

MEA 2007 CONFERENCE PROGRAM

Saturday 31 March 2007

TIMES	PROGRAM
9.00 – 6.00pm	Optional Tour Program
12:00 – 4:00pm	National Council Meeting - Part 1
4.30 – 6.00 pm	MEA Accredited Member Meeting (AMM/AIMM) <i>This exclusive session is the annual face-to-face forum and ensures that all accredited members continue to have an influence over the standard expected of accreditation applicants and programming. An opportunity to discuss the finer details.</i>
6.00 – 7.30 pm	MEA Accredited (AMM /AIMM) and Associate-Fellows (AFMEA) Member Cocktail Reception
7.30 – 10.00 pm	Delegate Dinner options – open to all at additional cost

Sunday 1 April 2007

TIME	PROGRAM							
8:00 – 9:00am	Yoga							
8.30 – 12 noon	National Council Meeting – Part 2							
11.00 – 5.00 pm	Registration Open							
12.30 – 1.30 pm	“First Timers” Welcome Luncheon and Information Session <i>If this is your first time at a MEA Conference you are encouraged to attend this interesting ‘first timers’ session. This is your opportunity to find out how to choose the right sessions and make the most of the conference.</i>						Y MEA Future Leaders Forum	
12.30 - 2.00 pm	MEA National PD Committee Meeting (by invitation only)		MEA National Awards, Accreditation & Recognition Committee Meeting (by invitation only)					
2.15 – 4.00 pm	Category Forums							
	<i>Attending your chosen interest group creates an opportunity to meet and discuss your specialist area with like members from around the country. The Forum is an opportunity for dynamic information exchange and topical issue discussion. Points will be minuted for future tracking.</i>							
	Meeting Managers	AV / Staging	Exhibitions	Venues	In-house Meeting Planners	Convention Bureaux	Special Events Management	
4.00 – 5.30 pm	BREAK							
5.30 – 6.30 pm	Conference Opening Ceremony Conference Welcome: Conference Chair,. Ruth Lilian . President’s Welcome,. Annabel Davis . Fed. Tourism Minister’s Welcome,. Hon Fran Bailey .							
6.30 – 9.30 pm	Welcome Festival – Tasmanian Museum & Art Gallery							
9:30 - Late	Club MEA – Hotel Grand Chancellor Atrium Bar							

MEA 2007 CONFERENCE PROGRAM

Monday 2 April 2007

Time	PROGRAM – An Island in a Sea of Change			
6:30 – 7:30am	Yoga			
7.00 am – 5.30pm	Registration Open			
8:00 – 5:00pm	Business Exchange Zone Open			
7.15 – 8.30am	Business Exchange – Session 1			
8.45 am	PLENARY SESSION Commences with Master of Ceremonies, Shelley Craft			
8.45 – 9.00 am	Conference Welcome, Linda Gaunt , CEO, MEA			
9.00 – 9.10 am	Tasmanian Welcome, Felicia Mariana , CEO, Tourism Tasmania			
9.10 – 10.00 am	Keynote Speaker <i>The Brave New World</i> - Bernard Salt			
10.00 – 10.30 am	MORNING TEA			
	Theme: "Island"			
10.30 – 12.30 am	Stream 1	Stream 2	Stream 3	Stream 4
10.30 – 11.30 am	<i>Can you Afford not to be Entrepreneurial?</i> Professor Noel Lindsay	<i>Leadership Revelations – An Australian Perspective</i> Avril Henry	<i>Your Road Map to Success</i> PANEL of Telstra Business Women of the Year	<i>Solution Driven Selling</i> Darrell Weekes
11.30 – 12.30 pm	<i>Software for your Brain: Double your Speed of Thinking</i> Dr Michael Hewitt-Gleeson	<i>Leading with Emotional Intelligence</i> Avril Henry	<i>Developing Your Potential - Moving up the ladder</i> Diane Tompson & Belinda Yabsley	Repeat <i>Solution Driven Selling</i> Darrell Weekes
12.30 – 1.30 pm	LUNCH			
	Theme: "Sea"			
1.30 – 3.30 pm	Stream 1	Stream 2	Stream 3	
1.30 – 2.30	<i>Contextual Factors in Event Planning – Legal Considerations and Risk Management</i> Matt Crouch	<i>Changing Tides - Understanding the New 'Conference' Customer</i> Bernard Salt	<i>The Effects of Terrorism, and Uncertainty on the Global Meetings Industry</i> Peter Baines	
2.30 – 3.30	Repeat <i>Contextual Factors in Event Planning – Legal Considerations and Risk Management</i> Matt Crouch	Repeat <i>Changing Tides - Understanding the New 'Conference' Customer</i> Bernard Salt	<i>The Crisis Clock – Leadership Matters</i> Peter Baines	
3.30 – 4.00 pm	AFTERNOON TEA			3.30 – 5.00 pm
4.00 – 5.00 pm	<i>The Importance of Creative Thinking</i> Nigel Collin		<i>Network or Perish</i> Belinda Yabsley	<i>Master Classes</i> 1. Professor Noel Lindsay <i>Future Proofing your Business through Entrepreneurship & Innovation</i>
				2. Dr Michael Hewitt-Gleeson <i>How can Managers Create Success?</i>
5.05 – 5.15 pm	Day one – Conference Wrap up, Housekeeping, Evaluations			
7.00 – 10.30 pm	CASUAL DINNER – City Hall			
10:30 - Late	Club MEA - Montgomery's			

