

11th ANNUAL PCOA Conference and Exhibition

9-11 December 2018
Melbourne Convention
and Exhibition Centre

Embracing change
How agile are you?



DAY 1 – SUNDAY 9 DECEMBER 2018 - WORKSHOPS

9.30am				Registration Open – Concourse Area 6			
10.00am – 10.30am				Morning Tea for SIG Participants - Courtyard			
10.30am – 12.00pm		Owner/Directors SIG Room: Eureka 1		In House Events Managers SIG Room: Eureka 3			
		Succession Planning and Valuing Your Business		An opportunity for in-house event managers to share experiences and knowledge			
1.00pm – 2.30pm		Workshop 1 Room: Eureka 1	Workshop 2 Room: Eureka 2		Workshop 3 Room: Eureka 3		
		Give Your Sponsorship Strategy a Head Start	Doing Exhibitions Differently - How to Increase Your Event Revenue		3 Strategies to Help You Get Control of E-mail Steuart Snooks CEO Solutions for Success This fast-paced, information-rich, interactive and highly practical presentation demonstrates the 3 key, proven strategies to get control of the inbox and master your email, using tools you're already		

			<p>familiar with;</p> <p>WHEN to check email and when to NOT look at it WHAT to do with each email (using the powerful 4D methodology) WHERE to quickly file and retrieve email Most importantly, this presentation helps you SHIFT your working paradigm from being in-box-based, interruption-driven and reactive to one that is calendar-based, plan-driven, focused and proactive.</p> <p>What you learn will change the way you work...forever!</p>
2.30pm - 3.00pm Afternoon Tea - Courtyard			
3.00pm – 4.30pm	Workshop 4 Room: Eureka 1	Workshop 5 Room: Eureka 2	Workshop 6 Room: Eureka 3
	<p>Case Study – International Astronautical Congress in Adelaide 2017</p> <p>Anne-Marie Quinn Managing Director All Occasions Group</p> <p>Brett Biddington CEO, IAC17</p> <p>This panel session will cover the strategy, planning and execution of IAC17 from the perspectives of the LOC, the PCO, the Adelaide Convention Bureau and the Adelaide Convention Centre.</p> <p>The importance of planning for an enduring legacy will be emphasised as will the importance of Australia as a destination to attract delegates.</p>	<p>Your Most Important Innovation in 2019</p> <p>Rosie Yeo Director Public Affairs Network</p> <p>We all know that innovation is essential to ongoing success but how do you create and implement new ideas, and how do you prioritise which parts of your business are most in need of a new approach?</p> <p>This is a highly interactive workshop with opportunities for self-reflection and inspiring discussions with your peers on creative thinking and breaking through the barriers to change.</p>	<p>Achieving the Ultimate People’s Business - Successful Customer Service Through Knowledge of Human Behaviour</p> <p>Stephen Dale Owner/Manager Goal Drivers</p> <p>As we enter the age of robotics, AI and digital communication, business owners must remember that despite the impact of IT, we will always be in ‘The People’s Business’. It is people who purchase our products or services, work alongside us, determine our success and provide us with a sense of identity, fulfilment and self-worth. But, how do we communicate effectively with each other when we are surrounded with such diversity, and others seem to live by a different ‘set of rules?’ Today, Stephen will share the common denominators of all human behaviour and provide practical and relevant solutions that will multiply your level of influence.</p>
4.30pm – 6.30pm Welcome Function in the Exhibition Area			

DAY 2 – MONDAY 10 DECEMBER 2018

7.30am	Registration Open - Concourse Area 6	
8.50am – 10.30am	Plenary Session – Goldfields Theatre Master of Ceremonies – Yvonne Adele	
8.50am – 9.00am	Conference Opening	
9.00am – 9.05am	Official Welcome	
9.05am – 9.10am	Message from the PCOA President – Barry Neame, President, Professional Conference Organisers Association Inc.	
9.10am – 9.55am	The Future of Meetings, Conferences and Events Rohit Talwar CEO Fast Future Research	 Sponsored by businessevents.newzealand.com
9.55am – 10.30am	Embracing the Future of Work Tomer Garzberg Founder and CEO Gronade It might be called the 'future' of work, but there is nothing futuristic about it. Machine intelligence is rapidly replacing human tasks in workplaces around the world, and we are just about set for rapid acceleration. Tomer's talk is a practical look at machine intelligence in the workplace, its limitations, and opportunities, as well as the importance of the augmented human employee, as the global arms race for artificially-augmented efficiency takes front and centre.	Sponsored by 
10.30am - 11.00am	Morning Tea in the Exhibition Area	
11.00am - 12.30pm	Session 1: Changing World of Events Room: Goldfields Theatre Chair:	Session 2: Changing Roles Room: Eureka Room Chair: Rosie Yeo

