

# PROGRAM

## SATURDAY 2 APRIL 2005

### AMM / AIMM Meeting - Duxton Hotel Perth

1500 - 1730

This exclusive session, for Accredited members only (AMM & AIMM), is the annual face-to-face forum to discuss the MEA Accreditation Program. This meeting ensures that all accredited members continue to have an influence over the standards expected of accreditation applicants, general program issues, and will be forum to discuss the finer details of corporate accreditation (AMMC). An opportunity too important for eligible members to miss.

1800 - 1930

### AMM / AMIAA / AIMM - Cocktail Reception - Duxton Hotel

## SUNDAY 3 APRIL 2005

0700 - 1300

### MEA Golf Challenge - Joondalup Resort - see page 11

1100 - 1230

#### "First Timers" Meeting

If this is your first MEA conference you can't afford to miss the popular First Timer's Session. Meet the organisers, find out how to make the most of your time at the conference, come on a privileged tour of the Perth Convention Exhibition Centre and make new friends.

#### MEA National PD Committee Meeting

#### MEA National Awards/ Accreditation Meeting

1230 - 1300

Light Lunch

1300 - 1500

### Special Interest Group Meetings

Whether you are seeking opportunities to meet with members of your own specialist area, want more dynamic means of information exchange or need to discuss issues that require industry action, MEA's Special Interest Groups (SIGs) are the forum in which to do this. The SIGs aim to encourage discussion and action, in seven specialist areas: Venues; Meetings Managers; AV/Staging; Exhibitions; In-House Meetings Planners; Convention Bureaux; and Special Event Management (SIGs will run subject to registered interest)

SIG 1

SIG 2

SIG 3

SIG 4

SIG 5

SIG 6

SIG 7

**Venues**

**Meeting Managers**

**AV/Staging**

**Exhibitions**

**In House Meeting Planners**

**Convention Bureaux**

**Special Event Management**

1600 - 1630

### Opening Ceremony

1630 - 1700

Keynote: **Denis Horgan - "The Leeuwin Journey"**

1700 - 1930

### Welcome Reception - Kings Park

A taste of WA - fine wine and fine food in the magnificent setting of Kings Park overlooking the City of Perth

#### NOTE

All conference sessions and meetings will be held at the Perth Convention Exhibition Centre unless otherwise stated.

## MONDAY 4 APRIL 2005

0830 - 0900

**President's Address**  
Michael Williams - President MEA

0900 - 1000

### The World of Meetings and Events

Facilitator - Elizabeth Rich AMM  
This innovative and inaugural session provides an update on the trends and issues for the meetings & events industry both globally and in Australia.

1000 - 1030

### The World of Meetings and Events Break out Sessions...

<p><b>Conference/Event Management</b> Bryan Holliday Ros McLeod AMM, AMIA, OAM in conjunction with the University of Queensland</p>	<p><b>Hotels</b> Southern Cross University</p>	<p><b>Destination Marketing</b> Anne-Maree Ferguson in conjunction with Curtin University</p>	<p><b>Convention/ Exhibition Centres and Exhibition Management</b> Leigh Harry Paul D'Arcy AMIAA in conjunction with Griffith University</p>
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1030 - 1115

