

**MIAA National Conference**  
**May 2 – 4, 2004 Melbourne**

**Session Outlines**  
*(version 22/1/04 5:00pm)*

**Day 1: Sunday May 2**

***10:00am Opening Ceremony and Welcome***

Take the red pill and enter the Meetings Matrix! Our eyes will be opened to the Matrix and all that it has to offer. We'll hear from our President and we'll be officially welcomed to the City of Melbourne by one of the distinguished 'system programmers' of the Melbourne Matrix Mainframe.

***10.50am What is a Matrix? One Degree of Separation***

Facilitator: Toby Travanner

We are all part of many Matrices. We find ourselves in interdependent roles with other people and organisations, especially in the Meetings industry.

In this activity, we will discover how the Meetings Matrix already exists. Every attendee will have a connection with every other attendee through direct or indirect links. "I know someone, who knows someone that you should get to know", is a phrase common to these conferences. We'll see how few the degrees of separation are during this mind opening activity.

***11.00am The Future, The Mega Matrix***

Speaker: Dr Peter Ellyard

We as individuals, as organisations, as an industry, are small parts of a matrix that encompasses the globe. Our decisions and behaviours affect each other locally and on a worldwide basis in the areas of environment, economy and social responsibilities. In this session, Peter will discuss key issues facing us as part of a global economy. These include future areas of business and employment, population and demographics trends, environmental impact and changing gender responsibilities. He will focus on the meetings industry and how it is a part of the global matrix.

Peter's thought leadership will give you a refreshing and challenging perspective on how business and humanity will interact in the future.

***11.50am Matrix Hypothetical***

Facilitator: Toby Travanner

This is a panel discussion with a difference! Leaders from our industry will be asked to join a hypothetical panel where each individual plays a different role from what they actually do in real life. For example, a meetings manager may be asked to represent a bureau, an AV specialist could become a PCO!

The topic will be challenging, the facilitator will be confronting and the panellists might be squirming! This is one panel session not to be missed.

***1.45pm The Mind and the Matrix***

Speaker: Jason Clarke

Everyone says creativity is the survival tool of the 21<sup>st</sup> century, but no one remembers where they left it. In the current business and meetings environment we are constantly under pressure to be creative. We find ourselves having to create new business opportunities, new

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ideas for clients or new ways of operating. While there are some people who have a natural flair for coming up with new ideas, many of us spend countless frustrating hours with little return.

Consider the impact of a process and a tool that would allow you to generate more creative options than you could handle. Jason has captured the process of creativity so that we too will be able to gain the outcomes that will give us the edge we're looking for. He'll show us how the creative mind works, why the same old thinking produces the same old results. We will learn how to use multiple thinking strategies to creative innovation and be presented with a diverse range of cutting-edge thinking tools and techniques.

**4.15pm *The Matrix in Action***

Here's a chance for you to meet new people and to improve the links in your own Meetings Matrix. Picture an environment where the attendees are in one space together. We have to find our teams and then create masterpieces that not only link individual team members together but also create a connection with other teams in the Conference Matrix. Here's a chance to use our new creativity and organisational skills, and networking capabilities to create a strong Matrix.

We'll get to wear our masterpieces to the 'Reformation' welcome cocktail party where the Matrix-in-Action will be continued. This activity is sure to get us in the mood for a fantastic first evening.

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**Day 2: Monday May 3 (Morning)**

**Stream 1 - Minders**

**8.30am Strategic Alliances (Choosing Matrix Partners)**

Speaker: Ross Dawson

In this highly interactive session, the internationally renowned author of *Living Networks*, Ross Dawson, shows participants how the living matrix will be at the heart of the future of events. The greatest value people get from events is by making connections with the right people and ideas. Showcasing both new technologies and innovative facilitation techniques, Ross will demonstrate how to create "enhanced serendipity" at events, making these happy accidents more likely to happen. The session is designed to bring together the right people to discuss and create together action plans for transforming the meetings industry. Participants will learn, experience, and help to create the future of events, drawing on a whole new set of technologies and specific techniques for bringing these networks to life.

**10.45am Expanding your Matrix**

Case study presentations by industry leaders

During this session, we will hear real-life examples of how people and organisations of all sizes have used strategic alliances to develop an offering that expands not only their horizons but also their business.

During this inside look into business ventures, presenters will cover both international and national experiences. We will hear about their approach, the pitfalls and successes in expanding their businesses and their offerings. This session may inspire you to take a new direction and seek some new alliances for your business. Like minds, common values, new ideas, clear goals...it's what the Meetings Matrix is all about.