<p>11.00am - 11.30am</p>	<p>New and Emerging Technologies in the Events Space</p> <p>Scott Millar Young entrepreneur CEO of Start Up company BOP (age 18)</p> <p>With hundreds of events happening across the country every day, it can be difficult to stand out from the rest and create an event that your guests will remember and talk about after leaving. Scott Millar has been working with event technology since he was 15 years old and has seen some truly stunning examples of event technology that wows guests. In this session, Scott will be sharing some of his discoveries and how they can be applied to a range of different events.</p>	<p>Changing Hats - We Are More Than Just Event Planners!</p>
<p>11.30am - 12.00pm</p>	<p>Creating Meaningful Event Experiences: How to Use Play and Gamification for Audience Engagement and Interaction</p> <p>Dr. Marigo Raftopoulos CEO & Founder Strategic Innovation Lab</p> <p>Events can often be a predictable, one-dimensional and a solitary experience for delegates. The integration of gamification into your event can add a deeper, richer and more memorable customer experience. In this session Marigo will present how to use playful and gameful design to facilitate content, brand and people discovery for your delegates. At a deeper level, we will also discuss how you can use your event as a forum for research, collaboration, and problem solving for your key stakeholders and sponsors.</p>	
<p>12.00pm – 12.30pm</p>	<p>First Aid for your Patrons, It Might Not Seem as Important, Until it's Absolutely Critical</p> <p>Rob McManus General Manager, Event Health Services St John Ambulance Australia (VIC) Inc.</p> <p>You're an expert, you run market leading events but have you considered who is there to help if someone gets sick or if a significant incident occurs? First aid and medical services organisations are an essential element of your planning and execution of a successful conference. They enhance your delegate experience, give you subject matter expertise and quality reporting. When minutes matter, it's essential you have someone who is trained, prepared and equipped to respond. Reduce your risk, enhance your event, engage experts.</p>	

12.30pm – 1.30pm	Lunch in the Exhibition Area	
1.30pm – 3.00pm	Session 3: Changing Channels Room: Goldfields Theatre Chair:	Session 4: Game Changers Room: Eureka Room Chair:
1.30pm – 2.00pm	Using Digital Marketing to Drive Real Outcomes Tanya Williams Digital Conversations We live in a clickable world and the way we market events and conferences needs to change just to keep up with the increase in competition. Your marketing content, messaging and imagery needs to be highly relevant to your target audience and your goal should be to stop the scroll. Understanding what you should do v's all the options you could do will make a difference in your business outcomes.	Fast Case Studies - Delegate led 10 minutes to tell us about one amazing thing you did at your last event.
2.00pm – 2.30pm	Persuasive Vs Informative Vs Promotional Marketing Activities	
2.30pm – 3.00pm	Same Same? How to Keep Your Flagship Events Fresh! Nesrene O'Connell Head of ANZ Event Marketing and APJ Event Strategy Cisco Do you run an annual conference? Do you fear people will walk in and say, oh, it's the same as last year! Do you NEED and WANT to keep it fresh Year on Year? This session covers some of the strategies on planning annual conferences.	
3.00pm - 3.30pm	Afternoon Tea in the Exhibition Area	
3.30pm – 5.00pm	Plenary Session - Goldfields Theatre	
3.30pm – 3.50pm	Energiser – Shake it Air DJ	<i>Sponsored by</i> 

<p>3.50pm – 4.20pm</p>	<p>The Business of Making a Difference</p> <p>Simon Griffiths Co-founder and CEO, Who Gives A Crap</p> <p style="text-align: right;"><i>Sponsored by</i> </p> <p>Simon is the Founder and CEO of Who Gives A Crap, a direct to consumer toilet paper company that uses 50% of its profits to help build toilets in the developing world. He will talk you through the journey of taking Who Gives A Crap from an idea to a global social business with more than \$1 million donated in 5 years. He'll share the story of Who Gives A Crap's viral launch campaign, the time the company almost went bankrupt, and end with 5 key lessons that he has learnt from running a purpose-led business.</p>
<p>4.20pm – 5.00pm</p>	<p>Hearbeatz – Engaging Hearts and Minds to Raise Resilience</p> <p>Robbi Mack Keynote Speaker Dynamic Entertainment Services</p> <p>Robbi is a passionate advocate for self-leadership and innately understands the importance of consciously raising our resilience that is imperative to our mental and emotional well-being.</p> <p>In this presentation, Robbi will take participants on an inspiring and courageous journey of personal triumph during difficult times. She has travelled from depressed to dynamic and shares her personal journey through the challenges of mental ill health. Robbi has a vivacious gift to help people embrace the emotional layers that drive performance, relationships, and engagement in business and life and has developed tools that support others to manage stress with grace and ease. Audiences will walk away from this presentation with key insights into what makes up a resilient heart.</p>
<p>5.30pm - 7.30pm Offsite Networking Function</p>	

