



Release date: 22 April 2022

REGISTRATIONS NOW OPEN FOR EVOLVE 2022

Meetings & Events Australia (MEA) is delighted to announce that registrations are now open for Evolve 2022.

Australia's leading conference for event professionals, Evolve will take place over 29-30 June this year in the city of Melbourne, proudly supported by major partners [Melbourne Convention Bureau](#), [Accor](#) and [EventsAIR](#).

[Sofitel Melbourne On Collins](#) will be the place to be as the Australian events sector comes together to enhance skills for 'Building Confidence through Best Practice'. Cognisant of the circumstances the world has endured for the past couple of years, this year's Evolve has been deliberately designed to offer a complementary balance of learning and interpersonal interaction.

Recognising that business is no less about knowledge than it is about relationships, Evolve 2022 will be a one-day conference on Thursday 30 June bookended by a welcome function the previous evening and a networking function after completion of the education program. The event will deliver delegates the educational, professional and social sufficiency they have lacked accessibility to for too long.

The education program will include a blend of plenary sessions and breakout streams across three pillars: Building Confidence, Best Practice and Future Leaders. The speakers will be a mix of people from the events sector and experts and innovators from other industries with great messages applicable in principle to events offering lateral learning to delegates. Headlining the speaker list is former Disney Head of Innovation Duncan Wardle who'll speak to the topic of 'Think Different - The Disney Way!', and Holly Ransom – with a list of expertise and achievements too long to mention – will lead the event as our MC.

MEA CEO Peter McDonald said "Evolve 2022 will refresh everyone's minds about the value of our national community after a 3-year hiatus of coming together face-to-face. The event will offer opportunities in parallel for professional development, business development, and reaffirmation or creation of relationships." He added "MEA wants to lead by example and show the nation how it's possible to gather safely for events and in large social groups. We're hoping that Evolve will be the inspiration or impetus for other event holders to hit the 'go' button and drive the sector's resurgence."

MEA will work closely with the City of Melbourne and Melbourne Convention Bureau (MCB) to ensure a fantastic event for all. MCB is an industry leader whose responsibility is to drive the recovery in the business events sector and hosting Evolve will provide an important platform to do so, not only for Melbourne but right across the Australian events sector.

Julia Swanson, MCB CEO said "It's time to reconnect and engage at business events – get the energy and magic of face-to-face interactions back again. With that front of mind, we look forward to seeing the events sector convene here in vibrant Melbourne at the live hub of Evolve 2022."



City of Melbourne Lord Mayor Sally Capp offers *“We want the world to know that Melbourne is open for business and the best place to host events. We are totally committed to bringing back the buzz to our city and supporting local jobs.”*

Event information and ticket purchasing is available via www.evolve2022.com.au. Discounts are available to MEA members, or for groups of 3 or more identical registrations in the one transaction. A range of [exhibition and sponsorship opportunities](#) are available for interested investors.

About MEA: Meetings & Events Australia is the collective voice of the events industry in Australia. With the largest network of event professionals in Australia, MEA has been supporting the careers of our members and advancing the interests of the event industry since 1975. 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, support and supply the 480,000+ events held in Australia annually. These events include major events, festivals, conferences, meetings, exhibitions, launches, seminars, special events, community events and much more for associations, corporations, government and the general public.

For further media information contact:

Meetings & Events Australia

Claire Watson

cwatson@mea.org.au