron Dinnage, Specialist, Modern Workplace, Microsoft Australia</i>
Tech Talks Room P9	How Robotics and AI is set to transform the events and security landscape; An introduction to Nimbo, SCALE and DCM. <i>Speaker: Ben Kulmar, Head of Product, Hello Nimbo, Innovations Director, ACES Group, Communications Director, Dynamic Crowd Management</i>
3.40pm-4.15pm	Afternoon Tea in the EVOLVE Marketplace
3.50pm-4.00pm Plaza Foyer	Marketplace Stage Presentation ACCOR Presentation Come and hear about the new Sunshine Coast Convention Centre, opening at Novotel Twin Waters from 1st May 2019. The new space will fit 2,000 delegates theatre style and be the first of its kind for the Sunshine Coast. SolarBuddy - Great CSR initiative for your conference delegates Make SolarBuddy part of your next conference or event. SolarBuddy is a registered Australian charity dedicated to educating and empowering the current and future generations to change the lives of children living in energy poverty via its innovative programs. It's goal is to reach 6 million children who do not have access to safe and reliable electricity with solar lighting solutions to help them to study after dusk.
4.15pm-5.15pm Plaza Auditorium	Plenary Three – Sponsored by Melbourne Convention and Exhibition Centre <i>Speaker: Sonia McDonald, CEO and Founder, Leadership HQ Leadership is an Attitude</i>
6.30pm-9.30pm	Casual Night Event - Hosted by Howard Smith Wharves
9.30pm-Late	CLUB MEA – Mr Percival's



TUESDAY 2 APRIL 2019

8.00am-5.00pm	Registration
8.45am-9.00am	Conference Opener – Special Presentation
9.00am-10.00am Plaza Auditorium	Plenary Four – <i>Sponsored by AV1</i> Speaker: Susan Kirby, CEO, St Patrick's Festival, Dublin, Ireland St Patrick's Festival – Location: Dublin, Impact: Global
10.00am-10.30am	Morning Tea in the EVOLVE Marketplace
10.15am-10.25am Plaza Foyer	Marketplace Stage Presentation Ungerboeck International Software Updates and News Ungerboeck's digital solutions simplify event planning, enhance execution and improve your customers' experience. Ungerboeck will present listeners with an overview of how our latest event tech enhances the way event planners execute flawless and successful events. Come and find out more about their Exhibitor Service Centre, Event Planner Portal, Registration Check-in, Mobile Work Orders and more! Bayview International Hotels and Resorts Come and hear about two of Bayview International Hotels and Resorts and why you should consider Bayview Eden Melbourne and The Sydney Boulevard Hotel for your next conference. Both 4 star flagship hotels offer spacious accommodation rooms and suites with varying bedding configurations, as well as substantial conference space, Grand Ballrooms, and generous hotel amenities. Come and join us and be in the draw to win 2 night's accommodation including breakfast at your choice of one of these hotels.
10.30am-11.15am	TRACK SESSIONS 4
Sales & Marketing Plaza Auditorium	How to Use Your Event Data to Win Sponsors and Partners Speaker: Joshua, McNicol, Head of Marketing, APAC, Eventbrite
Best Practice Case Studies Room P8	Winner 2017 MEA Government Event of the Year Understand the Explicit Requirements of Managing Government Events Speakers: Odette Moore, Manager Programs and Events and Liz Williamson, Director – Community Engagement and Events, Dept of Education
Event Management Room P10	Mega Events - The Good, the Bad and the Ugly! Speakers: Mik Auckland, Red Thread Solutions
Event Business Room P6 & P7	Discovering your ExtraOrdinary Leadership – Pre-registration required Speaker: Terry Reynolds, Learning and Development Specialist, Be Challenged
Wellness and Personal Development Room P9	The Three Brain Theory – Are You Managing Stress Effectively? Speaker: Peter Bliss, Founder, Business is Bliss