DAY 3 – TUESDAY 11 DECEMBER 2018

8.00am	Registration Open - Concourse Area 6	
8.25am – 10.00am	Plenary Session – Goldfields Theatre Master of Ceremonies – Yvonne Adele	
8.25am – 8.30am	Opening – Yvonne Adele	
8.30am – 8.50am	Be Challenged - Meditainment	Sponsored by 
8.50am - 9.30am	<p>The Tech Titans: How Apple, Amazon, Google and Facebook are Reshaping Competition for Every Business on Earth</p> <p>Stephen Scheeler Former Facebook CEO for Australia and New Zealand</p> <p>Apple, Amazon, Google and Facebook are in a race to become the world's first trillion-dollar company. Yet, 20 years ago, none of these businesses factored in the Fortune 500 – and Mark Zuckerberg was just starting high school!</p> <p>In this behind-the-scenes keynote, former Facebook CEO for Australia and New Zealand, Stephen Scheeler, takes audiences inside the rise of the tech titans, digging deep into the secret sauce that makes them tick, and revealing how competition has fundamentally changed for businesses everywhere due to the global platforms they have created. Stephen also offers insightful advice on what every business can do to flourish in the world of the tech titans.</p>	 Sponsored by
9.30am – 10.00am	<p>Start With You - Tune-in, Step Up & Lead Yourself First</p> <p>Belinda Brosnan CEO Belinda Brosnan International</p> <p>Before you even contemplate leading others, you need to have the courage and curiosity to lead yourself first. In this keynote, Belinda will have the audience “tuning-in” to leverage their leadership capacity by moving away from autopilot modes of operation through awareness and into abundance. Shift your leadership up a gear by becoming resourceful, responsive, decisive and emotionally aware in your leadership.</p>	
10.00am - 10.30am	Morning Tea in the Exhibition Area	

10.30am - 12.00pm	Session 5: Changing How We Work Room: Goldfields Theatre Chair:	Session 6: Changing Outcomes Room: Eureka Room Chair: Anne Gill
10.30am – 11.00pm	Compliance – What It Means For You? Trevor Gardner CEO EventsAIR	Smart Work Dermot Crowley Director Adapt Productivity This practical session goes beyond simple tricks and tips for MS Outlook. It presents a system for managing your time, priorities and emails using MS Outlook, and enables participants to implement what they have learnt the minute they get back to their desks. We move between time management theory and implementation strategies with a focus on task management, calendar management and email management.
11.00am – 11.30pm	Cyber Security For Events	Outcome Driven Innovation
11.30am – 12.30pm	Navigating the Neuroscience of Change For Better Client Outcomes Anneli Blundell Director Anneli Blundell Our clients are facing a world of unprecedented change and complexity. New systems, new products, changing workforces, can all combine to create emotional and operational chaos. All of which can leak into our work with clients when organising their conferences. This session explores the neuroscience behind our emotional response to change. What's happening in the brain and how that is driving our behaviour. We explore a model for change that quickly diagnoses your personal perspective on change, the impact of this and the levers that will be most effective in building behavioural flexibility around change.	Ongoing Change - Venues Campfire Session: Understanding Pricing Models - Affordability of Venues for Associations Facilitated by Anne Gill
12.30pm – 2.00pm	Lunch in the Exhibition Area	
2.00pm – 4.00pm	Plenary Session - Goldfields Theatre	

<p>2.00pm – 2.45pm</p>	<p>Road to Vino: The Story of the Creation of \$100m Wine Startup Vinomofa</p> <p>Andre Eikmeier CEO and co-founder of Vinomofa</p> <p>At age 40, André had something of a discovery around the key to happiness. Weaved through his 25-year story of quitting uni, a struggling acting and music career, and five failed businesses before building one of Australia’s most loved and successful startups in Vinomofa, André shares his learnings from creating a benchmark human culture of love, the importance of standing for something, and ultimately the key to happiness.</p>
<p>2.45pm – 3.30pm</p>	<p>Fire and Ice: Purpose, Fear and Resilience From the Smallest Girl in the Desert</p> <p>Samantha Gash</p> <p>Samantha outlines her methodology in tackling giant goals in uncertain environments. Insights on purpose, execution under duress, and resilience are valuable for any organisation seeking to move into new and uncertain territory - or to push themselves beyond their comfort zone.</p> <p style="text-align: right;"><i>Sponsored by</i> </p>
<p>3.30pm – 3.40pm</p>	<p>Official Close</p>

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