



PCOA CONFERENCE 2017

PROGRAM



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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

	Workshop 2 Room: Meeting Room 6	Workshop 3 Room: Meeting Room 7	In house Events Managers SIG Room: Meeting Room 4
1.00pm - 2.30pm	<p>Emotional Intelligence. What is It and How Do You Get It?</p> <p>Carol Hautot Director, Dynamic Conversations</p> <p>In the wonderful book 'What got you here, won't get you there' Marshall Goldsmith looked at what prevented top executives from getting promoted to the next level. Already successful, Goldsmith found that it was their lack of emotional awareness and inability to work with others that held them back. Emotional Intelligence is a critical skill if you seek professional success.</p> <p>But what is it: and how do you get it?</p> <p>Professional actors will join Carol Hautot on stage to demonstrate how to create positive change, simply by improved emotional intelligence. This transformational way of presenting information will have you laughing and 'guffawing' with recognition as you see the dysfunctional behaviour played out on stage. This is a fun and high energy session that guarantees to give you valuable tips you can use in the workplace the very next day.</p>	<p>Design Thinking: Implement Innovation into Your Business</p> <p>Christina Gerakiteys Founder & CEO, Ideation at Work</p> <p>Design Thinking is a proven and repeatable problem-solving protocol that can be utilised to achieve big results. Design thinking is a mind-set focused on solutions, as opposed to the problem, from the customer perspective. Gaining different perspectives is crucial to achieving high-end outcomes. Cross functional blending of teams adds the value to this problem-solving, customer-centric approach.</p> <p>Our clients are at the centre of everything we do. Human centred interaction with our clients/customers/participants is the best way to serve their needs and requirements. But what does that really mean and how do we truly step into our customers' shoes?</p> <p>Join your peers as we workshop the concept of human-centred design and utilise the principles of Design Thinking to engage clients and convert engagement into sales. This kind of Thinking will help your organisation innovate and grow. We will be using Lego - so get ready to get tactile!</p>	<p>Facilitated by Alison Petrie Managing Director, Encanta Event Management and PCOA Councillor</p>

2.30pm - 3.00pm Afternoon Tea				
	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
	<p>Critical Path Management for Conferences</p> <p>Paula Leishman Managing Director, Leishman Associates</p> <p>Anne-Marie Quinn Managing Director, All Occasions Group</p> <p>When starting out as a Conference Producer you quickly understand that 'the devil's in the detail'. However quite often we can be thrown in the deep end without knowing the importance of taking the time upfront to create a critical path for your event.</p> <p>This interactive workshop is designed for entry level PCOs, or PCOs who want to brush up on their Critical Path Management. It will cover:</p> <ul style="list-style-type: none"> - Designing a Critical Path - Tracking and accountability - Overview of tools available to assist with critical path management 	<p>Managing Change: Choosing Opportunity Over Fear</p> <p>Amanda Gore Keynote Speaker, Head2Heart</p> <p>Change and stress go hand in hand.</p> <p>Participants will learn about how the brain actually can and does change (neuroplasticity); that adults can learn more quickly than children; and that our brains need change to stay vibrant and alert.</p> <p>This session will transform the way people perceive change. Instead of being a stressor – Amanda will demonstrate how change can be welcomed as an opportunity to grow and develop.</p>	<p>Pitch Perfect: Speed Pitching to Perfect How You Present Ideas</p> <p>Facilitated by Warwick Merry with a panel of industry judges</p> <p>Need valuable skills to make your next creative pitch a winner?</p> <p>This fun, interactive session will walk participants through the process of brainstorming, listening and then clearly communicating ideas.</p> <p>With limited time, participants will work in groups to respond to a gala dinner RFP, and present that idea to a panel of expert judges.</p> <p>Getting real time feedback you will learn how to work on yourself - not just your idea!</p>	<p>Facilitated by Mary Sparksman Director, YRD and PCOA Councillor</p>
3.00pm – 4.30pm				
4.30pm – 6.30pm Welcome Function in the Exhibition Area – Arena 2				

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DAY 2 – MONDAY 27 NOVEMBER 2017

