

Lead | Empower | Connect



MEA Business Development Opportunities

Committed to educating the Australian events industry to deliver world-class events.



MEA has been supporting the careers of our members and advancing the interests of the event industry since 1975.

About Meetings & Events Australia

Meetings & Events Australia (MEA) is the Australian event industry's oldest & largest professional member organisation dedicated to promoting professionalism and the delivery of excellence across more than 14 industry sectors that comprise the Australian events sector.

MEA is the heart, history and passion of the meetings and events community in Australia.

It is a place of ideas and human interaction, with a rich history and loyal membership.

Our Purpose

MEA exists to connect, educate and create opportunities for its community, advocate its value and drive growth and excellence in the Australian events industry.

- Promote growth and excellence
- Create business opportunities
- Encourage better business practices
- Build a skilled and informed industry workforce
- Benchmarking through an accreditation program
- Promote the value of events
- Advocate and raise the industry profile



Our Members

MEA's membership represents the largest community of businesses and individuals across the Australian events industry that employs more than 229,000 professionals who stage, produce, manage and supply over 480,000 events held in Australia annually.



Event Management



Venues



Hotels



Audio Visual



Education &
Training



Promotional Products



Security & safety



Exhibition suppliers



Speakers &
Entertainment



Information
Technology



Tourism Agencies



Marketing Agencies



Transport & Logistics



Media



Recruitment



Catering



Photography



Private Party Suppliers

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Education & Upskilling Programs

Bespoke Training solutions tailored to your learning and development needs

Learning & Development

MEA **creates** a wide range of business and learning opportunities for the events community. It invests in online resources and education programs designed to assist individuals and businesses to grow and prosper.

MEA is committed to **educate** the industry to deliver world-class events. It develops and delivers both accredited and non-accredited education and training programs delivered by industry experts, providing continuing education opportunities for all stages of a career in events.

It is the only Australian event industry-based Registered Training Organisation (RTO).

MEA provides a forum for the industry to **connect** to discuss current issues, build strong and sustainable networks for knowledge sharing and ideas exchange.

Training & Upskilling Programs

Meetings & Events Australia is the peak body for the events industry providing training and education opportunities to build capacity in the events sector across Australia.



Online Webinars: a webinar series of 60 minutes duration covering key business & event concepts, content and training.



Workshops: ½ day, 1 day, 2 days long – MEA workshops take a deep dive into event management topics, held on location.



Coaching: MEA's event expert trainers offer 1-on-1 coaching; this interactive, personalised experience is designed for event staff who want to add to their knowledge, skills and confidence in particular aspects of event management.

Accredited Training

Qualifications and Skill Sets are an effective and efficient way to upskill your employees. MEA provides a collaborative and supportive learning environment via online study, weekly evening classes and regular workshops.



Diploma studies: MEA's registered training organisation division offers flexible and online study options with the MEA Diploma of Event Management SIT50316. (RTO ID: 91329).



Accredited short courses: MEA's registered training organisation division (RTO ID: 91329) also offers short, formal training courses on key aspects of event management. This accredited training can lead on to qualification in event management if desired.

(MEA Diploma of Event Management SIT50316)

Learn from event industry experts



Online Webinar Topics

Sample Webinar topics are a snap-shot of programs available. Webinars are devised to ensure that topics meet the needs of participants. Tailor-made webinar creation ensures programs are developed to meet individual and business needs.

Topic 1: **Overview of the events industry**

Understanding the differing segments needs & motivations.

Topic 2: **Marketing yourself to the business events industry**

Promotional activities, collaborative opportunities, hosting tips that create conversations and convert interest into intent.

Topic 3: **Incentive segment – know your market & design your products**

Creating & maximising business from the incentive market.

Topic 4: **Sales tips and techniques**

An overview of selling techniques with tips for success and how to close the sale.

Topic 5: **Collaboration and cooperation**

A team approach to enticing business events to your region.

Topic 6: **Creating an event plan**

Setting event objectives, identifying key performance benchmarks and creating an event plan.

Topic 7: **Selecting speakers**

Working with speaker agencies and other ways to access relevant speakers. Crafting relevant session content.

