

# 11<sup>th</sup> 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


8.30am				Registration Open – Goldfields Foyer			
9.00am – 12.00pm		<b>Owner/Directors SIG</b> Room: Eureka 1					
9.00am – 12.00pm		<b>Succession Planning and Valuing Your Business</b> Including working morning tea					
10.30am – 12.00pm		<b>In House Events Managers SIG</b> Room: Eureka 3					
10.30am – 12.00pm		<b>An opportunity for in-house event managers to share experiences and knowledge</b> Including working morning tea					
1.00pm – 2.30pm		Workshop 1 Room: Eureka 1		Workshop 2 Room: Eureka 2		Workshop 3 Room: Eureka 3	




	<p><b>Give Your Sponsorship Strategy a Head Start</b></p> <p><b>David Fien</b> The Partnership Guy</p> <p>We will delve into the complexity (and demystify!) the creation of a partnership value proposition that will position your organisation for success and long term growth.</p>	<p><b>Doing Exhibitions Differently - How to Increase Your Event Revenue</b></p> <p><b>Gary Daly</b> Managing Director Exhibitions and Trade Fairs</p> <p>Exhibitions are excellent partners for conferences. They offer exhibitors the most direct, interactive and highly effective marketing method. For attendees, they are the perfect place to learn about and compare new and existing products and services.</p> <p>This practical session will look at what audiences are looking for and need to know, what attendees expect from modern exhibitions, how to increase revenue from an exhibition, ways to increase traffic, how to keep both exhibitors and visitors happy.</p>	<p><b>3 Strategies to Help You Get Control of E-mail</b></p> <p><b>Steuart Snooks</b> CEO Solutions for Success</p> <p>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 familiar with.</p>
<b>2.30pm - 3.00pm      Afternoon Tea - Courtyard</b>			
	<p><b>Workshop 4</b> Room: Eureka 1</p>	<p><b>Workshop 5</b> Room: Eureka 2</p>	<p><b>Workshop 6</b> Room: Eureka 3</p>
<b>3.00pm – 4.30pm</b>	<p><b>Case Study – International Astronautical Congress in Adelaide 2017</b></p> <p><b>Anne-Marie Quinn</b> Managing Director All Occasions Group</p> <p><b>Brett Biddington      Simon Burgess</b> CEO, IAC17                  General Manager Adelaide Convention Centre</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><b>Your Most Important Innovation in 2019</b></p> <p><b>Rosie Yeo</b> 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><b>Achieving the Ultimate People’s Business - Successful Customer Service Through Knowledge of Human Behaviour</b></p> <p><b>Stephen Dale</b> 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>
<b>4.30pm – 6.30pm      Welcome Function in the Exhibition Area</b>			

**DAY 2 – MONDAY 10 DECEMBER 2018**



<b>7.30am</b>	<b>Registration Open - Goldfields Foyer</b>
<b>8.50am – 10.30am</b>	<b>Plenary Session – Goldfields Theatre</b> <b>Master of Ceremonies – Yvonne Adele</b>
<b>8.50am – 8.55am</b>	<b>Conference Opening</b>
<b>8.55am – 9.03am</b>	<b>Introduction – Yvonne Adele</b>
<b>9.03am – 9.05am</b>	<b>Welcome from Melbourne Convention and Exhibition Centre (MCEC)</b>
<b>9.05am – 9.10am</b>	<b>Message from the PCOA President – Barry Neame, President, Professional Conference Organisers Association Inc.</b>
<b>9.10am – 9.55am</b>	<p><b>A Very Human Future</b></p> <p><b>Rohit Talwar</b> CEO Fast Future Research</p> <p>In the fast pace and inspirational session Rohit will explore the opportunities and challenges arising from the global forces that are driving change across the globe and creating new business potential in the meetings industry.</p> <p style="text-align: right;"><b>100% PURE NEW ZEALAND</b> <small>businesssevents.newzealand.com</small></p> <p style="text-align: right;"><i>Sponsored by</i></p>
<b>9.55am – 10.30am</b>	<p><b>Embracing the Future of Work</b></p> <p><b>Tomer Garzberg</b> Founder and CEO Gronade</p> <p>In 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.</p> <p style="text-align: right;"><b>saxton</b> <small>est. 1905</small></p> <p style="text-align: right;"><i>Sponsored by</i></p>