11.20am-12.05pm TRACK SESSIONS 5	
Sales & Marketing <i>Plaza Auditorium</i>	Influencer Marketing: A Beginner's Guide on What it is and How to Get Started <i>Speaker: Danielle Lewis, CEO and Co-Founder, Scrunch</i> This session sponsored by Milestone Creative Australia
Best Practice Case Studies <i>Room P8</i>	Winner 2017 MEA Special Event of the Year - Asian Paints Event Encore Event Technologies Find out how to deliver an award winning special event <i>Speakers: Michael Magafa, Director of Sales, Encore Event Technologies, John Schryver, Director, International & Special Events, Encore Event Technologies</i>
Event Management <i>Room P10</i>	Regional Outlook Regional destinations are ready for your event. Come and learn more about why taking your event to regional locations is an attractive option for your future events. <i>Speakers: Maureen Brennan, Business Events Manager, Visit Sunshine Coast Mark Day, Convention Bureau Manager, Business Events Geelong, Andrew Hiebl, Chief Executive Officer, Association of Australian Convention Bureaux Stephen Mahoney, GM Regional NSW, Destination NSW</i> <i>Facilitator: Lisa Cameron, Regional Tourism Events Specialist, Nightcap Events</i>
Tech Talks <i>Room P6 & P7</i>	Putting Joi into Event Project Management Be the first in the world to see a demonstration of Joi; the first and only intuitive event project management tool that works on any event, big or small, of any complexity, single session to multi program, multi sites, multi days, that works on desktop and mobile. Joi will revolutionise the way you project manage events. Well, that's the plan; come and judge for yourself. <i>Speaker: Rob Vass, Director and Co-Founder, Joi</i>
Wellness and Personal Development <i>Room P9</i>	Your Values, Your Compass, Your People <i>Speaker: Kemi Nekvapil, coach, speaker, author</i>
Event Panorama <i>Room P11</i>	Unlocking Business Potential in Asia Access to information and insights is the key to unlocking business potential in Asia. Our two industry speakers will provide timely insights and thought leadership to help you understand the opportunities and pitfalls if you are thinking of Asia as a new market for your business. We will explore the question of whether the Australian industry is still sitting on the fence when it comes to doing business with Asia? <i>Speakers: Geoff Donaghy, CEO, ICC Sydney Mike Williams, Senior Partner & Consultant, GainingEdge</i> <i>Facilitator: David Thomas, China Business Speaker, Futurist and Expert, Think Global</i>
12.05pm-1.00pm Lunch in the EVOLVE Marketplace	



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12.15pm-12.45pm **Brisbane Convention and Exhibition Centre Tour** - Meet at the Registration Desk

12.45pm-12.55pm
Plaza Foyer

Marketplace Stage Presentation

Rock and Roll Team Building - "Using Music to Engage Your Audience"

Join Grammy nominated songwriter, former INXS singer and founder of Rock and Roll Team Building, Ciaran Gribbin, to learn ways to engage your audience with the universal language of music. Understand why scientific studies prove that music is beneficial to learning and how you can adapt those findings to hit the right notes for corporate events.

Visual Storytelling – with Paul Telling

A Visual Storyteller can make a huge impact to your meeting, conference, event or communications. Come and hear EVOLVE's visual storyteller Paul Telling explain the unique and creative ways he can bring your next conference alive through visual representation.

1.00pm-2.00pm
Plaza Auditorium

Plenary Five – This session is proudly hosted by ICC Sydney

Speaker: Prof. Peter Greste

Resilience – Lessons in survival from an Egyptian Prison

Prof Peter Greste is proudly sponsored by Claxton Speakers International

Peter will be joined by industry leaders on a discussion about building and improving resilience in your professional and personal life.

Industry Leaders:

Roslyn Mcleod, Founder and Chair, Arinex

Keith Wootton, Managing Director, AV1

2.05pm-2.50pm

TRACK SESSIONS 6

Sales & Marketing
Plaza Auditorium

Customer Journey Mapping

Speaker: Mike Zeederberg, CEO, Zuni

Best Practice
Case Studies
Room P8

Best Practice Case Study

2018 Invictus Games: Challenges, Critical Reflections, Success and Tips

Speaker: Patrick Kidd OBE, CEO, Invictus Games

This session sponsored by EventConnect.com

Event Management
Room P10

Commoditising Creativity

Speaker: Richard Foulkes, The Paradise Experiment

Event Business
Room P6 & P7

Take Back Your Margin

Learn how to supply customers on your terms, not theirs & increase profitability within 90 days.

Speaker: Paul Allen, Managing Director, Margin Partners

Wellness and
Personal
Development
Room P9

It Could Never Happen to Me!

What would you do when you receive news you never expected that changes your life in an instant?

