

## 2019 ETF CONFERENCE PROGRAMME

### Conference Welcome

<b>4.00 - 5.30pm</b>	Registration at Intercontinental Hotel opens
<b>5.15 - 7.15pm</b>	Welcome Drinks & Wellington Event Experience Flamingo Joes, 10 Waterloo Quay Catch up with speakers, colleagues while experiencing a Wellington City 'ReCut' popup event on the newly developed Waterloo Quay in a welcome from the host city

### Conference Day 1 - Thursday 8 August

<b>8.00 - 8.45</b>	Registration - Welcome Tea & Coffee		
<b>8.45 - 9.00</b>	Conference Opening & Scene Setting		
<b>9.00 - 9.30</b>	<b>RECALIBRATION</b> - <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"> <li>Applying 'human centred' design principles to put event participants at the heart of your design thinking</li> <li>Insights into developing bespoke design solutions for small and large event companies</li> <li>Discussion around how participants think and feel at an emotional level and how this is used in the event design process for best effect</li> </ul>		
<b>9.30 - 9.40</b>	Q&A / Collaborative Conferencing		
<b>9.40 - 10.10</b>	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"> <li>Design of events via the ageless medium of engagement through creating the story</li> <li>The process of synchronising event creation with event owner and audience needs</li> <li>Event design tools as a necessity</li> </ul>		
<b>10.10 - 10.20</b>	Q&A / Collaborative Conferencing		
<b>10.20 - 10.50</b>	Coffee Break & Networking		
<b>10.55 - 11.55</b>	Campfire Conversations: <i>Your voice- Our issues – Real Outcomes</i> <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.		
<b>11.55 - 12.05</b>	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.		
<b>12.15 - 12.35</b>	Trade Display Introductions Trade exhibitors introduce their products & services		
<b>12.35 - 1.35</b>	Lunch & Connecting		
<b>1.10 - 1.35</b>	NZEAGM		
	<b>REDESIGNING</b> – <i>change function or process</i>	<b>REDEFINING</b> – reformulate, define again	<b>EXPLORATION STREAM</b>
<b>1.35 - 3.15</b>	Workshop: Human Centred Design Process <i>Matt Ellingsen – Empathy Design</i> <i>(Limit 25 people)</i> <ul style="list-style-type: none"> <li>The steps to model a design process in live examples</li> <li>Using a human centred approach to create or re-invigorate your event or business</li> </ul>	<ul style="list-style-type: none"> <li>Workshop: Event Story Board Canvas <i>Martijn Timmermans, Amsterdam, Netherlands</i></li> <li>Workshopping the creation of innovative, fast and visual storytelling design</li> </ul> Applying techniques to make event concepts meaningful, unique and personalized to the audience	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"> <li>An exploration of what you can &amp; should do, to do the work you love, the way you want to do it.</li> <li>It's all about you!</li> </ul>
<b>3.15 - 3.45</b>	Afternoon Tea		

