

2019 ETF CONFERENCE PROGRAMME

Conference Welcome

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

Conference Day 1 - Thursday 8 August

8:00 – 8:45	Registration - Welcome Tea & Coffee		
8:45 – 9:00	Conference Opening & Scene Setting		
9:00 – 9:30	<p>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></p> <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 		
9:30 – 9:40	Q&A / Collaborative Conferencing		
9:40 – 10:10	<p>Keynote: The Story Board Way to Create Experiences <i>Martijn Timmermans, Co-founder and Creative Director of The Red Line Project, Amsterdam, Netherlands</i></p> <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 		
10:10 – 10:20	Q&A / Collaborative Conferencing		
10:20 – 10:50	Coffee Break & Networking		
10:55 – 11:55	<p>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.</p>		
12:00 – 12:15	<p>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.</p>		
12:15 – 12:30	Trade Display Introductions Trade exhibitors introduce their products & services		
12:30 – 1:30	Lunch & Connecting		
1:05 – 1:30	NZEAGM		
	REDESIGNING – <i>change function or process</i>	REDEFINING – <i>reformulate, define again</i>	RESEARCHING - probing, exploring, investigating
1:35 – 3:15	<p>Workshop: Human Centred Design Process <i>Matt Ellingsen – Empathy Design (Limit 25 people)</i></p> <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 	<p>Workshop: Event Story Board Canvas <i>Martijn Timmermans, Amsterdam, Netherlands</i></p> <ul style="list-style-type: none"> • Workshopping the creation of innovative, fast and visual storytelling design • Applying techniques to individual event concepts 	<p>Workshop: From Surviving to Thriving: Being on the Right Side in Events <i>Andrew O'Loughlin, Events Advisor, Experience Designer, Mentor, Australia</i></p> <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	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 	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
7:00	“Experience Wellywood” Join colleagues for a fun night of networking & dining Wellington style with a little entertainment thrown in. Powered by Aggreko, Event Generator Suppliers	

Conference Day 2 – Friday 9 August

7:00 – 7:45	Morning Wakeup - Body Balance/Yoga		
8:00 – 8:30	Morning Networking over Coffee Day Registration		
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 		
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 		
9:30 – 10:15	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 	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		
	REALLOCATING - <i>allocate in a different way</i>	RE IMAGING - <i>reforming or altering - new or different image or product</i>	EXPLORATION STREAM
10:45 – 11:20	Session to be announced	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

11:20 – 11:55	<p>Sponsorship - Through New Lens <i>Gabrielle Pritchard, General Manager New Zealand, Gemba.</i></p> <ul style="list-style-type: none"> Understand the shifting landscape of sponsorship – emerging trends Know your audience Creating shared value with partners 	<p>Tech It Don't Wreck It <i>Julius Grafton, Publisher at CX NETWORK, Head of ENTECH Roadshow Global,</i></p> <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! 	<p>Incorporating Indigenous Culture into Events <i>Jill Day, Deputy Mayor, Wellington</i></p> <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
12:00 – 12:40	<p>Sponsors Speak Up <i>Panel; Sue McGregor, Head of Corporate Marketing & Sponsorship, ANZ; Michelle Stevens, National Sponsorship & Events Manager, FMG; Panellist 3 TBC</i></p> <ul style="list-style-type: none"> What we want - not what you want to sell Decision making criteria Changing sponsorship decision making 	<p>A Long & Winding Journey An entertaining and celebratory journey of three iconic public community/park festivals;</p> <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>David Burt, ACC</i> "Summertime's", a continual transition in response to the environment - <i>Paul Kean, CCC</i> 	<p>Keeping People Safe in Outdoor Events <i>Richard Gill, Founder and CEO of Blerter</i></p> <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
12:45 – 1:45	Lunch		
1:50 – 2:50	<p>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></p> <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 		
**Please note that Afternoon Tea may be shifted until after final plenary			
3:00 – 3:30	Afternoon Tea		
3:30 – 4:00	Final Plenary: (To Be Announced)		
4:00 – 4:15 pm	Conference Summary & close		
Post Conference Event Experience			
6:00 – 11:00	<p>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.</p>		

* subject to additions and changes

ACKNOWLEDGING OUR GENEROUS MAJOR PARTNERS



**Absolutely Positively
Wellington City Council**
Me Heke Ki Pōneke

& SERVICE PARTNERS

