

TIME	SUNDAY 17 APRIL
9.00	REGISTRATION OPEN
12.00 - 13.00	<p>ACCREDITED MEMBERS MEETING (AMM, AIMM)</p> <p>This exclusive meeting is the annual face-to-face forum that ensures all accredited members continue to have an influence over the standard expected of accreditation applicants. Learn how to build networks, initiate new contacts and develop new relationships.</p>
13.00 - 15.30	ACCREDITED MEMBERS AND SPONSOR RECEPTION (INVITATION ONLY)
12.30 - 13.15	<p>FIRST TIMERS WELCOME</p> <p>If this is your first time at a MEA Conference, you are encouraged to attend this session. This is your opportunity to find out how to get the most out of attending the MEA Conference. This session is included in the registration fee. After this session you will be fully prepared and ready to have an exceptional and profitable conference experience.</p>
13.15 - 16.00	<p>YMEA FORUM</p> <p>The Y MEA Forum at this year's MEA Conference is preparing delegates for a unique "non-conference" experience! Come willing to truly connect and engage in "performance enhancing" thinking and habits. Open your Y mind, your heart and your senses to a feast of interactive fun and engagement. The Y MEA (Young MEA) Forum is targeted specifically at our young professionals (under 30 years old). The forum provides an opportunity to share ideas with industry leaders and other like-minded young professionals; learn valuable professional development tools plus collect ideas on how to climb that ever competitive industry ladder to leadership level.</p> <p>LEAD BY: PETER BLISS GUEST SPEAKER: CHANTELE BAXTER</p>
16.00 - 17.00	<p>SPECIAL INTEREST GROUPS</p> <p>These forums create an opportunity to meet members of your own specialist area from around the country. The forums are an opportunity for dynamic information exchange and topical issues discussion. The forums will run subject to registered interest. You can choose to attend one of the seven specialist forums pertaining to your industry sector:</p> <ul style="list-style-type: none"> • Venues – Hotels Venues – Without Accommodation • Exhibitions • PCO, Special Event Management • In-House Meeting Planners • Audio Visual & Production • Education
17.00 - 18.20	<p>OPENING CEREMONY</p> <p>CONFERENCE OPENING SIMON BAGGS CHAIR OF THE BOARD</p> <p>LIP SYNC BATTLE</p>
18.30 - 20.30	WELCOME RECEPTION – CARGO HALL
20.30 - Late	CLUBMEA – PLUS 5

BREAK CONVENTIONS

MELBOURNE 17-19 APRIL

PROGRAM OVERVIEW

TIME	MONDAY 18 APRIL		
8.30 - 8.45	Welcome / CEO Update LINDA GAUNT		
8.45 – 8.50	UNGERBOECK SOFTWARE INTERNATIONAL UPDATE – FRED LAZZERINI		
8.50 – 9.00	‘WHY ARE YOU HERE?’ Let’s set the scene and set your personal objectives CANDY HERTZ		
9.00 – 9.45	OPENING SESSION MICHELLE PAYNE, WINNER OF THE 2015 MELBOURNE CUP ‘UP CLOSE AND PERSONAL’ IN AN INTERVIEW WITH EMMY AWARD WINNING JOURNALIST SARA JAMES		
	MORNING TEA		
10.20 - 10.30	6 MINUTES IN THE RED CHAIR Conversations with ingenious industry members NIGEL COLLIN		
10.30 – 11.10	<p>THOUGHT STARTER <i>Create Better events</i> Nailing the Objectives</p> <p>We all bend over backwards to help our clients achieve their objectives. as an industry we all put a great deal of thought into event solutions that will achieve these objectives because they drive, or should drive, everything we do. but what if the objectives are wrong or ineffective, what do we do then? it's time to put 'objectives' under scrutiny and challenge the 'standard' conventions</p> <p>ROB VASS</p>	<p>THOUGHT STARTER <i>Sell better</i> Where Do Events Come From</p> <p>You can't sell to people and businesses in the industry if you don't understand who they are and where their events come from.</p> <p>If your role requires you to sell stuff in our industry, this session is a must. It will explain the different sectors, the different people and what role they play in your sales process.</p> <p><i>This session is based on the Australian Event Academy subject of the same name and the first subject in the new Diploma of Events Masterclass series.</i></p> <p>SIMON SHAW</p>	<p>THOUGHT STARTER <i>Perform better</i> My Glittering Career</p> <p>A career in events can meander in many magnificent ways. What does it take to create a fulfilling and successful career in our industry? In this session we will hear from a range of successful people within the industry whose stories will both inspire and inform, helping us learn how to build a satisfying, exciting and successful career.</p> <p>GARY BENDER</p>