MEA 2007 CONFERENCE PROGRAM

Tuesday 3 April 2007

Time	PROGRAM – An Island in a Sea of Change			
6:30 – 7:30am	Yoga			
7.30 – 5.00pm	Registration Open			
7.45 – 8.45am	Business Exchange – Session 2			
8:00 – 5:00pm	Business Exchange Zone Open			
9.00 am	PLENARY SESSION Commences with MC: Shelley Craft . Announcement of MEA's National Conference 2009 Destination			
9.10 – 10.00 am	Keynote Speaker <i>The Age of the Event</i> - Leo Schofield			
10.00 – 10.30 am	MORNING TEA			
	Theme: "Change"			
	Stream 1	Stream 2	Stream 3	Stream 4
10.30 – 11.30 am	<i>Whistle Blowing – Taking a Stand</i> Andrew Wilkie	<i>It's not What you Sell, it's the Way that you Sell It</i> David Penglase	<i>Technology: 2007 & Beyond</i> Alex Zaharov-Reutt	<i>'Bean around the World' Organisational Change</i> Megan Miller Sabre Corporate Development
11.30 – 12.30 pm		Repeat <i>It's not What you Sell, it's the Way that you Sell It</i> David Penglase	<i>Applications of new Technology – hands on training, including blogs, pod casting, web casting</i> Rod Street	
12.30 – 1.30 pm	LUNCH			
	Theme: "Future"			
	Stream 1	Stream 2	Stream 3	Stream 4
1.30 – 2.20 pm	<i>The International World of Special Events: a Changing World</i> Panel of Leading Event Producers Chair: Rhona Walker	<i>Orchestrating Your Future: Producing Sustainable Events</i> Senator Christine Milne	<i>Brand Power - a long term Strategic Asset</i> David Inches	<i>Attracting new business: Future Strategies to win Sponsorship</i> Richard Woodward
2.20 – 3.10 pm		<i>Competitive Edge or Cultural Exploitation? Engaging with Indigenous Australia</i> Rhoda Roberts	<i>What is Brand Power?</i> Panel of advertising experts	Repeat <i>Attracting new business: Future Strategies to win Sponsorship</i> Richard Woodward
3.10 – 3.40 pm	AFTERNOON TEA			
3.40 – 4.15 pm	MEA 2008 Conference Welcome followed by Housekeeping & Evaluations			
4.15 – 5.00 pm	Closing Plenary Session. Closing Keynote Speaker <i>The Holy Grail</i> – Yossi Ghinsberg			
7.00 – 11.30 pm	Official Conference Dinner and MEA National Awards Ceremony – Wrest Point Main Ballroom			
Afterwards!!	Club MEA – Wrest Point Showroom			

Wednesday 4 April 2007

TIMES	PROGRAM
9.00 – 6.00pm	Optional Tour Program