

2019 ETF CONFERENCE PROGRAMME

Conference Welcome		
4:00 – 5:30pm	Registration at Intercontinental Hotel opens	Pre-Function Lobby
5:15 – 7:15pm	Welcome Drinks & Wellington Event Experience Catch up with speakers and colleagues while experiencing a Wellington City 'ReCut' pop-up event - specially timed to coincide with this function, on the newly developed Waterloo Quay. An eventful welcome from our host city!	Flamingo Joe's, 10 Waterloo Quay

Conference Day 1 - Thursday 8 August			
8:00 – 8:45	Registration - Welcome Tea & Coffee	Pre-Function Lobby	
8:45 – 9:00	Conference Opening & Scene Setting	Lambton Room	
9:00 – 9:30	RECALIBRATION - <i>looking at the way you think or do something</i> Opening Keynote: Exploring Design Thinking to Build Your Organisation and Event Profile <i>Matt Ellingsen – Co founder, Empathy Design</i> <ul style="list-style-type: none"> Applying 'human centred' design principles to put event participants at the heart of your design thinking Insights into developing bespoke design solutions for small and large event companies Discussion around how participants think and feel at an emotional level and how this is used in the event design process for best effect 	Lambton Room	
9:30 – 9:40	Q&A / Collaborative Conferencing	Lambton Room	
9:40 – 10:15	Keynote: The Story Board Way to Create Experiences <i>Martijn Timmermans, Co-founder and Creative Director of The Red Line Project, Amsterdam, Netherlands</i> <ul style="list-style-type: none"> Design of events via the ageless medium of engagement through creating the story The process of synchronising event creation with event owner and audience needs Event design tools as a necessity <i>(live streaming session)</i>	Lambton Room	
10:15 – 10:25	Q&A / Collaborative Conferencing	Lambton Room	
10:25 – 10:55	Coffee Break & Networking	Pre-Function Lobby	
10:55 – 11:55	Campfire Conversations: Your voice - Our issues – Real Outcomes <i>Facilitated by John Quinn, Audience Alive</i> A popular overseas format to get the most of your conference attendance. You provide the topics, and then we apply the design tools to reach some outcomes.	Lambton Room	
12:00 – 12:15	Recalibrating your Personal Development <i>Andrew O'Loughlin, Events Advisor, Experience Designer, Mentor, Australia</i> Live the life you want to lead – work better, live better.	Lambton Room	
12:15 – 12:30	Trade Display Introductions Trade exhibitors introduce their products & services	Lambton Room	
12:30 – 1:30	Lunch & Connecting	Pre-Function Lobby	
1:00 – 1:25	NZEA AGM	Featherston Room	
	Featherston Room REDESIGNING – <i>change function or process</i>	Lambton Room Two REDEFINING – <i>reformulate, define again</i>	Lambton Room One RESEARCHING - <i>probing, exploring, investigating</i>
1:35 – 3:15	Workshop: Human Centred Design Process <i>Matt Ellingsen – Empathy Design (Limit 25 people)</i> <ul style="list-style-type: none"> The steps to model a design process in live examples Using a human centred approach to create or re-invigorate your event or business 	Workshop: Event Story Board Canvas <i>Martijn Timmermans, Amsterdam, Netherlands</i> <ul style="list-style-type: none"> Workshopping the creation of innovative, fast and visual storytelling design Applying techniques to individual event concepts 	Workshop: From Surviving to Thriving: Being on the Right Side in Events <i>Andrew O'Loughlin, Events Advisor, Experience Designer, Mentor, Australia</i> <ul style="list-style-type: none"> An exploration of what you can & should do, to do the work you love, the way you want to do it. It's all about you!

3:15 – 3:45	Afternoon Tea	
3:45 – 4:20	Lambton Room One Esports Explosion– an exploding competitor event form in our market <i>Duane Mutu, Director & Co founder of Letplay.live</i> A product that is an exploding competitor event form in the market. <ul style="list-style-type: none"> • Redesigning sport audiences and products 	Lambton Room Two Vision to Reality – Bread & Circus <i>Deane Simmonds, CHCHNZ & Strut & Fret</i> <i>Geoffrey Masters, Senior Producer Strut & Fret</i> <ul style="list-style-type: none"> • The experience in re-branding an event • Our vision for how it would go in the first year versus reality • Outcomes expected and opportunities created
4:25 – 5:00	Tech it up <i>Julius Grafton, Publisher at CX NETWORK, Head of ENTECH Roadshow Global</i> What event professionals need to know about pro audio, lighting, staging and video and the things that can go wrong. <ul style="list-style-type: none"> • How event design and technical production can work better together • What's new, what's great, and what doesn't work within tech! 	Delivering Wellywood Icons <i>Sarah Meikle, CEO, Wellington Culinary Events Trust & Festival Director</i> An insight into the growth and development of a couple of Wellington's best known events Visa Wellington On a Plate & Beervana. <ul style="list-style-type: none"> • How the brands were developed and have been grown reflected in the programme content • The opportunities and challenges that have been embraced along the way & the strategies for future growth
5:15	ReCut RePlay If you missed last night's session – take in this event on the way to the Royal Port Nicholson Yacht Club for a replay of ReCut	
7:00	"Experience Wellywood" Join colleagues for a fun night of networking & casual dining Wellington style with a little entertainment thrown in. Royal Port Nicholson Yacht Club, 103 Oriental Parade - Powered by Aggreko, Event Generator Suppliers	