<p>11.15 - 12.00</p>	<p>DEEP DIVE <i>Create Better events</i> Nailing the Objectives</p> <p>ROB VASS</p>	<p>DEEP DIVE <i>Sell better</i> Where Do Events Come From</p> <p>SIMON SHAW</p>	<p>DEEP DIVE <i>Perform better</i> My Glittering Career</p> <p>FACILITATOR: GARY BENDER ILAN WEILL STUART FRANK, JO-ANNE KELLEWAY</p>
<p align="center">**LUNCH**</p>			
<p>12.55 - 13.05</p>	<p align="center">6 MINUTES IN THE RED CHAIR Conversations with ingenious industry members</p> <p align="center">NIGEL COLLIN</p>		
<p>13.05 - 13.35</p>	<p>THOUGHT STARTER <i>Create Better Events</i> How to get people to attend your event</p> <p>The reality of events is that 80% of the battle is getting bums on seats. Kim Hesse from Venues 2 Events is one of Australia's leading achievers in that difficult task. She'll show you how to save a lot of time and money and increase audience engagement. This was one of the highest-rated presentations at the Event Show Sydney, and will be full of practical tips that Kim has thoroughly tested on her own events</p> <p>KIM HESSE</p>	<p>THOUGHT STARTER <i>Sell better</i> What clients want</p> <p>Clients are constantly telling us they want to be kept up-to-date with new products and services but how do you get your foot in the door? Our panel of clients who between them manage conferences and events totalling \$millions will share their stories, bug-bears and tips for getting it right and helping you on the road to creating real partnerships.</p> <p>IAN WHITWORTH</p>	<p>THOUGHT STARTER <i>Perform better</i> Sleep – The # 1 strategy for health and wellbeing</p> <p><i>When you work in Business events you don't keep regular hours. Between 20 and 30 percent of Australians have a problem with sleep which affects physical and mental health and workplace effectiveness. Sleep expert Dr Carmel Harrington believes we have the makings of an epidemic, but she has the solutions.</i></p> <p>DR CARMEL HARRINGTON</p>
<p>13.40 - 14.30</p>	<p>DEEP DIVE <i>Create Better Events</i> How to get people to attend your event</p> <p>KIM HESSE</p>	<p>DEEP DIVE <i>Sell better</i> What clients want</p> <p>PANEL</p> <p>FACILITATOR: IAN WHITWORTH BROOKE KIDD, JON CULLUM DORINA MARTELLI</p>	<p>DEEP DIVE <i>Perform better</i> Sleep – The # 1 strategy for health and wellbeing</p> <p>DR CARMEL HARRINGTON</p>
<p align="center">**AFTERNOON TEA**</p>			