3.45 - 4.20	Esports – an exploding competitor event form in our market <i>Duane Mutu, Director &amp; Co founder of Letplay.live</i> <ul style="list-style-type: none"> <li>• Redesigning sport audiences and products</li> </ul>	Vision to Reality – Bread & Circus <i>Deane Simmonds, CHCHNZ &amp; Strut &amp; Fret</i> <i>Geoffrey Masters, Senior Producer Strut &amp; Fret</i> <ul style="list-style-type: none"> <li>• The experience in re-branding an event</li> <li>• Our vision for how it would go in the first year versus reality</li> </ul> Outcomes expected and opportunities created
4.25 - 5.00	Closing Keynote: Tech it up Julius Grafton, Publisher at CX NETWORK, Head of ENTECH Roadshow Global, Business coach and structure advisor Australia <ul style="list-style-type: none"> <li>• What event professionals need to know about pro audio, lighting, staging and video and the things that can go wrong.</li> <li>• How event design and technical production can work better together</li> <li>• What's new, what's great, and what doesn't work within tech!</li> </ul>	
7.00 -	<b>"Experience Wellywood"</b> <b>Join colleagues for a fun night of food experiences, Wellington style with a little entertainment thrown in.</b> Sponsored 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 (Presenters) Strut and Fret, Australia <ul style="list-style-type: none"> <li>• Bringing breath-taking heart gripping, unforgettable and entertaining performance to events and festivals</li> <li>• Integrate spectacle into your event design by increasing understanding of performance, performers and genres</li> </ul>		
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"> <li>• The current trends nationally and in the global and environment</li> <li>• Challenges and opportunities emerging</li> </ul>		
9.30 - 10.15	Running a safe and secure event <i>Panel</i> <ul style="list-style-type: none"> <li>• Redefining the event risk environment</li> <li>• Managing risks associated with public events and gatherings.</li> <li>• Good practice event risk security measures for public events &amp; gatherings</li> <li>• Security Partnerships</li> </ul>	Life By Experience Design <i>Andrew O'Loughlin, Australia</i> <ul style="list-style-type: none"> <li>• Using experiential design to positively influence our own lives</li> <li>• How we can use the influence of Time (milestones &amp; moments), Places (Things around us) &amp; People (those around us &amp; the thoughts within us)</li> </ul>	
10.15 - 10.45	<b>Morning Tea</b>		
	<b>REALLOCATING</b> - <i>allocate in a different way</i>	<b>RE IMAGING</b> – <i>reforming or altering - new or different image or product</i>	<b>EXPLORATION STREAM</b>
10.45 - 11.20	Securing Sponsorship in a New Way <i>Speaker to be announced</i>	International Events on Our Shores – Scaling Up and Out <i>Tom Mayo, Event Director, America's Cup Event Ltd &amp; Peter Cox, COO, APEC 2021</i> <ul style="list-style-type: none"> <li>• Big events growing opportunities for the regions &amp; for event professionals – how these events will be leveraged for NZ</li> <li>• Sharing of the challenges faced in hosting international scale events</li> </ul>	<ol style="list-style-type: none"> <li>1. Modelling Event Accessibility <i>Kieran Wall, Community Development Advisor, Disabilities, Tauranga City Council</i>  <ul style="list-style-type: none"> <li>• Introducing the accessibility tool kit to increase event inclusiveness</li> <li>• Overcoming the barriers to inclusive event operations</li> </ul> </li> </ol>

11.20 - 11.55	<b>Sponsors Speak Up</b> <i>Panel of sponsors</i> <ul style="list-style-type: none"> <li>• What we want not what you want to sell</li> <li>• Decision making criteria</li> <li>• Changing trends in sponsorship decisions</li> </ul>	<b>Workshop: Tech it don't wreck it</b> Julius Grafton, Publisher at CX NETWORK, Head of ENTECH Roadshow Global, Business coach and structure advisor <ul style="list-style-type: none"> <li>• The 5 questions you should always ask (and never have!)</li> <li>• Breaking down complexity, and avoiding the tricks the techies like to pile on</li> <li>• What is a realistic budget, and how to manage those add-ons!</li> <li>• Fake risks and real risks. What you need to think about!</li> </ul>	2. Incorporating indigenous culture into Events <i>Jill Day, Deputy Mayor, Wellington</i>
12.00 - 12.30	<b>Session to be Finalised</b>	<b>Narrated Journeys of NZ Iconic Public Community/Park Festivals</b> An entertaining and celebratory journey of three unique festivals & their longevity. <ul style="list-style-type: none"> <li>• Wellington's "Summer City" – 40 years on – David Daniella WCC.</li> <li>• The evolution of "Music In Parks" into a much loved Auckland Summer Institution - David Burt, ACC</li> <li>• "Summertime's", a continual transition in response to the environment - Paul Keane, CCC</li> </ul>	
12.30 - 1.30	<b>Lunch</b>		
1.35 - 2.15			
2.20 - 3.00	<b>Plenary: Paddling Frantically while Floating Calmly</b> Aaron Carter – Total Sport; Andrew Tuck – Jim Beam Homegrown; Karena Finnie - Botanic D'Lights; Rosaria Ferguson - Wanderlust; Sarah Lewis -Tuatara <ul style="list-style-type: none"> <li>• A panel of event managers share challenges &amp; 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.</li> <li>• A demonstration of the innovative solutions applied to challenging situations</li> </ul>		
3.00 - 3.30	<b>Afternoon Tea</b>		
3.30 - 4.00	<b>Final Keynote:</b> (To Be Announced)		
4.00 – 4.15pm	<b>Conference Summary &amp; close</b>		
<b>Post Conference Event Experience</b>			
5.00 - 9.30	<b>Blow Your Mind at Beervana, Wellington Stadium</b> 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 & discover the secret behind its success. Tickets to be purchased separately to the conference.		

\* subject to additions and changes



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

**WREDA**  
 Wellington  
 Regional Economic  
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