

PCOA CONFERENCE

2016



Program



KEEPING AUSTRALIA MEETING



KEEPING NEW ZEALAND MEETING



KEEPING ASIA PACIFIC MEETING

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9TH ANNUAL PCOA CONFERENCE AND EXHIBITION 2016

Connect | Collaborate | Differentiate

27 - 29 NOVEMBER 2016

BRISBANE CONVENTION & EXHIBITION CENTRE

9th Annual PCOA Conference and Exhibition


27 – 29 November 2016

Brisbane Convention & Exhibition Centre

DAY 1 – SUNDAY 27 NOVEMBER 2016 - WORKSHOPS

11.00am Registration Open, Boulevard Auditorium Foyer				
	Workshop 1 Room: B1	Workshop 2 Room: B2	Workshop 3 Room: B3	In house Events Managers SIG Room: A2
1.00pm - 2.30pm	The Rules of the Game for Business Success in China Leonie McKeon China-educated Strategist <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Industry Suppliers</i>	Becoming Pressure Proof Michael Licenblat CEO Bounce Back Fast <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i>	Killer Content Marketing & Digital Strategies for PCOs Adam Franklin Marketing Manager Blue Wire Media <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners</i>	
2.30pm - 3.00pm Afternoon Tea - Boulevard Foyer				
	Workshop 4 Room: B1	Workshop 5 Room: B2	Workshop 6 Room: B3	Owner/Directors SIG Room: A2
3.00pm – 4.30pm	Case Study: Building a Conference Budget Mike Pickford Executive Director ASN Events <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners</i>	Leadership Edge - Building your Leadership Mindset and Capability Sonia McDonald CEO & Founder Leadership HQ <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i>	What Sponsors Want and Where to Find Them Julian Moore Director Strategic Membership Solutions <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners</i>	
4.30pm – 6.30pm Welcome Function in the Exhibition Area				

DAY 2 – MONDAY 28 NOVEMBER 2016

7.30am	Registration Open - Boulevard Auditorium Foyer	
8.45am – 10.30am	Plenary Session - Boulevard Auditorium Master of Ceremonies - Warwick Merry	
8.45am - 9.00am	Conference Opening Video Message from The Honourable Steven Ciobo MP Minister for Trade, Tourism and Investment	
9.00am – 9.10am	Message from the PCOA President Barry Neame President, Professional Conference Organisers Association	
9.10am - 9.45am	An Aviation Update - Air New Zealand Jenni Martin Senior Manager, Sales & Operations AU, Air New Zealand	
9.45am – 10.30am	The Future of Conferences Gihan Perera Futurist, First Step	
	Sponsored by 	
10.30am - 11.00am	Morning Tea in the Exhibition Area	
11.00am - 12.30pm	Session 1: Marketing Room: Boulevard Auditorium Chair: Mike Pickford	Session 2: Associations Room: B1 & B2 Chair: Mary Sparksman
11.00am - 11.30am	ROI on Social Media for Events Yvonne Adele Managing Director, Yvonne Adele Management Recommended for PCOs, Independent Meeting Planners	How to Better Leverage Membership from your Events Belinda Moore Director, Strategic Membership Solutions <i>Recommended for Association Event Managers</i>
11.30am - 12.00pm	The Value of an Integrated Marketing Approach for Events Jane Clark Owner, Vie Marketing <i>Recommended for PCOs, Independent Meeting Planners</i>	The Worst Sponsorship Ever – A Study in What Not To Do Julian Moore Director, Strategic Membership Solutions <i>Recommended for Association Event Managers</i>