10.30am - 11.00am	<p style="text-align: center;"><b>Morning Tea in the Exhibition Area</b></p> <p style="text-align: right;"><i>Sponsored by</i> </p>	
11.00am - 12.30pm	<p><b>Session 1: Changing World of Events</b>  <b>Room: Goldfields Theatre</b>  <b>Chair: Paula Leishman</b></p> <p style="text-align: right;"><i>Sponsored by</i> </p>	<p><b>Session 2: Changing Roles</b>  <b>Room: Eureka Room</b>  <b>Chair: Rosie Yeo</b></p>
11.00am - 11.30am	<p><b>New and Emerging Technologies in the Events Space</b></p> <p><b>Scott Millar</b>  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><b>Changing Hats - We Are More Than Just Event Planners!</b></p> <p><b>Gareth Lewis</b> - Freelance Creative Producer  <b>Russ Macumber</b> – Senior Digital Strategist, Impressive Digital Agency  <b>Sam Mutimer</b> - Founder and Director of Social Media, Think Tank Social  <b>Lisa Renn</b> - Accredited Practising Dietitian, Body Warfare Nutrition</p> <p>This session will provide delegates with an understanding of digital analytics, nutrition, social media and content production from specialists within these areas.</p>
11.30am - 12.00pm	<p><b>Creating Meaningful Event Experiences: How to Use Play and Gamification for Audience Engagement and Interaction</b></p> <p><b>Dr. Marigo Raftopoulos</b>  CEO &amp; 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.</p> <p>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>Each specialist will discuss specifically what their role involves, what are the emerging issues/trends within their specific areas and how their specific sectors are developing into the future. Each panel member will also discuss their specific role and its relationship with the event/conference sector, discussing how they work together, what an event/conference person needs to understand/know to undertake their role and the parameters around developing this resource in-house or to out-source to a consultant.</p>
12.00pm – 12.30pm	<p><b>First Aid for your Patrons, It Might Not Seem as Important, Until it's Absolutely Critical</b></p> <p><b>Rob McManus</b>  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</p>	

	<p>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>	
<b>12.30pm – 1.30pm</b>	<b>Lunch in the Exhibition Area</b>	
<b>1.30pm – 3.00pm</b>	<p><b>Session 3: Changing Channels</b>  <b>Room: Goldfields Theatre</b>  <b>Chair: Mike Pickford</b></p> <p><i>Sponsored by</i></p> 	<p><b>Session 4: Game Changers</b>  <b>Room: Eureka Room</b>  <b>Chair: Yvonne Adele</b></p>
<b>1.30pm – 2.00pm</b>	<p><b>Using Digital Marketing to Drive Real Outcomes</b></p> <p><b>Tanya Williams</b>  Digital Conversations</p> <p>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.</p>	<p><b>Fast Case Studies - Idea sharing, delegate led quickfire session</b></p> <p>Join this session and become part of the delegate sharing economy at this year's conference.</p> <p>High energy and fast paced, moderated by Yvonne Adele this will be an excellent opportunity for delegates to learn from their peers through sharing their own experiences. Presenters will get 10 minutes to present their brilliant breakthrough moment, followed by questions from the audience.</p> <p>If you haven't submitted your case study yet bring your story with you, we all know it can often be the little things that make a huge difference! And as a bonus, this interactive peer-to-peer format is also an excellent way to build new connections within the industry.</p>
<b>2.00pm – 2.30pm</b>	<p><b>Man + Machine + Marketing. The Intersection of Marketing and Technology</b></p> <p><b>Madeleine Preece</b>  Director  Neonormal</p> <p>Technology has advanced in leaps and bounds, but there are still insurmountable hurdles when it comes to connecting with humans.</p> <p>Marketing is evolving, but it struggles to make an impact using the 'tried and true' methods that have become white noise to an over-stimulated, over-indexed audience.</p> <p>Both are entirely dependent on people — neither exist, function or succeed without human input or human audiences. So how do we keep people at the centre of the ever-changing marketing landscape?</p>	
<b>2.30pm – 3.00pm</b>	<p><b>How to Keep Your Flagship Events Fresh</b></p> <p><b>Mark Hollis</b>  Head of Strategic Projects  Jetts Fitness</p> <p>This session will focus on the key strategies used to keep fresh an annual</p>	


	<p>conference, with the same delegates and leave them wanting more. How do you keep things fresh and new each time without throwing out the things that have worked previously? How do you continue to exceed delegate expectations each time when the bar has already been raised? How to communicate the key messages of a business in a way that is engaging and memorable each and every time is a key challenge Jetts understands.</p>	
<b>3.00pm - 3.30pm</b>	<b>Afternoon Tea in the Exhibition Area</b>	
<b>3.30pm – 5.00pm</b>	<b>Plenary Session - Goldfields Theatre</b>	
<b>3.30pm – 3.50pm</b>	<b>Energiser – Beat Box Rox</b>	Sponsored by 
<b>3.50pm – 4.20pm</b>	<p><b>The Business of Making a Difference</b></p> <p><b>Simon Griffiths</b> Co-founder and CEO, Who Gives A Crap</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>	Sponsored by 
<b>4.20pm – 5.00pm</b>	<p><b>Hearbeatz – Engaging Hearts and Minds to Raise Resilience</b></p> <p><b>Robbi Mack</b> 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>	
<b>5.00pm - 7.30pm</b>	<b>Offsite Networking Function</b>	Sponsored by 

**DAY 3 – TUESDAY 11 DECEMBER 2018**

8.00am	<b>Registration Open - Goldfields Foyer</b>	
8.25am – 10.00am	<b>Plenary Session – Goldfields Theatre</b> <b>Master of Ceremonies – Yvonne Adele</b>	
8.25am – 8.30am	<b>Opening – Yvonne Adele</b>	
8.30am – 8.50am	<b>Be Challenged - Meditainment</b>	Sponsored by 
8.50am - 9.30am	<p><b>The Tech Titans: How Apple, Amazon, Google and Facebook are Reshaping Competition for Every Business on Earth</b></p> <p><b>Stephen Scheeler</b> 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><b>Start With You - Tune-in, Step Up &amp; Lead Yourself First</b></p> <p><b>Belinda Brosnan</b> 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	<b>Morning Tea in the Exhibition Area</b>	