Morning Tea - experience the WA Regional Showcase in the foyer

1115 - 1230

### Concurrent Sessions

A	B	C	D	E	F
<p><b>Employer/Employee of Choice</b> Tracey Samassa Dan Edmonds</p> <p>Create a working environment that brings out the best in people. Learn how to recognise and reward performance:</p> <ul style="list-style-type: none"> <li>• Create a family friendly workplace</li> <li>• Become an employer of choice</li> <li>• Retain your staff</li> <li>• Set up a continuous evaluation process</li> </ul> <p>It is said that people graduating from university today can expect to have several careers in their lifetime.</p> <p>Learn how to:</p> <ul style="list-style-type: none"> <li>• Identify your skills, attributes and qualifications</li> <li>• Plan for career mobility</li> <li>• Make the right choices and find out where to seek advice</li> </ul>	<p><b>Live Longer, Be Smarter, Enjoy Life</b> Peter Dingle</p> <p>Why you should have chocolate, coffee, wine and more sex! A session for everyone who enjoys living younger.</p> <p>Find out how to:</p> <ul style="list-style-type: none"> <li>• Improve your memory</li> <li>• Set your goals</li> <li>• Determine what brain function and emotional perceptions mean to you</li> </ul>	<p><b>Small is Still Beautiful</b> Leila Fiedler Ron Kemp</p> <p>Most MEA members work in small business.</p> <p>Find out how to:</p> <ul style="list-style-type: none"> <li>• Maximise small business opportunities through effective planning</li> <li>• Manage, minimise and take risks</li> <li>• Attract and retain staff when there are limited career opportunities</li> <li>• Carve out your niche</li> </ul>	<p><b>Switched On Events</b> Ray Shaw</p> <p>A session for everyone – meeting managers, venues, hotels, service providers, clients</p> <p>Consider:</p> <ul style="list-style-type: none"> <li>• Today's PC has more power than those used to put a man on the moon – are you using it fully?</li> <li>• The meetings industry needs to harness IT to make a quantum leap – how can we do that?</li> <li>• More, more, more for less. How computers can be used to increase productivity</li> <li>• Practical things you can do to stay on "top"</li> </ul>	<p><b>Out of Sight Out of Mind</b> Ruth Appleby Kym Cheatham</p> <p>Some of Australia's most magnificent and unique tourism infrastructure is located in regional areas. Yet, regional operators continually struggle to attract the business tourism dollar.</p> <p>Find out how to:</p> <ul style="list-style-type: none"> <li>• Get a bigger slice of the pie</li> <li>• Overcome obstacles such as too far, too difficult, too risky</li> <li>• Educate regional operators of the value and different requirements for business events</li> <li>• Organise a site inspection that will leverage new business</li> <li>• Develop local "ambassadors" who can help put your region on the map</li> </ul>	<p><b>Building Better Business Relationships</b> Nicolas Kent</p> <p>Keen to win more business? Are you finding that dysfunctional relationships are not restricted to family life? Learn how to get up close and personal with your customers and suppliers.</p> <p>Discover:</p> <ul style="list-style-type: none"> <li>• The cornerstones to successful long term relationships</li> <li>• The importance of getting ready - your staff, your product, your organisation</li> <li>• Gifts and hospitality, when and how</li> <li>• How to maximise your productive networking opportunities</li> <li>• Case studies of successful relationships...and some which failed</li> </ul>

1230 - 1400

Casual Lunch in the WA Regional Showcase foyer

# PROGRAM

MONDAY 4 APRIL 2005

1400 - 1530

## Concurrent Sessions

A	B	C	D	E	F
<p><b>Words at Work*</b> Gordon Dawson</p> <p>Almost everyone in the meetings &amp; events industry has to write and produce persuasive brochures and letters. Publications and web sites can be expensive to create and distribute yet with an understanding of the basics, time and money can be saved. And effective words will generate results!</p> <p>Learn about:</p> <ul style="list-style-type: none"> <li>• Words and phrases that sell</li> <li>• Quality indicators in brochure production, including readability, photographic quality, effective use of colour and spacing</li> <li>• Current production technology</li> <li>• Copy development using basic creative writing techniques</li> <li>• Tips on saving money</li> </ul>	<p><b>If you do this, I'll do that</b> <i>Speaker to be confirmed</i></p> <p>Negotiation is a life skill that is seldom taught well by parents. Negotiation is easy to understand but difficult to master.</p> <p>Learn:</p> <ul style="list-style-type: none"> <li>• How to prepare for negotiations</li> <li>• What negotiation and conflict have in common</li> <li>• How to understand body language - yours and theirs</li> <li>• How to overcome an objection</li> <li>• Implementation and outcomes</li> </ul>	<p><b>Rust, Burn, and Die</b> David Staughton</p> <p>Churn and burn rates in the meetings industry are higher than almost any other. Good, young, enthusiastic people join, slave away, and leave after a few years for a nice comfortable government job...</p> <ul style="list-style-type: none"> <li>• How can the industry reduce burnout?</li> <li>• Why are there unrealistic expectations that you will work 24x7 – or is this your expectation of yourself?</li> <li>• Are you the problem?</li> <li>• Maslow's hierarchy of needs – what is important</li> <li>• How to re-engineer your lifestyle for balance – practical ideas</li> </ul>	<p><b>Tricks and Strategies in the "e-World"</b> Debbie Mayo-Smith</p> <p>Email - love it or loathe it we can't live without it!</p> <p>Learn to:</p> <ul style="list-style-type: none"> <li>• Unclog your inbox</li> <li>• Manage your time</li> <li>• Solve email problems</li> <li>• Use your Contacts</li> </ul>	<p><b>Making Media Work for You</b> <i>Speaker to be confirmed</i></p> <p>The media are bombarded daily with press releases and hype. How do you cut through and get results?</p> <p>Understand how to:</p> <ul style="list-style-type: none"> <li>• Match your story with the audience</li> <li>• Identify the media to reach that audience</li> <li>• Work with the media and prepare copy that will appeal to them</li> <li>• Set up an onsite media facility</li> <li>• Conduct a press conference</li> <li>• Deal with crisis</li> <li>• Evaluate the success of your media campaign</li> </ul>	<p><b>Generation Wyse</b> Peter Sheahan</p> <p>Effective communication relies on totally understanding your audience, their demographics, their values and the buttons to press to attract their attention.</p> <p>Understand:</p> <ul style="list-style-type: none"> <li>• Boomers and Builders</li> <li>• Generations X and Y</li> <li>• Which leadership styles work best</li> <li>• New attitudes to work</li> <li>• How to motivate today's staff</li> </ul>