**Streams 2 and 3 – Grinders & Finders (combined sessions)**

**8.30am Working Within Your Matrix (Team Behaviour)**

Speaker: Mark McKeon

All teams, corporate, sporting, political and even families can be classified as one of four 'Ways': 'My Way', 'No Way', 'Our Way' and the truly high performing 'The Way'. We will discuss how to plot your team's current effectiveness and highlight obstacles and challenges. We will then plan, demonstrate and practice a strategy to achieve and sustain the supportive culture, efficient communication and smart systems common to all 'The Way' teams. High performing teams also have fun and we'll be doing our best to do the same.

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**Streams 2 and 3 – Grinders & Finders (combined sessions)**

**9.25am Partnering Sales & Operations Workshop**

Facilitated Round-table Workshop

Our industry is quick to say “don’t confuse the role of selling with delivery”. We have all experienced situations where salespeople have made promises to the clients that are almost impossible for the Operations team to implement, or where the Sales team have to ‘pick up the pieces’ when the Operations team didn’t meet fundamental expectations. It’s not about taking sides - the only group that really suffers is the client. It’s about strong communication and working together as a seamless Sales and Operations team. When our clients *don’t* notice, that’s when we’re probably doing things right!

Can your left brain (operations) and your right brain (sales) work together? In this session we will open the lines of communication and put our industry’s sales and operations up against each other in an endeavour to understand and appreciate the requirements of each. This round-table workshop will be based on a ‘fictitious’ but relevant scenario where our outcomes will be evaluated by real ‘buyers’ of our industry’s services. Fun, challenging and sometimes irreverent, there will be plenty of ‘ah-ha’ moments. Join with your Sales and Operations counterpart and come along to what will prove to be a very enjoyable and valuable session.

**Stream 2 - Grinders**

**10.45am Technology in the Matrix**

Speaker: Peter Blasina

Want to know what’s new and what will give our industry an edge? Peter will show you the impact the right technology has on the bottom line and help you keep up with what is happening in our industry and around the world.

Peter is not a theorist. He’ll show you options, solutions and ideas about how businesses in the meetings industry can operate effectively using current technology. He’ll describe how to cope with the rapid rate of technology change and demonstrate technology that has a positive impact on your business and personal environment.

**Stream 3 – Finders**

**10.45am Maximising the Living Matrix**

Speaker: Ian Stephens

The practical and powerfully simple business strategies that Ian Stephens has developed have helped businesses around the world. As an internationally-experienced management consultant, Ian’s entertaining and motivating presentation will demonstrate how to build rapport and develop communication skills for organisations and individuals alike. Creating and managing strong working relationships with clients is critical for those of us in the Meetings Matrix.

His techniques are modularised and measurable. Among the ideas he’ll share with us include ‘brickwalling’ our clients, customer relationship management and future scenario planning. Attendees who go through his planning process and follow the rules can be assured of success. Watch out for his “speedball’ introductory demonstration!

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**Day 2: Monday May 3 (Afternoon)**

**All 3 Streams**

**1:45pm *The Wider Industry Matrix***

Speaker: Ken Boundy (Australian Tourism Commission)

Being up-to-date with overall industry trends can assist us in planning our organisational and personal futures. If we know about the opportunities, the issues and predicted future for tourism as a whole, we are more likely to be able to plan our business strategies and personal careers to take advantage of this invaluable knowledge.

Ken will share with us his views as a leader of the Australian Tourism Commission and the commission's blueprint for the future.

**2:15pm *Passion Process***

***All delegates, together but separate...***

Facilitators: Toby Travanner, Andrew Bayly, and Siew Hoon Yeoh

We often come to conferences with fantastic ideas and a 'fire-in-the-belly' to want to do something about them. Here is your chance to make a difference during the MIAA National Conference 2004.

Without passion, nothing changes, and our industry won't grow to meet the needs of our clients and customers. If you're passionate about a topic, start a group or join a group. It may be a traditional Special Interest Group, an issue facing our industry or an area of improvement you want to do something about. It's often easy to talk about problems and hope that someone else will do something about them. This is a chance to get the ball rolling to ensure that our industry continues to grow and develop. It's all about getting 'down and dirty' and doing something.

You'll be given a process to follow and the roving facilitators will be there to help you develop some solid action plans for the issues and opportunities you're discussing. We'll display the outcomes and suggestions so you'll see all the ideas from every team. Then it's up to the really passionate among us to *keep* the ball rolling. Those people who do, along with their matrix of interdependent organisations, will see continuing benefits and competitive advantages.

"Someone should do something!"...here's your chance to be that someone.

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**Day 3: Tuesday May 4 (Morning)**

**Stream 1 - Minders**

**8.30am *Leading Your Matrix (Strategic Thinking)***

Speaker: Josh Owen

Josh is a rare breed. He originally trained as an accountant but found out that he had too much personality! He has taken his inherent skills and added a large dose of leading edge corporate and leadership knowledge, to become one of Australia's corporate strategists.