DAY 2... cont.		
12.00pm – 12.30pm	<p>Amplifying the Event - Making an Impact Beyond the Live Experience Felicity Zadro Founder & Managing Director, Zadro Communications</p> <p><i>Recommended for PCOs, Independent Meeting Planners</i></p>	<p>How to Engage Millennials - Getting Boards on Board with New Technology Omer Soker CEO, The Future of Associations</p> <p><i>Recommended for Association Event Managers</i></p>
12.30pm – 1.30pm	<p>Lunch in the Exhibition Area</p> <p style="text-align: right;"><i>Sponsored by</i> </p>	
1.30pm – 3.00pm	<p>Session 3: Case Studies Room: Boulevard Auditorium Chair: Anne-Marie Quinn</p>	<p>Session 4: Business Focus Room: B1 & B2 Chair: Alison Petrie</p>
1.30pm – 2.00pm	<p>Stemming the STEM decline: Entanglement & The World Science Festival Brisbane Professor Suzanne Miller CEO & Director, Queensland Museum Network</p> <p><i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i></p>	<p>Risk Management and Indemnity for Your Conference David Turner Chief Consultant Risk</p> <p><i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i></p>
2.00pm – 2.30pm	<p>World Parks Congress Suellen Holland Executive Manager, ICMS Australasia</p> <p><i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i></p>	<p>Who is the Tiger? What is the Mountain? Understanding Chinese Negotiating Tactics – ‘The Art of War’ Leonie McKeon China-educated Strategist</p> <p><i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i></p>
2.30pm – 3.00pm	<p>NZICC - An Unconventional Journey of Collaboration Callum Mallett GM Operations NZICC, New Zealand International Convention Centre</p> <p><i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i></p>	<p>PCO Business Models: Yesterday – Today - Tomorrow Kristin Devitt, Managing Director, KDPR Paula Leishman, Managing Director, Leishman Associates Karen Sainsbury, Managing Director Sales & Development, HOT Events</p> <p><i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i></p>
3.00pm - 3.30pm	<p>Afternoon Tea in the Exhibition Area</p>	

DAY 2... cont.	
3.30pm – 5.00pm	Plenary Session - Boulevard Auditorium
3.30pm – 4.00pm	The Collaborative Economy Natasha Doherty Partner, Deloitte Access Economics
4.00pm – 4.30pm	Leading the Way Rob Redenbach
4.30pm – 5.00pm	How to Create the Business of your Dreams Keith Abraham Founder, Passionate Performance Inc.
5.30pm - 7.30pm	Offsite Networking Function – Howard Smith Wharves



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DAY 3 – TUESDAY 29 NOVEMBER 2016

8.00am	Registration Open - Boulevard Auditorium Foyer	
9.00am – 10.30am	Plenary Session - Boulevard Auditorium	
9.00am – 9.30am	Digital Disruption and The Events Industry: How To Future Proof Your Business Bernadette Schwerdt Director, The Australian School of Copywriting	Sponsored by 
9.30am – 10.00am	Future Engagement Models for Employers and Employees Trevor Vas Director, ATC Events	
10.00am – 10.30am	The 7 Principles of Profit Bruce Cotterill Professional Director, Interact Business Advisory Ltd	Sponsored by 
10.30am - 11.00am	Morning Tea in the Exhibition Area	
11.00am – 12.30pm	Session 5: Event Technology Room: Boulevard Auditorium Chair: Karen Sainsbury	Session 6: Business Outlook Room: B1 & B2 Chair: Barry Neame
11.00am – 11.30am	How to get More Business from LinkedIn Debbie Mayo-Smith Managing Director, Successls <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners</i>	Interpreting Meeting Trends in 2017 Megan Isles Market Leader, Australia, American Express Meetings & Events <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations, Industry Suppliers</i>

11.30am – 12.00pm	Leveraging Virtual Reality at Conferences & Events Stefan Pernar Managing Director, Virtual Reality Ventures <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners</i>	Occupancy Trends in Australia and New Zealand Influencing New Hotel Development Bryon Merzeo Consultant, Deloitte <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues, Destinations</i>
12.00pm – 12.30pm	What's New in Technical Production - Better Ways to Communicate Your Event Message Mario Valenti , Director, Haycom Barney Withers , Creative Director, Haycom <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners</i>	Increasing Delegate Accommodation Bookings = Increased Yield for Event Managers Mike Pickford , Executive Director, ASN Events Mary Sparksman , Managing Director, YRD <i>Recommended for PCOs, Association Event Managers, Independent Meeting Planners, Venues</i>
12.30pm – 2.30pm	Lunch in the Exhibition Area (Lunch, Exhibitor Meetings and Exhibitor Passport Prize Draw)	
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2.30pm – 4.30pm	Plenary Session - Boulevard Auditorium	
2.30pm – 3.00pm	How Important is it to be Different in this Industry? Panelists: Fiona Batten , General Manager Australia, cievents Sonya Edbrooke , CEO, Outlier Thinking Will Pitchforth , Managing Director, Katarzyna Group	
3.00pm – 3.30pm	Thriving and Surviving in Times of Change and Disruption in the Conference Business Dominic Thurbon Founder & Chief Creative Officer, Karrikins Group	
3.30pm – 4.00pm	Overcoming Extreme Adversity Michael Crossland Company Director, Michael Crossland	Sponsored by 
4.00pm – 4.30pm	Official Close and Prize Draw - Must be in the room to win	

Disclaimer: Please note, this program is subject to change without notice.