Conference Day 2 – Friday 9 August			
7:00 – 7:45	Morning Wakeup - Body Balance/Yoga		Emerge Hotel Spa
8:00 – 8:30	Morning Networking over Coffee Day Registration		Pre-Function Lobby
8:30 – 9:05	Keynote: Catch Your Breath Style Events <i>Geoffrey Masters, Strut and Fret, Australia</i> <ul style="list-style-type: none"> • Bringing breath-taking heart gripping, unforgettable and entertaining performance to events and festivals • Integrate spectacle into your event design by increasing understanding of performance, performers and genres 		Lambton Room
9:05 – 9:25	Plenary: Status of Events Globally and Nationally <i>Susan Sawbridge, Manager, New Zealand Major Events</i> <ul style="list-style-type: none"> • The current trends nationally and in the global and environment • Challenges and opportunities emerging 		Lambton Room
9:30 – 10:15	Lambton Room Two Running a safe and secure event - <i>Panel</i> <ul style="list-style-type: none"> • Redefining the event risk environment • Managing risks associated with public events and gatherings. • Good practice event risk security measures for public events & gatherings • Security Partnerships <i>(live streaming session)</i> 	Featherston Room Life By Experience Design <i>Andrew O'Loughlin, Australia</i> <ul style="list-style-type: none"> • Using experiential design to positively influence our own lives • How we can use the influence of Time (milestones & moments), Places (Things around us) & People (those around us & the thoughts within us) 	
10:15 – 10:45	Morning Tea		
	Lambton Room One REALLOCATING - <i>allocate in a different way</i>	Lambton Room Two RE IMAGING - <i>reforming or altering - new or different image or product</i>	Featherston Room EXPLORATION STREAM
10:45 – 11:25	The Changing Face of Experiential Marketing <i>Liam Taylor, Co founder, Darkhorse</i> <ul style="list-style-type: none"> • The changing face of experiential marketing • Impact of experiential marketing on the traditional sponsorship model • Insights into PR, digital and experiential 	International Events on Our Shores – Scaling Up and Out <i>Tom Mayo, Event Director, America's Cup Event Ltd & Peter Cox, COO, APEC 2021</i> <ul style="list-style-type: none"> • Big events growing opportunities for the regions & for event professionals – how these events will be leveraged for NZ • Sharing of the challenges faced in hosting international scale events 	Modelling Event Accessibility <i>Kieran Wall, Community Development Advisor, Disabilities, Tauranga City Council</i> <ul style="list-style-type: none"> • Introducing the accessibility tool kit to increase event inclusiveness • Overcoming the barriers to inclusive event operations

11:30 – 12:10	Lambton Room Two Sponsorship - Through New Lens <i>Gabrielle Pritchard, General Manager New Zealand, Gemba.</i> <ul style="list-style-type: none"> Understand the shifting landscape of sponsorship – emerging trends Know your audience Creating shared value with partners 	Lambton Room One Tech It Don't Wreck It <i>Julius Grafton, Publisher at CX NETWORK, Head of ENTECH Roadshow Global,</i> <ul style="list-style-type: none"> The 5 questions you should always ask (and never have!) Breaking down complexity, and avoiding the tricks the techies like to pile on What is a realistic budget, and how to manage those add-ons! Fake risks and real risks. What you need to think about! 	Featherston Room Incorporating Indigenous Culture into Events <i>Jill Day, Deputy Mayor, Wellington</i> <ul style="list-style-type: none"> Embracing Te Reo to enrich your partnership with Iwi Wellington's experience as a proud host of Te Matatini Tino rangatiratanga focus for events in Wellington and what this means in practice
12:15 – 12:55	Sponsors Speak Up <i>Panel; Sue McGregor, Head of Corporate Marketing & Sponsorship, ANZ; Michelle Stevens, National Sponsorship & Events Manager, FMG; Liam Taylor, Darkhorse</i> <ul style="list-style-type: none"> What we want - not what you want to sell Decision making criteria Changing sponsorship decision making 	A Long & Winding Journey An entertaining and celebratory journey of three iconic public community/park festivals; <ul style="list-style-type: none"> Wellington's "Summer City" – 40 years on – <i>David Daniella WCC</i> The evolution of "Music In Parks" into a much loved Auckland Summer Institution – <i>Leanne Roche, ACC</i> "Summertime's", a continual transition in response to the environment - <i>Paul Kean, CCC</i> 	Keeping People Safe in Outdoor Events <i>Richard Gill, Founder and CEO of Blerter</i> <ul style="list-style-type: none"> How to leverage technology for emergency response procedures Designing the communication channel to keep the whole team connected & responsive Pin pointing the problem or incident occurs for emergency response
12:55 – 1:55	Lunch		
1:55 – 2:55	Plenary: Paddling Frantically while Floating Calmly <i>Aaron Carter – Total Sport; Andrew Tuck – Jim Beam Homegrown; Karena Finnie - Botanic D'Lights; Rosaria Ferguson - Wanderlust; Sarah Lewis - Tuatara</i> <ul style="list-style-type: none"> A panel of event managers share challenges & opportunities faced with their events and what they have learnt and can share with colleagues. This will be a Chatham House rules session to gain the maximum from it. A demonstration of the innovative solutions applied to challenging situations 		Lambton Room
3:00 – 3:40	Final Plenary: Recalibration...Rethinking Next Steps		Lambton Room
3:45 – 4:00	Conference Summary & close		Lambton Room
4:00 – 4:30	Afternoon Tea		
Post Conference Event Experience			
6:00 – 11:00	Blow Your Mind at Beervana, Wellington Stadium From outrageous brewery displays to silent discos, colourful beer cocktails to cheeseburger spring rolls, its Willy Wonka for beer lovers. Join colleagues for a post conference event experience at NZ's largest beer festival & 'sample' its success. **Tickets to be purchased separately to the conference.		

* subject to additions and changes

ACKNOWLEDGING OUR GENEROUS MAJOR PARTNERS



Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke



& SERVICE PARTNERS