Josh will show you how to take strategic thinking techniques and transform chaos and uncertainty into workable strategic action plans. His specific strategies help to position organisations to see the *future first* and to be at the right place *before* the right time. His strategies will also show you how to transform POWs (Prisoners Of Work) into VIPs (Vision Imbued Persons).

If you want to invent tomorrow's best practices for the meetings industry rather than just benchmark today's best practices, then this is a session for you.

**9.25am *Leading your Matrix II (Positive Work Culture)***

Speaker: Margot Cairnes

We are in an era where success demands that companies differentiate their brand, constantly reinvent themselves and thrive on innovation. To do this we have to raise our levels of thinking, upgrade our concept of relationship and teams, while celebrating and fostering diversity. This isn't change, it is transformation and demands reinvention on every level. Margot Cairnes has been helping leaders from around the globe transform themselves, their people and their companies for 20 years. In this address she will share her very practical experiences with us. Prepare to be challenged.

**Stream 2 – Grinders**

**8.30am *Fitting Into Your Matrix (Communicate More Effectively Within Your Matrix)***

Speaker: Andrew Bayly

High performance teams not only do what they're meant to do but have fun doing it. They communicate well, set expectations and meet them, with their clients as well as with their team members. In today's environment, it is increasingly necessary to adapt to changes in staff, clients' and organisational needs. If we can adapt quickly in these dynamic situations, we're more likely to have a team who knows each other's strengths and works with them in a positive manner to create extraordinary outcomes.

Based on his research while undertaking his PhD in organisational change, Andrew will use improvisational theatre techniques to demonstrate the basic building blocks of effective communication. In this session, you'll get a chance to practice some improvisation so you can clearly see what does and doesn't work for you when it comes to communicating with others and creating a synergistic environment.

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**Stream 3 – Finders**

**8.30am On the Other Side of the Matrix – The Buyer's Point Of View**

Industry buyer's panel

Have you ever won or lost a bid and wondered why? What did you do that allowed you to be selected ahead of your competitors? What was missing from your proposal that meant someone else was selected? What is it that buyers really want from suppliers?

These questions and more will be answered by a panel of key buyers of meetings industry offerings who will be there to "tell it like it is". They'll share with you what's important from the buyers point-of-view so you can create truly client-focused offerings and proposals. Hear their stories, ask them questions, learn what it's like to have a true buyer-supplier partnership.

**9.25am Without Health there is no Wealth**

Speaker: Terry Martinez, Personal Nutrition

The world in which we live places enormous demands on us both mentally and physically. Your health and well-being can have an enormous effect on your life personally and professionally. If you'd like to better handle the day-to-day pressures in which we are all placed, then this session is for you.

Terry will look at the basic facts behind nutrition and a way that you, your staff and your organisation can benefit from a few small changes. Health and Nutrition are a critical ingredient in your performance in the Matrix. Without physical and mental health you cannot be a strong, active and consistent performer.

**All 3 Streams - Plenary**

**10.45am Values Journey - Exploring and Living your Personal Values**

Speaker: Peter Ernest

What drives you? What are the generators of your actions, behaviours, choices and decisions? In this highly engaging, information packed and entertaining session you will taste and experience Values Journey, an interactive process to explore your own personal values. You will participate and be introduced to a number of simple models to help you to better understand yourself, your team, your relationships and the values of others including partners and clients. You will leave with a roadmap including an action plan, session information, a support process and applications for the next stage of your personal and professional journey.

**10.45pm Industry Leaders Forum**

Session by invitation only. (Concurrent with Plenary)

In this session our industry leaders will raise and discuss the important issues that are affecting, and will affect, our industry in the future. These representatives will then deliver their discussion outcomes to the Federal Minister.

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**Day 3: Tuesday May 4 (Afternoon)**

**All 3 Streams - Plenary**

**1.30pm MIAA Matrix & the Government**

Speaker: The Honourable Mr Joe Hockey, Federal Minister for Tourism and Small Business

Our Meetings Matrix has interdependencies with many other groups, especially the government. Hear what the Australian Government is doing to support our industry.

**2.15pm The Great Matrix Debate**

Moderator: Campbell McComas

Topic: That we can't keep on meeting like this

Be there to be vocal and support your favourite point-of-view: can we or can't we keep meeting like this? This entertaining and controversial debate is sure to start tongues wagging. Watch your colleagues debating their point with passion and just a little humour. Can we keep meeting like this? Be at this session to find out.

**4.00pm Uploading the Vision - Keynote Presentation**

Speaker: Steve Vizard AM

A visionary perspective from someone who has utilised their Matrix effectively and successfully. Steve will share his first hand experience in a wide variety of business areas including strategic alliances, team and leadership development, and the ability to create and follow-through on a vision.

His current role with Melbourne Major Events will ensure that his presentation is relevant to all parts of the meetings industry. This is great chance to ensure that a person with the calibre of Steve becomes part of your Meetings Matrix.