10.30am - 12.30pm	<b>Session 5: Changing How We Work</b> <b>Room: Goldfields Theatre</b> <b>Chair: Alison Petrie</b>	<b>Session 6: Changing Outcomes</b> <b>Room: Eureka Room</b> <b>Chair: Mary Sparksman</b>
10.30am – 11.00am	<p><b>4 Key Areas to Secure Your Event</b></p> <p><b>Trevor Gardner</b> CEO EventsAIR</p> <p>There are many risks to a modern event that can be catastrophic if exploited by the wrong people. As event organizers, it is important we diligently protect our events on multiple fronts.</p> <p>As risks increase, data protection regulations and penalties are ramping up on a global scale and impacting marketing and communications previously relied upon by event managers to scale up attendance at events.</p> <p>Combined with increased security requiring access control at events along with web hacking, credit card fraud and identification theft, event managers are constantly faced with new challenges. With his insight in major recent events including Gold Coast Commonwealth Games, the Pope's visit to Ireland and APEC 2018, Trevor will discuss how meeting planners can help prevent these occurrences, maintain compliance to regulations and design security into the foundation of their events.</p>	<p><b>Smart Work</b></p> <p><b>Dermot Crowley</b> Director Adapt Productivity</p> <p>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.</p>
11.00am – 11.30am	<p><b>Why Cyber Security Matters to You</b></p> <p><b>Bruce Matthews</b> Department of Defence</p>	<p><b>Thinking Outside the Box: Leading Innovation and Change</b></p> <p><b>Tania de Jong AM</b> Founder and CEO Creative Universe, Creative Australia and Creative Innovation Global</p> <p>This era of globalisation is unleashing a massive wave of technological, economic and sociological change. The robots are coming and humans will need to be more creative and innovative than ever before. Empowered people and groups are thinking 'outside the box' and challenging the established order in new ways never before imaginable – from building new business models and social enterprises to challenging old institutions.</p> <p>Tania will help you develop creative, intuitive, right-brained and agile mindsets, think 'outside the box' and understand the power of 'positive human collisions', prepare for and manage in times of massive uncertainty, disruption and change, integrate feminine power with masculine wisdom and celebrate diversity and build inclusive, engaged communities.</p>
11.30am – 12.30pm	<p><b>Navigating the Neuroscience of Change For Better Client Outcomes</b></p> <p><b>Anneli Blundell</b> Director</p>	<p><b>Ongoing Change - Venues</b></p> <p><b>Campfire Session: Venues - Ongoing Change, Working Together</b></p> <p><b>Facilitated by Anne Gill</b></p>



	<p>Anneli Blundell</p> <p>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.</p>	<p>The conversation between venues and PCO's continues at this year's conference with a Campfire Session focusing on affordability and access.</p> <p>Expert facilitator Anne Gill joins us again to moderate a two-way discussion between a panel of industry representatives and the PCO community. They will explore the dynamics of supply and demand, and where the conference and convention business sits within this. They'll also take a look at affordability expectations, how we are positioning Australia as a destination and how competitive are we on a global scale.</p> <p>The session will be a great opportunity to make important industry connections, and discover ways all bodies can be working more closely together to achieve more as a sector.</p>
<b>12.30pm – 2.00pm</b>	<b>Lunch in the Exhibition Area</b>	
<b>2.00pm – 4.00pm</b>	<b>Plenary Session - Goldfields Theatre</b>	
<b>2.00pm – 2.02pm</b>	<b>Melbourne Convention and Exhibition Centre (MCEC) Message</b>	
<b>2.02pm – 2.45pm</b>	<p><b>Want to be Agile? Get Yourself Off Autopilot</b></p> <p><b>Craig Davis</b> Co-founder and CMO Sendle.com</p> <p>In a world of accelerating change and monumental challenges the ability to be agile is vital for survival in the workplace, let alone success. But what exactly is agility and how do you develop it? The good news is that agility is a trainable skill - a mindset that we can learn to access, practice and get better at. But first we have to get ourselves off "autopilot". That self-limiting state in which we operate based on old habits and assumptions that we can't seem to shake.</p> <p>Craig will explain where the idea of agility comes from, and how companies like Google, Spotify and Netflix have built their success on it. He'll share what he has learned about agility by co-founding Sendle, one of Australia's most innovative and disruptive digital startups. If you want to be more agile you'll need to enter a whole new world of awareness and emotional intelligence where agility, happily, is an outcome.</p>	
<b>2.45pm – 3.30pm</b>	<p><b>Fire and Ice: Purpose, Fear and Resilience From the Smallest Girl in the Desert</b></p> <p><b>Samantha Gash</b></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>Sponsored by </p>
<b>3.30pm – 3.40pm</b>	<b>Official Close</b>	

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