

2018 CONFERENCE PROGRAMME #etf18

Welcome - Sunday 5 August

Welcome Function – Sponsored by Blerter	
5.00 - 7.00pm	Fat Eddies Bar, The Terrace - Welcome Cocktails & Networking in the new leisure precinct of Christchurch. Take a short stroll from your accommodation and join us for drinks & nibbles before experiencing dinner at one of the many restaurants close by. Official Welcome from Mayor of Christchurch, Lianne Dalziel,

Conference Day 1 - Monday 6 August

8.00 - 8.40	Registration - Tea & Coffee			Upstairs Foyer
8.45 - 9.15	Opening & Scene Setting Collaborative Conferencing Introduction			Savoy Ballroom
9.15 - 10.00	Opening Keynote: An Overview of Disruption & Exponential Change <i>Kaila Colbin, Curator Singularity University & TEDx Christchurch, Co founder of Ministry of Awesome</i> <i>Scene setting overview from an international expert, on major disruptors creating exponential change in our business, technology and social environments which are changing the world we operate in.</i>			Savoy Ballroom
10.00 - 10.30	Collaborative Conferencing Round table discussions around the relevance of some of the trends and disruptors for NZ and the events sector <i>Facilitated by Jason Pemberton, ETF Facilitator, You Think</i>			Savoy Ballroom
10.30 - 11.00	Coffee Break & Networking			Bloody Mary's
11.00 - 12.15	Keynote & Workshopping: Opportunities & Differentiators in the Events Sector <i>Tahira Endean, Author, Event Designer and Producer</i> Insights & learnings from disruptors being seen/experienced in the Events Sector globally and how events are using differentiators for competitive advantage and meeting the challenges & opportunities			Savoy Ballroom
12.15 - 12.45	Finding Calm in the Storm – Resilience <i>Jackie Blunt, Wellbeing Educator & Consultant, Lincoln University</i> Looking at the effects on our physical and mental wellbeing of constant and changing flows of information, technology and ceaseless activity without rest, and what we can do about it to live well in a challenging environment			Savoy Ballroom
12.45 - 1.45	Lunch & Connecting			Bloody Mary's
	DISRUPTORS & OPPORTUNITIES IN THE TECHNOLOGY SPACE Savoy East	DISRUPTORS & OPPORTUNITIES IN EVENT DESIGN & PRODUCTS Savoy West	EXPLORATION STREAM Clarendon	
1.45 - 2.30	Technology Analysis and Planning <i>Terri van Schooten, Director, Verve & Victoria MacLennan, Govt Digital Advisory Group</i> The steps in deciding technology needs & opportunities for an event - a live case study using the decisions & analysis undertaken for the upcoming new WLG-X	Opportunities by Redesigning the Event Experience <i>Tahira Endean, Author, Event Designer and Producer</i> <i>As a global expert in event redesign and the human psyche this</i>	Tools to use "in the Storm" Workshop <i>Jackie Blunt, Wellbeing Educator & Consultant, Lincoln University</i> Practical tactical tools to cope with pressure & functioning effectively 20mins x 4 tools • Brain breaks • Moving meditation	
2.30 - 3.15	Planet of the Apps <i>John Quinn, Presentologist, Audience Alive</i> A quickfire introduction to the apps & technology that can be used to disrupt and differentiate events	Redesigning Iconic Events • World Buskers Festival - <i>Linda Falwasser, ChristchurchNZ</i> • Coast to Coast – <i>Glen Currie</i> Responding to need for change with a redesign of the product & experience	Continued: Tools to use "while in the Storm" • Mindfulness • Tactical self-regulation	
3.15 - 3.45	Afternoon Tea			Bloody Mary's
3.45 - 4.30	Pitching the Vision <i>Richard Gill, CEO, Director & Founder, Blerter</i> Using emerging technology to create hyper-responsive workforces & heightened event experiences	Vision vs Reality • Ring of Fire - <i>Jason Cameron</i> • Urology Associates Carpark Cannonball – <i>John McKenzie, Director, Enthuse</i> • Challenges & opportunities experience in introducing new events from first time events held in 2017.	Waste not, Want not: Event waste minimization solutions <i>Shanti Campbell, Event Sustainability, CCC; Joany Grima, Senior Lecturer, School of Business, WelTec</i> -Learning from composting trials to minimize waste at events -How festival organisers minimize waste in New Zealand	

5.30 - 7.30	Event Case Study/Field Trip: House of Travel Botanic D'Lights Experiencing the reality of events. Botanic D'Lights, one of Christchurch's newest iconic events, transforms the Botanic Gardens into a spectacle of illuminated artworks and innovative light installations. Take a trip before dinner and learn about the event development & get a special pre-opening preview.
7.20 - 11.00	Conference Dinner – Sponsored by Aggreko Dining, discourse & dancing! with colleagues in a special environment which demonstrates the adaptability of event venues.