7.30am	Registration Open
8.50am – 10.30am	Plenary Session – Arena 1 Master of Ceremonies - Warwick Merry
8.50am – 9.00am	Conference Opening
9.00am – 9.05am	Official Welcome – Video Message from The Honourable Steven Ciobo MP , Minister for Trade, Tourism and Investment
9.05am – 9.10am	Message from the PCOA President – Barry Neame , President, Professional Conference Organisers Association Inc.
9.10am – 9.55am	<p>The Future Is Better Than You Think</p> <p>Future Crunch Dr Angus Hervey, Tane Hunter and Will Tait</p> <p>Join political economist, Dr Angus Hervey, cancer researcher, Tane Hunter, and musician, Will Tait, for a mind-blowing journey through the amazing things happening on our planet. Using cutting edge research, they show how diseases are being eradicated, war is decreasing, millions are being lifted out of poverty and billions are gaining access to the internet. An unexpected perspective on what the world actually looks like, with some questionable fashion choices and a little inspiration from Monty Python.</p> <p>Conference organisers and event planners will walk away from this presentation with a very different story about the state of humanity in 2017. They'll gain a unique insight into the big scientific and technological trends shaping our lives, and learn how our cognitive biases make us feel unnecessarily pessimistic, preventing us from achieving our true potential. It's an opportunity to give your clients a renewed sense of hope, purpose, and commitment to problem solving, innovation and organisational change.</p> <p style="text-align: right;">Sponsored by </p>
9.55am – 10.30am	<p>Global Industry Update</p> <p>Jan Tonkin Managing Director, The Conference Company President, IAPCO (International Association of Professional Congress Organisers)</p> <p style="text-align: right;">Sponsored by </p> <p>As the meetings world continues to change at pace, PCOs are inundated with new ideas on meeting design, learning styles, the latest tech tools and predictions of the 'next big thing'. Jan's presentation focuses on how we can keep up with current shifts, and how to decide where we should invest our time and energy. Only by getting these right can we deliver true value for our clients – and keep our own businesses relevant for the future.</p>

10.30am - 11.00am	Morning Tea in the Exhibition Area – Arena 2	
11.00am - 12.30pm	Session 1: Protect Yourself Room: Arena 1 Chair: Barry Neame	Session 2: Business Growth Room: Central Room A Chair: Karen Sainsbury
11.00am - 11.30am	It's Your Reputation – Don't Risk It! Dr Neryl East Director, Neryl East Communications You're operating in the Reputation Economy – where what people say about you carries more weight than what you actually deliver. For conference and event organisers, the pressure is fierce and is an ever-competitive environment. You're only as good as your last event, and one mistake can go global in a heartbeat. But rather than living in fear of a negative Facebook post, those who thrive in this economy have learned to capitalise on all the amazing opportunities it provides. In this session, you'll get insights into the high price of neglecting your reputation health – and come away with four killer strategies for building reputation capital in your business today.	Path to Profit Jane Challinor Director, Real Business Group Creating a clear path to profitability is not about your craft - your success is a direct result of a clear and sustainable strategy to your path to profit. What most business owners don't understand is that each stage of a business requires us to learn a new set of skills and tools both personally and professionally, and there comes a point where we cannot base future growth using our current skills, knowledge and tools. In this session Jane will discuss business growth strategies, hidden barriers to growth & freedom and how you can leverage your time so you can focus on what's more important.
11.30am - 12.00pm	An Insurance Update - Protect Yourself Jason Holmes Managing Director, H2 Conference & Exhibition Insurance Solutions When something goes wrong everyone starts pointing fingers. In this session titled "An Insurance Update - Protect Yourself" we will unlock some of the mysteries around who is responsible at the event site. You may be surprised at who might get dragged into a legal battle. Further discussion in this session will include ways to protect yourself and risk management procedures you should consider. This session will also show how important it is to be proactive rather than reactive when it comes to risk management and "Protecting Yourself".	How to Increase Real Sales using LinkedIn (Seven Secrets to Social Selling) Mark McInnes The way people buy their products and services today has changed dramatically. People are increasingly looking to social media and to their 'networks' to find safe vendors and suppliers so that they can feel comfortable in making purchasing decisions for both personal and professional items. At the same time, LinkedIn has become the world's fastest growing professional network with almost 500 Million members. LinkedIn is a vehicle that can be very influential in helping you to both grow more clients as well as retain those you already have if you know how. Mark uses LinkedIn to drive revenue for his business as well as helping other companies of all sizes to do the same, with a combination of LinkedIn and traditional selling strategies. In this very 'HOW to' session, Mark shows us what he does to drive real sales results using 'Social Selling'. Bring a note pad as there will be lots of good takeaway strategies for you to use.