1530 - 1600

Afternoon Tea - and another chance to view the WA Regional Showcase

1600 - 1730

**"So there I Was ....."**  
**We celebrate MEA's 30th birthday with incredible stories prised from the industry's vault as related by some of our very own living treasures. Our panel will make you laugh and possibly cry but most of all they will be entertaining.**

Moderator: Annabel Davis AMIAA  
 Panelists include: David Grant, Ray Shaw AMM, AMIAA, Elizabeth Rich AMM,  
 Guy Alessandro, Ruth Lilian AMM, Jim Delahunty (to be confirmed)

1930 - 2230

**Monday Night Social Function - 'Over the Yardarm'**  
 Sponsored by Hyatt Regency Perth and the Royal Perth Yacht Club

**\* Words at Work**

Delegates are encouraged to send in their own promotional literature/ sales kits by 15 March for consideration and open discussion during this session. These should be sent to MEA 2005 Conference office PO Box 1248 West Perth, Western Australia 6872

# PROGRAM

**TUESDAY 5 APRIL 2005**

0830 - 0930	Keynote - <b>"The Challenges of Life"</b> Dr Fiona Wood, Australian of the Year 2005					
0930 - 1000	Address from the <b>Federal Minister for Small Business and Tourism</b> , the Hon Fran Bailey MP					
1000 - 1045	Morning Tea					
1045 - 1200	<b>Concurrent Sessions repeated from Monday</b>					
	A	B	C	D	E	F
	<b>Employer/Employee of Choice</b>	<b>If you do this, I'll do that</b>	<b>Rust, Burn, and Die</b>	<b>Tricks and Strategies in the "e-World"</b>	<b>Generation Wyse</b>	<b>Building Better Business Relationships</b>
1200 - 1245	Keynote - <b>"The Big Gigs"</b> Andrew Walsh					
1245 - 1345	Lunch					
1345 - 1445	<b>Concurrent Sessions</b>					
	A	B			C	
	<b>Best in Business</b> Three industry case studies will be presented by  Maree Cummins PricewaterhouseCoopers - events  Karen Wilkinson Winner MEA Event of the Year 2004  Nadine Giatras (to be confirmed) Australasian Society for HIV Medicine Annual Conference	<b>Special Interest Groups (SIGs) Round up</b> Industry issues laid bare. <ul style="list-style-type: none"> <li>• Be updated on the key issues affecting each industry segment as discussed in the Special Interest Groups run on Day 1</li> <li>• Discuss and progress issues of joint interest</li> <li>• Provide direct feedback to MEA Executive and Council on directions being taken by your association</li> </ul>			<b>A Life in the Day of...</b> Vaughan Emery AMIAA Karen Mathieson AMIAA Ross Buchanan Sandra Passaro  Learn about the daily routine and pressures people across the industry face	
1445 - 1515	Afternoon Tea					
1515 - 1600	Keynote - <b>"Australians all let us rejoice!"</b> - Peter FitzSimons					
1600 - 1615	Close					
<b>1900 - 0100</b>	<b>Gala Awards Dinner - 30th Birthday Celebrations</b> Perth Convention Exhibition Centre					