Speaker: Lyndell Wills, former Director, Will Organise



Event Panorama Room P11	Collaboration for Success – Global Learnings from SIBOS <i>Speakers: Kristian Nicholls, General Manager Bidding, BESydney Nicole Crozier, Event Planning Manager, ICC Sydney Jimmy Kadwa, Event Services Operations Manager, ICC Sydney Evan Wood, Director of ICT Services, ICC Sydney Facilitator: Helen Mantellato, Business Development Manager, International and Exhibition, ICC Sydney</i>
2.55pm-3.45pm	TRACK SESSIONS 7
Sales & Marketing Plaza Auditorium	Confident Sales – How to Approach Challenging Calls and Lost Business <i>Speaker: Nicole Bates, Founder and Director of Sales, Conversion Management</i>
Event Management Room P10	How to Engage with Procurement for Success <i>Speaker: Kylie Chain, Procurement Specialist, Organisational Coach, Consultant and Mentor</i>
Event Business Room P6 & P7	Developing & Delivering Sustainable Events <i>Speaker: Melinda Watt, Vice President Relationship Management, EarthCheck</i>
Wellness and Personal Development Room P9	The Action Epidemic: Overcoming Digital Burnout with the Brain in Mind <i>Speaker: Vanessa McCamley, Principal Consultant, Coach, Facilitator, LinkSuccess</i>
Event Panorama Room P11	Destination Marketing – Global Outlook <i>Speakers: Karen Bolinger, Chief Executive Officer, Melbourne Convention Bureau Kelly Maynard, Business Events Australia, Tourism Australia Mike Williams, Senior Partner & Consultant, GainingEdge Facilitator: Richard Foulkes, Live Marketing Business Facilitator, The Paradise Experiment</i>
3.45pm-4.15pm	Afternoon Tea in the EVOLVE Marketplace
4.05pm-4.15pm Plaza Foyer	Marketplace Stage Presentation Destination North Coast Presents - How to know a good "Enquiry Process" PCOs & Vendors. <p>How many times have you reached out to a vendor and received a good ol' fashion template? What differentiates the process and how do you know you're going to receive the right levels of service to facilitate your event needs? What's the right response time and how can YOU assist in the qualification process. Here we'll cover 3 simple points to improve your journey as a customer and as a vendor.</p> <ul style="list-style-type: none">- Enquiry Stage – PCO & Vendor- Response Stage – Vendor- Qualification – PCO & Vendor <p>At Destination North Coast, we eliminate all pain points and support both the vendors and PCOs during the process. Guess what PCOs - we're a free service and we're HAPPY for you to take all the credit for our hard work. We love what you do and being part of the creation of your bespoke event gives us all the joy we need. Promoting some of the most beautiful regions of Australia we are proud to service you both and assist in the creation of your unique event.</p>



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4.20pm-5.20pm Plaza Auditorium	Plenary Six – <i>Sponsored by Saxton Speakers Bureau</i> Speaker: James Castrission, Australian Explorer and Founder MyAdventure Group My Adventure – Antarctica <i>Mr James Castrission appears by arrangement with Saxton Speakers Bureau</i>
5.20pm-5.35pm	Conference Wrap Up and 2020 MEA Conference Destination Presentation
6.30pm-11.00pm	MEA National Awards Dinner and Presentation BCEC
11.00pm-Late	CLUB MEA – The Charming Squire



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Track Sessions

Best Practice Case Studies	Refer to Individual Sessions
Event Business	Hosted by Moreton Hire
Event Management	Hosted by The Fresh Collective
Event Panorama	Hosted by ICC Sydney
Future Leaders	Hosted by Onstage Entertainment
Sales & Marketing	Refer to Individual Sessions
Tech Talks	Hosted by NW Group
Wellness and Personal Development	Hosted by Spice

Hosted by the following EVOLVE Sponsors

Visual Storytelling at EVOLVE

Paul Telling, a visual storyteller has been commissioned by MEA to create a mural at the conference from the content created over the two days and provide live digital scribing for some key sessions and some creative animations that will continue the learning post conference.

You can help contribute to the Mural by visiting Paul in the EVOLVE marketplace area.

www.visstorytellers.com.au

Meet our Exhibitors in the EVOLVE Marketplace in the Plaza Foyer

Opening Times: Sunday: 4.00pm – 5.00pm, Monday: 8.30am – 5.30pm, Tuesday: 8.30am – 4.15pm

Exhibition Stand	Company Name
1	Frankly Social
2	Kylie Chown Consulting
3 & 4	The Fresh Collective
5	Scene Change
6	Convene Group
7	Melbourne & Olympic Parks
8 & 9	ACCOR QLD
10	NW Group
11	Congress Rentals
12	Skylighter Fireworks
13	Optus Stadium
14	Elements of Byron
15	Moreton Hire
16	The Greek Club
17	Roundhouse
18	Saxton Speakers Bureau
19 & 20	Melbourne Convention and Exhibition Centre
21	ICMI Speakers and Entertainers

Exhibition Stand	Company Name
22	Onstage Entertainment
23	Hyper Theory
24	CVENT
25 & 26	EventsAir
27	Ungerboeck Software International
28	WebcastCloud
29	Paul Telling – Visual Story Teller
30	The Event Ecosystem
31	Destination North Coast
32	Rock and Roll Team Building
33	EventPro
34	Be Challenged
35	Tangalooma Resort
36	Bayview International
37 & 38	Speakers Lounge: You will have opportunities to meet speakers and purchase books that some speakers have authored.