



PCOA CONFERENCE 2017

PROGRAM



**KEEPING
AUSTRALIA
MEETING**



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10TH ANNUAL PCOA CONFERENCE AND EXHIBITION 2017

MEETING Beyond Tomorrow

26 - 28 NOVEMBER 2017






GOLD COAST CONVENTION & EXHIBITION CENTRE

DAY 1 – SUNDAY 26 NOVEMBER 2017 - WORKSHOPS




11.00am Registration Open				
1.00pm - 2.30pm	Workshop 1 Room: Meeting Room 5	Workshop 2 Room: Meeting Room 6	Workshop 3 Room: Meeting Room 7	In house Events Managers SIG Room: Meeting Room 4
	AV 101 - The basics of Audio Visual for PCO's	Emotional Intelligence. What is It and How Do You Get It?	Design Thinking	
2.30pm - 3.00pm Afternoon Tea				
3.00pm – 4.30pm	Workshop 4 Room: Meeting Room 5	Workshop 5 Room: Meeting Room 6	Workshop 6 Room: Meeting Room 7	Owner/Directors SIG Room: Meeting Room 4
	Critical Path Management for Conferences	Making Change: Choosing Opportunity Over Fear	Speed Pitching	
4.30pm – 6.30pm Welcome Function in the Exhibition Area – Arena 2				



DAY 2 – MONDAY 27 NOVEMBER 2017

7.30am	Registration Open	
8.45am – 10.30am	Plenary Session – Arena 1 Master of Ceremonies - Warwick Merry	
8.45am – 9.10am	Official Welcome	
9.10am – 9.55am	The Future Is Better Than You Think Future Crunch (Dr Angus Hervey and Tane Hunter)	Sponsored by 
9.55am – 10.30am	Global Industry Update Jan Tonkin IAPCO President	
10.30am - 11.00am	Morning Tea in the Exhibition Area – Arena 2	
11.00am - 12.30pm	Session 1: Protect Yourself Room: Arena 1 Chair:	Session 2: Business Growth Room: Central Room A Chair:
11.00am - 11.30am	It's Your Reputation – Don't Risk It!	Working with EAs – A Panel Discussion
11.30am - 12.00pm	Assessing Your Event – An Insurance Update	
12.00pm – 12.30pm	Data Security and Digital Privacy	Getting the Business Breakthrough You Need

12.30pm – 1.30pm	Lunch in the Exhibition Area - Arena 2	
1.30pm – 3.00pm	Session 3: Spread the Word Room: Arena 1 Chair:	Session 4: Industry Outlook Room: Central Room A Chair:
1.30pm – 2.00pm	Personalisation Vs Segmentation	Conference Industry Trends and Challenges: A Fishbowl Conversation
2.00pm – 2.30pm	What's Your Communication Plan?	
2.30pm – 3.00pm	Mastering Google Analytics	
3.00pm - 3.30pm	Afternoon Tea in the Exhibition Area - Arena 2	
3.30pm – 5.00pm	Plenary Session - Arena 1	
3.30pm – 3.45pm	Energiser	Sponsored by 
3.45pm – 4.15pm	Meaning Makers Phill Nosworthy Speaker, Author, Founder Switch Inc	Sponsored by 
4.15pm – 5.00pm	Mind Power – Mind People Anthony Laye Keynote Speaker & Mentalist	
5.30pm - 7.30pm	Offsite Networking Function - Sea World	Sponsored by   

DAY 3 – TUESDAY 28 NOVEMBER 2017

8.00am	Registration Open	
8.30am – 10.15am	Plenary Session – Arena 1 Master of Ceremonies - Warwick Merry	
8.35am - 9.15am	Life on A Wire Peter Davidson	Sponsored by 
9.15am – 10.15am	The Top Technology Trends Transforming the Events and Tradeshow Industries and What It Means For You! Corbin Ball CSP, CMP, DES, MS Corbin Ball & Co, Meeting Technology Headquarters	Sponsored by 
10.15am - 11.00am	Morning Tea in the Exhibition Area – Arena 2	
11.00am - 12.30pm	Session 5: Disruption & Technology Room: Arena 1 Chair:	Session 6: Working with Venues Room: Central Room A Chair:
	Meet the Disruptors! Technology Overview and Panel Discussion	10 Things I Hate About You – A Campfire Session
12.30pm – 2.00pm	Lunch in the Exhibition Area - Arena 2	
2.00pm – 4.00pm	Plenary Session - Arena 1	
2.00pm – 2.20pm	Energiser	Sponsored by 

2.20pm – 2.50pm	<p>The Art of Building Great Teams Lisa McInnes Smith Lisa Speaks!</p>
2.50pm – 3.20pm	<p>Technology that Changes Mindsets Abdullahi Alim 2017 WA Young Australian of the Year</p> <p style="text-align: right;"><i>Sponsored by</i> </p>
3.20pm – 4.00pm	<p>Leadership Matters Peter Baines OAM</p> <p style="text-align: right;"><i>Sponsored by</i> </p>
4.00pm – 4.30pm	<p>Official Close</p>

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