

2017 CONFERENCE PROGRAMME

Pre Conference Workshops: Tuesday 1st August

12.30 - 4.30pm	New Zealand Major Events Forum Information will be provided directly - by invite only
5.30 - 7.00pm	Welcome Function A chance to see the amazing Len Lye Centre, (mentioned in Lonely Planet review) to meet new or reconnect with colleagues from around the county and internationals.

Conference Day 1: Wednesday 2nd August

8.00 - 8.45am	Registration - Welcome Tea & Coffee	
8.45 - 9.00am	Conference Welcome	
9.00 - 9.45am	Keynote: Event Trends That Will Change Our World <i>Julius Solaris, Founder & Editor, Event Manager Blog</i> Nothing is the same and it is changing constantly. From the expert on trends/changes gain insights on the impact of changes and the impact and opportunities for the events you deliver, service or fund. Consider the positioning of your event products/services in changing consumer markets and competition.	
9.45 - 10.15am	Facilitated Discussion on Trend Implications & Solutions Facilitated by Audience Alive	
10.15- 10.45am	Morning Tea & Connections - Join the People Dots	
10.45 - 11.30am	Keynote: For the Love of Our Cities & Events <i>Peter Kageyama, Author & Community Development Consultant, Grassroots Engagement Strategist</i> Learn how to better shape and create events that increase people's connection with the places and spaces they live in and visit. Creating and changing focus through engagement with existing events.	
11.35 - 12.15pm	Collaborative Discussions Workshopping the keynote session above to apply to our own events facilitated by Audience Alive	
12.15 - 1.15pm	Lunch	
	BUSINESS & LEADERSHIP	EVENTING DESIGN & PRODUCTION
1.20 - 2.00pm	When to Push the Go Button – Mudtopia <i>Jason Cameron & Martin Croft, Events and Venues Rotorua</i> Developing a new NZ homegrown event from an idea to reality. An insight into the journey to date and the lessons learnt around event design, funding, sponsorship, political buy in, local engagement and the risks being faced as work towards the first delivery of the Mudtopia event in December 2017.	Workshop: Creating Authenticity Through Community Partnerships <i>Peter Kageyama, Grassroots Engagement Strategist</i> Engage our special amazing people (anchor personas) and partnership with (co-creators) in our events to create emotionally engaging places. New ideas & tools for you to apply to your event.
2.05 – 2.50pm	Presentation & Audience Engagement Techniques Tools <i>John Quinn, Presentologist, Audience Alive</i> Tips on how to structure and use tools for presentations for optimum impact with audiences.	<i>Workshop Continued</i>
2.50 - 3.30pm	Afternoon Tea	
3.30 - 4.20pm	Plenary: Cool, Weird & Wacky Events Showcasing a number of our wonderfully creative events that expand the content and attract new target audiences including; <ul style="list-style-type: none"> Tattoo Expo - <i>Chris Preece, Tattoo Expo</i> Americarna - <i>John Rae, Americarna</i> Burt Munro Challenge - <i>Claire Blau, Major Events, Venture Southland</i> Barber Craft - <i>Terri Van Schooten, Verve – The Event Agency</i> Dog Derby - <i>Lisa Buckingham, Queenstown Winter Festival</i> 	
4.20 - 5.00pm	Managing the Capacity Story Around Events <i>Rachael Shadbolt, Hospitality NZ; Jessica Beyeler, WREDA; Ian Collier, Air New Zealand</i> Capacity and pricing have been some key challenges facing our events. How can we work together to ensure that the industry	

	engage and support our major and regionally significant events.
6.30 – 10.30pm	Conference Dinner & Celebration We move off to one of New Plymouth's great venues for a fun night of networking and entertainment with a few surprises thrown in! Supported by Verve – The Event Agency

Conference Day 2: Thursday 3rd August

8.00 - 8.30am	Day Registrations Morning Networking over Coffee	
8.30 - 9.15am	Plenary: Start The Day with How to Raise the “Hay” <i>Mike Hall-Taylor, Director, HT Group & Sarah Lewis, Director, Sursum Consulting</i> An update on the sponsorship market place – what are our sponsors seeking and resourcing. Insights from one of NZ's largest sponsorship market players on how to approach and manage relationships.	
	BUSINESS & LEADERSHIP STREAM	EVENTING DESIGN & PRODUCTION STREAM
9.20 - 10.30am	Technology Application Tips to Save \$'s <i>Julius Solaris, Founder & Editor, Event Manager Blog</i> Utilisation of technology for greater financial efficiency in marketing, sponsorship and execution of events. Bringing case studies and global success stories to apply in NZ context.	Where Music and Event Business Meet <i>Lorraine Barry, Exec Committee MMF; LB Management and Teresa Patterson, Chair, MMF; CRS Management</i> The music industry is critical to many event programmes. This session will provide insights into the changing music industry including the booking channels, fee structures and securing of artists.
10.30 - 11.00am	Morning Tea	
11.00 - 11.50am	Proving the Worth <i>Shane Vuletic, Director, Fresh Info Ltd</i> As scrutiny comes onto events the pressure to demonstrate and measure value increases. Participate in a discussion with one of our best about the transition away from pure economic assessment toward a more 'cost-benefit' method of evaluating events for stakeholders, sponsors and funders.	Panel: Keeping the Spirit of Events – Working Within Liquor Licensing Regulations <i>Panelists: Anna Nielson, Toast Martinborough; Shane Harmon, Westpac Stadium; Kevin Murphy, Napier City Council</i> Our panelists covering all aspects of the topic will cover how to achieve safe yet affordable event delivery within the spirit of the NZ Liquor licensing legislation
11.50 - 12.35pm	Industry Sector round table discussions A chance to discuss in small focused groups some key issues, opportunities and challenges.	Industry Sector round table discussions A chance to discuss in small focused groups some key issues, opportunities and challenges.
12.40 - 1.45pm	Lunch	
1.20 - 1.40pm	NZEA AGM – all members and non-members welcome	
1.50pm - 2.30pm	Strategic Business Partnerships – Our Event Future <i>Panelists: Jason Cameron (Victory Events), Paul Charteris & Tim Day (NZ Trail Runs), Nick Reader (Ruapehu Express Mountain Bike/Run)</i> Members of the 'Event Collective' consider event strategy as applied to their upcoming project, the Mount Ruapehu Ring-of-Fire Volcanic Relay. They are excited to report: event success builds capability; a collaborative mind-set opens up new possibilities; sharing risk mean much larger events are possible; and a marriage of different skills but common goals all add to make a powerful business strategy	Event Demographics Insights Tool <i>Hamish McEwen, Intelligence Manager, Sport NZ</i> Learn how to access relevant demographic information on your event attendees and ways to quantify and define the market for your newest sport event idea and/or target more accurately your existing sport and active recreation event attendees.
2.30pm - 3.20pm	Final Plenary: The Challenge of Reaching Target Audiences <i>Paul Gunn, Head of Activation & PR, Colenso BBDO</i> The challenge of reaching target markets with the increasing complexity of traditional and social media growth and change. An expert in activation and PR for companies and events, Paul will share the latest trends globally and in NZ that will help you be more effective with marketing budgets.	
3.25 - 3.45	Conference Summary & close - A summary of key learnings and take homes	
3.45pm	Afternoon Tea	
4.30pm Optional	Optional Visit to TSB Bowl of Brooklands & Pukekura Park	

Post Conference Tours - 4th August

9.00am	Optional tours to: Forgotten Highway and Mt Taranaki Walks