<p>12.00pm – 12.30pm</p>	<p>Data Security and Digital Privacy Essentials Ty Miller Managing Director, Threat Intelligence</p> <p>Would your business survive if your confidential data was stolen by a competitor or published on the internet?</p> <p>Protecting intellectual property and critical client data is a key piece to the survival of any organisation. Gain an insight into the wide range of attack techniques that hackers will use to compromise your data, and understand the security controls that you can put in place to protect your critical data from becoming breached.</p>	<p>Moving You from Motivation to Transformation Rita Joyan Founder, Speaking Success System and The Passion Finder</p> <p>Are you a conference organiser, meeting planner, working for a business or run your own business and eager to grow your business and expand your reach?</p> <p>In this session you'll learn how to grow your business, attract clients, build credibility and leverage your time by learning how to use speaking and crafting a presentation to create impact, influence and income.</p> <p>You'll learn the system, of how to use speaking as a marketing vehicle to deliver loads of value, gain confidence and be ready to attract more clients as you share your unique talents with crafting your own signature presentation that leads to growing your business!</p> <p>You'll discover what is a Signature Presentation vs Information/Education or Keynote Presentation and 3 secrets to designing a presentation that truly inspires your audience to connect and take action with you, rather than only providing mere information (because let's face it, google does that too!)</p> <p>If you're ready to stand up, stand out and step forward and learn the speaking system that will have you gain clarity, gain clients and get paid ...then join me to learn how to take your own work and move those you want to impact from motivation to transformation.</p>
<p>12.30pm – 1.30pm Lunch in the Exhibition Area - Arena 2</p>		
<p>1.30pm – 3.00pm</p>	<p>Session 3: Spread the Word Room: Arena 1 Chair: Paula Leishman</p>	<p>Session 4: Industry Outlook Room: Central Room A Chair: Warwick Merry</p> <p style="text-align: right;">Sponsored by  Redback CONFERRING <i>Now you're talking...</i></p>
<p>1.30pm – 2.00pm</p>	<p>Designing for Innovation - Delivering Change at Conferences Joanne Jacobs Director, Disruptor's Handbook</p> <p>In her work with enterprises in both commercial and government and non-profit contexts, Joanne Jacobs will discuss how to incorporate innovative program formats including design thinking, rapid prototyping sessions, hackathons and corporate design jams to deliver an outcome that enables your delegates to convert ideas they have developed at your conference or event into tangible business cases and funded projects.</p>	<p>Conference Industry Trends and Challenges: A Fishbowl Conversation</p> <p>Facilitated by Warwick Merry</p> <p>Staying on top of what is influencing our clients, our suppliers and our industry worldwide is the best way to identify opportunities for growth and very important for long-term professional success.</p> <p>Join the conversation with your peers - click here to share your opinion, questions or topics in advance to get the most out of this session.</p> <p>As the leading body representing the interests of PCOs and Event Managers in Australia and New Zealand, the PCOA Conference is taking advantage of the collective experiences of our members and encouraging delegates to join this</p>