Conference Day 2 – Tuesday 7 August

8.00 - 8.30	Day Registrations Upstairs Foyer	Resilience Session Clarendon Options of Yoga/Body balance or physical session run by CCC Instructors
8.30 - 9.00	Optimising Economic and Social Opportunities as a Disruptive Positive Force for Change Savoy Ballroom <i>Loren Heaphy, General Manager Destination Attraction, ChristchurchNZ</i>	
9.00 - 9.20	Update from New Zealand Major Events Savoy Ballroom <i>Susan Sawbridge</i>	
9.20 - 10.10	Keynote: Disruption from the Commercial Sector: Sponsorship, Marketing and What Events Need to Know Savoy Ballroom <i>Kim Skildum-Reid, Director, Power Sponsorship</i> The commercial sector have more and better marketing options than ever before. There are big implications for events as sponsors seek out ever more sophisticated partners. Get it right, and attract great, engaged sponsors. Get it wrong, and watch your bottom line sink	
10.10 - 10.30	Collaborative Conferencing – dig deep into the impacts & opportunities in groups Savoy Ballroom <i>Led by Jason Pemberton, ETF Facilitator, You Think</i>	
10.30 – 11.00	Morning Tea Bloody Mary's	
	DISRUPTORS & OPPORTUNITIES IN COMMERCIAL ENVIRONMENT Savoy East	DISRUPTORS & OPPORTUNITIES IN MARKETING & PR Savoy West
11.00 - 11.40	Workshop: Top Ten Changes to Make to Thrive in a Disrupted world <i>Kim Skildum-Reid, Director, Power Sponsorship</i> This fast and furious workshop will provide participants with ten critical changes they need to make to harness the power of disruptive marketing, create competing offers, and make sponsors want to work with you	Preparing for New Target Markets – Millennials & Gen Z <i>Emily McLean, Social Media Manager, CFFC</i> Understanding the new preferences, products & communications required to meet Millennials & Gen Z needs Rebranding and Redesigning Events - Tricky but Rewarding. <i>Rae Baker, Director, The Real Journeys Queenstown Winter Festival</i> Juggling brand perception and emotional investment while breathing new life into the strategic design
11.45 - 12.30		EXPLORATION STREAM Clarendon Deep Dive Labs Learn, explore, apply in small group sessions led by a topic specialist <ul style="list-style-type: none"> • Impacts of Changes in the Music Industry – <i>Cushla Aston</i> • Social Enterprise Model for the Event Sector – <i>Jason Pemberton</i> • Social Media Tools for Diverse Target Markets - <i>Emily Maclean</i> • Building Events from Scratch – <i>Sarah Lewis</i> • Presentation Techniques – <i>John Quinn</i> Each session repeated twice.
12.30 - 1.30	Lunch Bloody Mary's	
1.10 - 1.30	NZEA AGM Clarendon	
1.30 - 2.00	Keynote: NZ Events Sector Meeting the Disruptive Challenges Savoy Ballroom <i>Stuart Turner, Head of Major Events, ATEED</i> Collaboration, integration & internationalisation are key to working together as a sector, generating authentic experiences while taking the best from around the world and applying to NZ.	
2.00 - 3.00	Opportunities & Differentiators Through a Regional Lens Savoy Ballroom <i>Regional Groups Forum led by NZEA Regional Reps, facilitated by Jason Pemberton</i> Exploration of opportunities for collaboration and differentiation at regional level with key themes feeding into Closing Panel discussions	
3.00 - 3.30	Meeting the Challenges, Grabbing the Opportunities Savoy Ballroom <i>Keynote Panel: Tahira Endean, Kim Skildum-Reid, Stuart Turner & Invited Guest/s</i> A powerful end to two days of ideas & discussions with our keynotes challenging each other on the way forward for events and opportunities across event sectors & businesses.	
3.30 - 3.40	Conference Summary & close Savoy Ballroom	
3.40 - 4.00	Afternoon Tea Bloody Mary's	
	After conference activities by request	