Topic 8: **Why a great run-sheet can save your event**

Developing a run-sheet with suitable content and understanding each section, how to use this on site.



Workshop Programs

Workshops take a deep dive into event management topics and are devised to ensure that topics meet the needs of participants.

Tailor-made workshop creation ensures programs are developed to meet individual and business needs.

Workshop duration: flexible from 3.5 to 6 hours per day + breaks.

Sample Workshop Topics

- Topic 1: **Proposals – responding to requests and creating winning proposals**
- Asking the right questions, gathering meaningful information at enquiry
 - Creating winning proposals, documentation, collateral and methodology
 - Designing winning templates
- Topic 2: **Tips and Techniques in Sales**
– engaging the team in a selling mindset and asking for the business
- Creating a selling mindset in the non-sales team members
 - Understanding buyer behaviour
 - Asking for the business – what to say and how to close the sale
- Topic 3: **Contract negotiation and getting the small print right first time**
- Customised contracts for business events
 - Understanding contract risk
- Topic 4: **Establishing and maintaining productive business relationships**
- Working collaboratively with suppliers and stakeholders
 - Customer relationship management
 - Building networks for business success
- Topic 5: **Enhancing the customer experience**
- Creating meaningful customer experiences
 - Ensuring consistent quality service
 - Understanding service touchpoints
- Topic 6: **Risk management for event professionals**
- Developing understanding of hazard and risk identification
 - Applying risk management principles to a wide range of event types
 - Creating Risk Management Plans



Diploma of Event Management

MEA's Diploma of Event Management SIT50316 course has been developed by industry experts to educate and upskill those wishing to gain foundational knowledge and practical experience in the Australia events industry.

The program is designed to give students choice offering a full diploma or choose from focused modules.

The diploma consists of 20 units of competency, with electives identified as essential skills required to deliver successful events.

Supported by qualified trainers who will guide and assist students to complete the course.



Diploma Studies

Access the advice and insight of experts through a practical learning experience. The Diploma course is available online, providing flexibility in learning for students across Australia seeking to further their career in Event Management.

Course duration is flexible - schedule allows for course to be completed in a minimum of 18 months, through to a maximum of 2 years.

Online learning platform provides 24/7 access to learning materials.

Weekly evening boot camps provide a collegiate Zoom classroom where participants interact with peers and complete learning activities with the trainers.

Weekly tea time afternoon study sessions allow participants to share ideas, seek guidance or simply engage with peers and trainers.

Six (6) workshops of two (2) days duration are available throughout the course.

Ongoing support by telephone, Zoom and email from our expert trainers.



Event Skill Sets

MEA also offers unit by unit or topic training for those who are interested in upskilling but do not wish to undertake a full qualification. Subject units from the Diploma of Event Management SIT50316 are used to deliver focussed Event Skill Set training.

Skill Sets – tailored to the individual requirements, for example:

- **Events Essentials:** planning in-house events.
- **Event Registrations:** coordinating event registration before, during, & after the event.
- **Managing Teams:** leading teams and coordinating operations.
- **Conference Programing:** creating interesting conferences.

Course duration is flexible – schedule allows for course to be completed in a minimum of 2 months, though longer study periods are also available if required.

Tailor-made Training & Professional Development

MEA's professional development programs deliver bite-size chunks of information and resources for you or your team.

Designed to build successful teams, MEA's Bespoke Training solutions are tailored to your organisation's learning and development needs.

We help teach proficiency in planning, implementation and delivery of all aspects of events with practical tips to grow your business.



Testimonials

Hear what others are saying

Business Events Victoria

"I felt the content was very specific and targeted. I was impressed with the takeaways from the sessions."

"I really came away with so many useful strategies I could immediately incorporate in my role as well as sharing takeaways with team."

Destination Phillip Island

"It was a great session, it kept me interested and I keep thinking of all the things I learnt and how I can use them."

Mid Coast Council

"The training gave me ideas I had not thought about for my event."

"Broadened knowledge on what was always a complex and difficult to handle area."

"I gained confidence and a better understanding."



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Contact MEA Today

For further information and a tailored quotation to suit your unique development needs, contact the team at MEA today.

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