

# ETF 2018 CONFERENCE

## DRAFT PROGRAMME OUTLINE

*\*\*Programme will be updated regularly as speakers and topics are finalized.*

### Pre Conference Workshops

<b>Day Activities</b>	Mountain biking at Christchurch Adventure Park
	Skiing - Mt Hutt or Porter Heights
	Sightseeing / Exploration
<b>5.00 - 7.00pm</b>	Welcome Cocktails & Networking

### Conference Day 1: Monday 6 August

<b>8.30 - 8.45am</b>	Registration - Welcome Tea & Coffee		
<b>Morning Session 8.45 - 12.30pm</b>	Conference Welcome & Scene Setting (Round tables)		
	Opening Keynote: An Overview of Disruption & Exponential Change An overview of major disruptors creating exponential change in our business and community environments <i>Kaila Colbin, Curator Singularity University &amp; TedX Christchurch, Co founder of Ministry of Awesome</i>		
	Collaborative Conferencing – A dive into the implications of disruption & change for the events sector <i>Led by Jason Pemberton</i>		
	Coffee Break & Networking		
	Keynote & Workshopping: Opportunities & Differentiators in the Events Sector Globally events are being disrupted with new opportunities and differentiators in the market place. Preparing for a new event landscape. <i>Tahira Endeane with facilitator Jason Pemberton</i>		
<b>12.30 - 1.30pm</b>	Lunch & Connecting		
<b>Afternoon Session 1.30 - 5.00pm</b>	Plenary: Mental Fitness as a Tool for Resilience 5 <sup>th</sup> most stressful profession + increasing technology interference = need for coping tools. Understand the physiological changes affecting our bodies and how to work with technology and stress. <i>Jackie Blunt, Wellbeing Educator &amp; Consultant</i>		
	<b>DISRUPTORS &amp; OPPORTUNITIES IN THE TECHNOLOGY SPACE</b>	<b>DISRUPTORS &amp; OPPORTUNITIES IN THE MARKETING &amp; PR ENVIRONMENT</b>	<b>EXPLORATION STREAM</b>
	Technology Disruptors & Opportunities	Where to place the Bets with Marketing Dollars	Mental Fitness Tools Workshop (1) Short introduction to a range of simple tools to apply during your day
	Planet of the Apps A quickfire introduction to the apps that can be used to disrupt and differentiate. <i>John Quinn, Audience Alive Presentologist</i>	Social Media Developments as new Opportunities	Mental Fitness Tools Workshop Continued or join this session here
	<b>Afternoon Tea</b>		
Plenary: Deconstructing First Time Events - Idea to Reality A longitudinal snapshot of new event concepts shared at 2017 conference to see how the plans translated into reality. Profiling Mudtopia, Ring of Fire & an arts event (TBC)			
<b>5.30 – 7.00</b>	<b>Case Study: Botanic D'Lights Workshop (off site)</b> Turn on the lights, switch on your imaginations and be a disruptor. Botanic D'Lights, one of Christchurch's newest iconic event, transforms the Botanic Gardens into a spectacle of illuminated artworks and innovative light installations will be the case study.		

7.00 - 10.30pm	<b>Conference Dinner &amp; Celebrating our great industry</b> Dining, dancing & discourse with colleagues & guests

## Conference Day 2: Tuesday 7 August

8.00 - 8.45am	<b>Day Registrations</b> Morning Networking over Coffee	Mental Fitness Tools Yoga/Body Balance
Morning Session 8.45 - 12.30pm	<b>Disrupting the Political &amp; Economic Environment</b> Speaker ChChNZ	
	<b>Keynote: Disruption from Commercial Environment - Sponsorship, Marketing &amp; Branding</b> The commercial sector are shifting their marketing and branding focus and allocation of dollars with big implications for the sponsorship market. <i>Kim Skildum Reid, Power Sponsorship</i>	
	Collaborative Conferencing – dig deep into the impacts & opportunities in groups <i>Led by Jason Pemberton</i>	
	<b>DISRUPTORS &amp; OPPORTUNITIES IN COMMERCIAL ENVIRONMENT</b>	<b>DISRUPTORS &amp; OPPORTUNITIES IN EVENT DESIGN &amp; PRODUCTS</b>
	Sponsorship Measurement & Evaluation	Event Design
	<b>Morning Tea</b>	
Disruption & Opportunities in the Funding Sector	Disruption in an iconic Event Coast to Coast	Genius Labs (x 5) – 25 in each? Small group sessions where can explore topics and applications to own events & business in small group workshop - Event Design - Event Technologies - Sponsorship - Marketing - Customer Targeting
Philanthropy as an Income Stream Opportunity	TBC	
12.30 - 1.30pm	<b>Lunch</b>	
Afternoon Session 1.10 - 4.00pm	<b>NZEA AGM</b>	
	<b>NZEA Regional &amp; Sector Forum – Exploring opportunities for collaboration &amp; learning</b>	
	<b>Keynote: Customer Demand Disruption – Catering to the Millennials &amp; Other Markets</b>	
	<b>Final Plenary – Our panel of keynote speakers will throw some last challenges and opportunities to finish a challenging of current event products and services</b> <i>Keynote speakers &amp; invited panelists</i>	
	<b>Conference Summary &amp; close</b>	
	<b>Afternoon Tea</b>	

## Post Conference Workshops - Wednesday 8 August

9.00 – 1.00pm	There will be several workshops and sector meetings to be advised
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