



PD Strategy

At MEA much time has been dedicated to the professional development needs of our members. We recognise that the diverse skills required across the nation are reflected in the range of industry sectors and job roles within those areas. There will always be a need for MEA to offer targeted programs, to address local/state issues, however, the overall career paths in the industry and the skill needs that relate to those paths are universal.

MEA has a broad range of topics to cover the required industry skills at all levels. The two major streams within the industry, being sales & marketing and meetings & events management, are provided for in the MEA PD calendar, which truly reflects the professional development needs of meetings and events industry people.

Although MEA is made up of a large variety of businesses, the core membership deals in the area of sales & marketing, and meetings and events management.

Foundation Level PD Topics

Given that the Introductory level is well catered for within MEA via the Essentials program, it is important to note that it is not presumed that all of these topics/skills shall be acquired before appointment into a conference coordinator/sales assistant type role.

Instead it needs to be understood that these PD topics are recommended for those already in these roles in preparation for their move into a supervisory role at the Intermediate or Advanced level.

It is also important to note that the Foundational topics are, by definition, appropriate for the more senior levels as it is presumed that these skills are needed, as well as the additional skills required to perform supervisory and management tasks.

Appropriate for delivery to PCOs/Venue Sales Staff with 1-2 years industry experience.

Common Topics	Length (hours)
Event Industry Update I	3.0
Planning	
Developing a Critical Path	1.5
Introducing Exhibitions	1.5
Understanding Conference Catering	1.5
Systems & Procedures	

	Suppliers – Building Working Relationships	1.0
	Insurance Matters: Covering your Event	1.0
Marketing	Getting the best out of your Promotional Material	2.0
	Creating Promotional Displays	1.5
Human Resource Management	Improving your Communication & Conflict Resolution Skills	3.0
	Working with Cultural Groups	3.0
Financial Management	Managing your Budget	3.0
Technology	The Basics of Using Audio Visual Technology	1.5
	The Basics of Staging and Venue Set-up	1.5

Meetings Management Electives	Length (hours)
Designing your Event	1.5
Event Site Selection & Negotiation	1.5
Understanding Conference Committees: Their Role & Structure	1.5
The Do's and Don'ts of Conference Programmes	2.0
Dealing with Registrations	2.0
Site Visit	2.0

Sales & Marketing Electives	Length (hours)
Planning your Sales Strategy	1.5
Selling your Product: From Call to Closure	1.5
Choosing Promotional Activities that Work for You	1.5
Site Visit	2.0

Intermediate Level PD Topics

Appropriate for delivery to Meetings Managers/Sales Managers with between 3-5 years industry experience.

Intermediate topics	Length (hours)	Meetings Mgmt	Sales
Event Industry Update I	3.0	✓	✓
Planning			
Managing Projects	3.0	✓	✓
Managing Contractors	1.5	✓	✓
Building Business Relationships	1.5	✓	✓
Planning Exhibitions: The Critical Success Factors	1.5	✓	✓
Winning Bids	1.5	✓	✓
Competitive Quoting	1.5	✓	✓
Winning Sponsorship	2.0	✓	
Systems & Procedures			
Ensuring a Healthy, Safe and Secure Conference Environment	2.0	✓	✓
Your Business and the Law: Compliance Issues	2.0	✓	✓
Keeping your Customers Happy: How to Manage	2.0	✓	✓
Quality Customer Service	2.0	✓	✓
Managing Risk	2.0	✓	✓
Marketing			
Developing New Products	2.0	✓	✓
Persuading your Readers: How to Produce Effective Written Communication	2.0	✓	✓
Event Marketing in the e-Business World	2.0	✓	✓
Public Relations and the Media	2.0	✓	✓
Human Resource Management			
Making an Impact: Improving your Presentation Skills	3.0	✓	✓
Negotiating your way to Success	3.0	✓	✓
Financial Management			
Preparing your Budget	3.0	✓	✓
Technology			
Getting Technical: Learning more about Lighting and Sound	2.0	✓	✓

Advanced Level PD Topics

Appropriate for delivery to Senior Management with more than 5 years industry experience.

Advanced Topics	Length (hours)	Meetings Mgmt	Sales
Event Industry Update II	3.0	✓	✓
Planning			
Developing and working with Business Plans	3.0	✓	✓
Benchmarking	3.0	✓	✓
Advanced Projects Management	3.0	✓	✓
How to Develop Successful Operational Plans	3.0	✓	✓
Systems & Procedures			
Managing your Office Assets	3.0	✓	✓
Marketing			
Developing Successful Marketing Plans	3.0	✓	✓
Human Resource Management			
Leading the Team	3.0	✓	✓
Recruiting and Selecting the Best Staff	3.0	✓	✓
Monitoring Staff Performance	3.0	✓	✓
How to Become an Effective Mentor	3.0	✓	✓
Financial Management			
Managing your Financial Operations	3.0	✓	✓

Executive Level PD Topics

Appropriate for delivery to Business Principals/Executive Management with responsibility for running the business.

Executive Topics	Length (hours)	Meetings Mgmt	Sales
Event Industry Update II	3.0	✓	✓
Planning How to Gather and Use Competitive Intelligence for Strategic Planning Purposes	3.0	✓	✓

What PD is on in your State now...