15.10 - 15.55	DIGITAL TRACTION Social media for business can be a minefield of confusion and time consumption. Shaun Coulton was one of the original employees of LinkedIn Australia, after being an Olympic rower. He'll show you practical, measurable ways to get the best out of LinkedIn for you and your business. You'll learn how to create a more valuable profile, networks and online communities that directly accelerate your marketing strategies and sales results. SHAUN COULTON
15.55 - 16.05	PULLING THE DAY TOGETHER CANDY HERTZ
16.05 - 17.30	GUINNESS WORLD RECORD GROUP ATTEMPT Let's not just talk about breaking conventions let's make it happen. In this interactive session run by Be Challenged, you will get your chance to be a world record holder with a bone fide GUINNESS WORLD RECORDS attempt BE CHALLENGED
19.00 - 22.00	CASUAL EVENT – LONG ROOM
22.00 - Late	CLUB MEA CHERRY BAR
TIME	TUESDAY 19 APRIL
8.50 - 9.00	MC UPDATE AND DAY TWO INTRODUCTION CANDY HERTZ
9.00 – 9.03	MICENET SPONSOR UPDATE – HELEN BATT-RAWDEN
9.00 - 9.50	PROFITING FROM DEMOGRAPHIC CHANGE Change is happening whether you like it or not. The rewards will go to those who understand the new behaviour and motivations that drive each generation of customers. Mark McCrindle is an award winning social researcher, demographer, bestselling author and TEDx speaker. His understanding of the key social trends and his engaging communication style places him in high demand in the media. Make sure you're fully prepared to deal with customers who see things very differently to you. MARK MCCRINDLE
9.50 - 10.15	CREATING A BETTER AUSTRALIA FOR EVENTS No matter what your involvement in meetings and events, how does activity and policy at a government and global level affect you? More importantly how do you leverage it to your advantage? In this session you will hear from Matt Hingerty, CEO of the Business Events Council of Australia (BECA), on the very latest news from Canberra in terms of business events. You will also learn how BECA represents business events and how that benefits everyone in the industry, no matter what level INTERVIEW WITH MATT HINGERTY, CEO OF THE BUSINESS EVENTS COUNCIL OF AUSTRALIA.
<i>**MORNING TEA**</i>	

11.10 - 11.15	6 MINUTES IN THE RED CHAIR NIGEL COLLIN		
11.15 - 11.45	THOUGHT STARTER <i>Create Better events</i> Don't get technical with me Technology is one of the key pillars to a successful event. Yet knowing what's available is one thing but knowing how it can help deliver a key message or event objective is another. This session will look at the latest in technology but also what it means to your return on event dollar. ASHLEIGH MOORE	THOUGHT STARTER <i>Sell better</i> Pitch Perfect Many meeting and event professionals live and die on the quality of their pitch. Get it right and business flows, get it wrong and it dries up. In this session you'll learn how to pitch to get results from one of the best in the industry ANDREW KLEIN	THOUGHT STARTER <i>Perform better</i> Customer Experience From Matthew's time running venues, his vast knowledge of ticketing and 11 years as the CEO of Chugg Entertainment, his experience in all types of venues from clubs to Stadiums will be outlined. He will discuss the way different venues work and treat their clients providing insight into the customer experience at events. MATTHEW LAZARUS-HALL
11.50 - 12.40	DEEP DIVE <i>Create Better events</i> Don't get technical with me FACILITATOR: ASHLEIGH MOORE TIM CHAPMAN ,KEITH WOOTTON, PAUL RUMBLE	Deep Dive <i>Sell better</i> Pitch Perfect ANDREW KLEIN	Deep Dive <i>Perform better</i> Customer Experience MATTHEW LAZARUS-HALL
LUNCH			
13.25 - 14.15	A RAPID FIRE LOOK AT NEW STUFF TO HELP CREATE BETTER EVENTS		
14.20 - 14.30	6 MINUTES IN THE RED CHAIR NIGEL COLLIN		
** AFTERNOON TEA **			
14.50 - 15.00	2017 DESTINATION ANNOUNCEMENT		
15.05 - 15.55	INTERGENERATIONAL LEADERSHIP Holly Ransom is a brilliant speaker on innovation, leadership development, change management, and on engaging and retaining across the generational spread in the workplace HOLLY RANSOM		

BREAK CONVENTIONS

MELBOURNE 17-19 APRIL

PROGRAM OVERVIEW

15.55 – 16.15	CONFERENCE WRAP
18.30 – 23.30	2015 NATIONAL AWARDS DINNER – MELBOURNE CONVENTION EXHIBITION CENTRE THEME: LOOK SHARP BE HIP STAY COOL
23.30 - Late	CLUBMEA – MELBOURNE PUBLIC