

5 June 2020

MEDIA RELEASE

For immediate release



Meetings Events Australia - MEA launches virtual EVOLVE: RENOVED

MEA is set to engage and inspire the industry with its first-ever virtual conference **EVOLVE: RENOVED**. The conference will take place on Thursday 16 July 2020 using Events Air's OnAIR event solution and will present a world-class educational program aimed at preparing the industry and its people for the return of events in a new era.

The full-day program will feature keynotes and business tracks in formats including Q&A, fireside chats and expert panels, in bite-sized sessions of 30 minutes each. From the virtual Deakin Edge venue at Fed Square, talent will include international and local speakers representing diverse industries; covering topics including HR and upskilling, creating engagement, gaining sponsorship, new ways of marketing and thinking, advancing our workforce, our engagement and our productivity in preparation for the re-emergence of our industry. The line-up of keynote speakers includes an international Master of Business and wellbeing, which will be announced soon.

The virtual conference will also include networking and access to a new wellness hub, a virtual space with a series of physical and mental wellbeing opportunities including nutrition sessions, meditation and fitness and yoga to help you feel RENOVED and ready to tackle the challenges of COVID-19 and prepare for the future of work.

MEA CEO Robyn Johnson said, *"with the restrictions on gatherings still in place due to COVID-19, the meetings and events community must reimagine our future."* *"MEA's virtual conference provides the platform to learn and share and find new ways to renovate our business, our industry and ourselves. Until we can meet again in person, delivering EVOLVE in a virtual format is the best way for us to connect our industry. I encourage everyone to gather [online] at our conference and experience a platform of education that only MEA can deliver"*, she added.

For those who had previously purchased tickets to EVOLVE or the state or national awards, those payments can be credited towards the EVOLVE: RENOVATED. Any balance remaining may be used for additional tickets or credited against MEA's other professional development, membership, advertising and marketing or networking events, in the next three (3) years.

MEA is also offering attractive sponsorship and virtual exhibition packages starting from \$500, which will be released soon.

Tickets go on sale on Friday 5 June. To learn more about the conference and book your tickets visit www.evolve2020.com.au.

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ABOUT MEA

Meetings and Events Australia (MEA) was established in 1975 and is Australia's largest association representing the entire spectrum of sectors that live within the Australian events industry ecosystem. MEA represents companies and individuals that stage, produce, manage, support and supply the 400,000+ events across Australia each year. These events are conferences, meetings, exhibitions, product launches, seminars, special events and much more. MEA offers professional development and educational programs, accreditation and recognition and is the only event industry-based Registered Training Organisation (RTO). It provides a forum for members to discuss current issues to improve delivery of events.