<p>2.00pm – 2.30pm</p>	<p>The Power of Client Connection Karen Phillips Director, Karen Phillips Corporate Communications</p> <p>In today's fast-paced business world there are new unwritten rules of engagement based on Speed, Power and Reach!</p> <p>Success is no longer based on how many clients you have but how you emotionally connect with them individually while still amplifying your message. To succeed new-age leaders must understand and maximise the rapidly changing unwritten rules of engagement. Being able to pivot, stay relevant and prepare for current and future disruption is critical no matter the size of your business and client connection is key!</p> <p>This empowering and interactive session will unpack tools and principles to help you develop connections that count and ultimately build a brighter future for your business.</p>	<p>'Fishbowl Conversation' to share and learn from your peers.</p> <p>A Fishbowl Conversation is a format that allows the entire group to participate in the conversation. Share your opinion, questions or topics in advance to get the most out of this session.</p> <p>What is having the greatest impact (both positive and negative) on your ability to deliver industry leading conferences? Is it technology, personalisation, convergence, big data, globalisation or perhaps it's the need for new infrastructure, sustainable solutions and security measures?</p>
<p>2.30pm – 3.00pm</p>	<p>Mastering Google Analytics Jack Golding Web Analyst, Sensis</p> <p>In this session, Jack will deep dive into some of the many "gotcha's" in Google Analytics. After a short list of checks to see if the tool is implemented correctly, understanding the effectiveness of marketing campaigns will be the topic of focus.</p> <p>Drawing on his experiences with multi-million dollar marketing budgets, Jack will go through different reporting metrics to highlight the pros and cons of Google Analytics in understanding customers and users. Finally, the presentation of results will be discussed. What are the tools that integrate with Google Analytics to make reporting easier and what realistic insights can we gather?</p>	
<p>3.00pm - 3.30pm</p>	<p>Afternoon Tea in the Exhibition Area - Arena 2</p>	
<p>3.30pm – 5.00pm</p>	<p>Plenary Session - Arena 1</p>	
<p>3.30pm – 3.45pm</p>	<p>Energiser - Blow the Blues Away</p>	<p>Sponsored by </p>
<p>3.45pm – 4.15pm</p>	<p>Meaning Makers Phill Nosworthy Speaker, Author & Co-founder, Switch L+D</p> <p>As a conference designer and event planner, you have the rare opportunity to design moments that matter for people's lives and careers.</p> <p>But you know, more than anyone else, that your teams, clients and audiences expect more from your event than ever before; world class knowledge transfers, real</p>	<p>Sponsored by </p>

	<p>opportunities to network and activations that trigger deeper learning and moments of growth. Oh! And all delivered with a strong dose of the latest technology too.</p> <p>In this inspiring and provocative session, Phill Nosworthy will unravel the latest insights into designing meaningful moments in people's lives. Drawing on cutting edge research and his own experiences in working with more than 2000 audiences in more than 40 cities worldwide, this is a session that has the potential to transform the way you look at what is possible with your next event.</p>
<p>4.15pm – 5.00pm</p>	<p>Mind Power, People Power</p> <p>Anthony Laye Keynote Speaker & Mentalist</p> <p>What could you accomplish if you knew how to read people?</p> <p>The right mindset, and the ability to connect with people is the answer to hearing YES more often, in all areas of life.</p> <p>Walk away from this keynote with the ability to build rapport with anyone, communicate effectively, grow your influence and gain clarity.</p> <p>With these skills you will create more meaningful human-to-human connections, you will be happier, more productive, and more business will be won and retained. Whether you want to develop a more cohesive team, build stronger business relationships or sharpen your sales speak, walk away with simple hacks to build rapport with anybody.</p> <p>Anthony proves you don't need to be a mind reader to build rapport and gain influence.</p>
<p>5.30pm - 7.30pm</p>	<p>Offsite Networking Function - Sea World</p> <p style="text-align: right;"><i>Sponsored by</i></p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>

DAY 3 – TUESDAY 28 NOVEMBER 2017

8.00am	Registration Open
8.25am – 10.15am	Plenary Session – Arena 1 Master of Ceremonies - Warwick Merry
8.25am – 8.30am	Opening Day 2 - Warwick Merry
8.30am - 9.15am	<p>Life on A Wire</p> <p>Peter Davidson</p> <p>Peter was aboard the first rescue helicopter to reach survivors in the ill fated 1998 Sydney to Hobart yacht race decimated by a hurricane where 6 sailors lost their lives. This was to be one of the worst maritime disasters in ocean racing history.</p> <p>Confronted by waves of up to 80 feet and wind gusts of 160km/hr Peter was winched down into these conditions to conduct the most testing rescues of his career.</p> <p>Twice coming close to death Peter successfully rescued 8 survivors in the midst of this hurricane from the stricken vessel "Standaside". Peter shares with you the events, insights and leadership challenges that he and his crew faced on this day.</p> <p>Peter will also focus on working as an individual in a team environment facing fears and doubts to ultimately result in success.</p> <p style="text-align: right;"><i>Sponsored by</i> </p>
9.15am – 10.15am	<p>The Top Technology Trends Transforming the Events and Tradeshow Industries and What It Means For You!</p> <p>Corbin Ball CSP, CMP, DES, MS Corbin Ball & Co, Meeting Technology Headquarters</p> <p>Technology will likely change events more in the next five years than it has in the past fifteen!</p> <p>This session will cover the major technology trends creating these changes and what you can do to prepare for them.</p> <p style="text-align: right;"><i>Sponsored by</i> </p>
10.15am - 11.00am	Morning Tea in the Exhibition Area – Arena 2

11.00am - 12.30pm	Session 5: Disruption & Technology Room: Arena 1 Chair: Warwick Merry	Session 6: Working with Venues Room: Central Room A Chair: Anne Gill
11.00am – 12.30pm	Meet the Disruptors - Are You Relevant? Joanne Jacobs , Director, Disruptor’s Handbook Benny Sheerin , Technical Director, Appscore James Sugrue , Founder, AFK Agency Aaron West , Manager of Creative Tech, UX Design and Front-end Development, Deloitte Digital Are you remaining relevant to your client? This session will outline, identify and discuss various forms of technology that is disrupting the way we engage by challenging traditional engagement processes. Our clients are embracing these new methods in strategic communication. As such, conference and event managers need to be aware and understand the dynamics of this new environment. We should also be looking at how we can incorporate these activities into our conferences and events for the benefit of our clients and audiences and to remain relevant to their needs and requirements.	10 Things I Hate About You – A Campfire Session Facilitated by Anne Gill, Principal, AMG Consultancy with a panel of hotel representatives. Venue negotiation and hotel contracts often feature on lists of ‘biggest challenges’ faced by PCOs and meeting planners when delivering successful events. With the hotel sector constantly changing, and the overall delegate experience at the conference depending on the PCO and hotel working side by side, it’s more important than ever that we work together for mutually beneficial outcomes. This is a campfire session with a panel of hotel representatives. Our expert facilitator Anne Gill will ensure delegates get to drive the discussion, welcome multiple perspectives on the same issue and encourage panelists and delegates to share their experiences with the room. Use this session to explore ways you can benefit from working more closely with venues.
12.30pm – 2.00pm	Lunch in the Exhibition Area - Arena 2	
2.00pm – 4.00pm	Plenary Session - Arena 1	
2.00pm – 2.20pm	Energiser - Boom Time	Sponsored by 
2.20pm – 2.50pm	The Art of Building Great Teams Lisa McInnes Smith Lisa Speaks! Long term significant achievement happens when a team of people unite to take on a challenge. In a fun-charged high participation session Lisa will demonstrate how team members can inspire each other and deliver long-term positive outcomes. She enables people to become better team players (and potential leaders) by discarding ineffective habits and building high value behaviours. Lisa teaches how to multiply team effectiveness by creating an environment where people like to work hard and exceed expectations.	

<p>2.50pm – 3.30pm</p>	<p>Adapt</p> <p>Gus Balbontin Director, Roshambo</p> <p style="text-align: right;"><i>Sponsored by</i> </p> <p>Every industry and business today, large and small, is facing increasing disruption in the market place. What happened to newspapers, music and others in Media is happening or going to happen to your business and industry. Gus will share the critical lessons learnt over 15 years of disruption in Media. Energetic, inspiring and candid you will learn more in 20mins than what a 3yr MBA could ever teach you.</p>
<p>3.30pm – 4.10pm</p>	<p>Leadership Matters</p> <p>Peter Baines OAM Chair & Founder, Hands Across the Water</p> <p style="text-align: right;"><i>Sponsored by</i> </p> <p>In times of crisis and disaster true leaders are identified by their actions and reactions not the positions they hold, it really is about leadership without authority. We don't need to be in times of crisis to apply the lessons of leadership to come from the fields of crisis and during the keynote session Baines will share what he has learnt working in Bali after the Bombings, Thailand after the South East Asian tsunami and Saudi Arabia and Japan following disasters to hit those countries.</p> <p>He will discuss the importance of 'presence' of leaders and why too many leaders underestimate the significance of their presence with teams they are leading or clients they support. He will also focus on building engagement through shared experiences and how outcomes are achieved by focusing on the results not the excuses.</p>
<p>4.10pm – 4.30pm</p>	<p>Official Close</p>

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