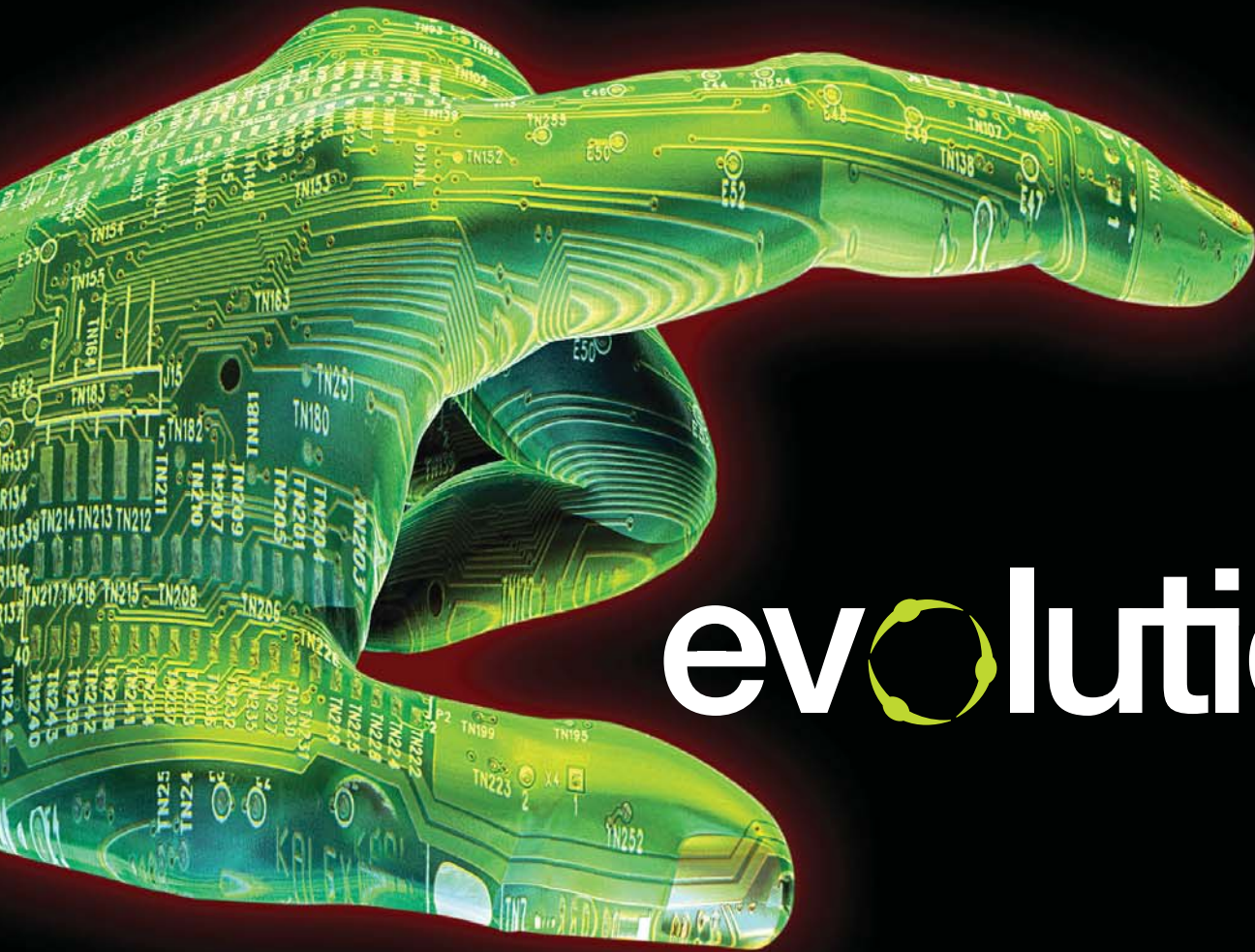




exhibition & event
association of australasia



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Leaders Forum 2011

4-5 August 2011
Hyatt Regency Sanctuary Cove Resort
Gold Coast

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Leaders Forum 2011

The Leader's Forum has become a firm fixture on the EEAA's calendar – and for good reason. It's the best opportunity that our industry has each year to come together at a senior level to discuss and debate the major issues that are affecting us now, and the challenges that we perceive looming on the horizon.

This August we have put together a program designed to get you thinking about the broader context that exhibitions operate within, and how the evolution of our industry will need to align in future with emerging technologies and new ways of going to market.

We are hoping to get some new perspective and viewpoints from listening to new leaders in our industry who bring experiences from other sectors, and from exhibition participants about their needs and expectations of the services we offer.

As ever, there will be great networking opportunities to continue the discussions, meet new colleagues – and enjoy some Queensland hospitality.

I look forward to a stimulating, thought-provoking Forum with some feisty, challenging and rewarding debate!

Matt Pearce | EEAA President



KEYNOTE SPEAKER & EVENT FACILITATOR

Morris Miselowski

Australia's 'real world' business futurist

Morris Miselowski knows that the next 10 years will see the equivalent of 100 years of change.

As a successful entrepreneur who spends every day immersed in the future, Morris has the kind of real-life business experience that helps him understand the possibilities for every client – no matter how complex – and translate them into simple, practical, actionable, profitable insights they can use immediately.

Morris will take you on a tour of tomorrow's world – a world where we will live much longer and work, play and consume in a way that is unrecognisable today.

By the age of 22, when all of his contemporaries were still at university, Morris Miselowski had already built and sold his first business.

Since then, he has accumulated 30 years' experience in business and strategic future forecasting for a wide range of public and private organisations through the consulting firm he founded in 1981, Success Through Focus, his equity partnership firm Futurevation and his speaking business Eye on the Future.

He is a business futurist, strategist and innovator to business, governments, CEOs and key decision makers around the globe as well as in demand professional speaker and media commentator including regular weekly segments on 3AW, 6PR and ABC radio as well as appearing on numerous television shows and publications.

All of this, as well as his many years as a lecturer in marketing and management.



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Leaders Forum 2011

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Program 2011

Thursday 4 August

12.00pm-1.00pm REGISTRATIONS & LIGHT REFRESHMENTS

1.00pm-1.15pm President's Welcome

Matt Pearce | EEAA President

1.15pm-2.15pm Postcard From The Future – Events 2020

Keynote – Morris Miselowski

By 2020, 60 percent of the workforce will be doing jobs that don't currently exist, in industries that have yet to be created. All this change will be driven by people, not technology.

The exhibition and event industry is on the cusp of a new era, but its relevance and underlying purpose will be just as strong tomorrow as it was yesterday. The cyber world will not diminish the need for exhibitions, but it will require the industry to evolve to serve many different demands.

What will the exhibition and events world look like over the next 15 years? Who are tomorrow's exhibitors, attendees, stakeholders and employees and what will they want from you?

Morris's expertise, gained from 30 years of strategic forecasting for a wide range of public and private organisations around the globe, will open your mind to a brave new world of possibilities that line the road ahead for your business.

2.15pm-3.45pm The Future Is Not What It Used To Be | Panel Discussion with Q&A

Panellists: Organisers: Debbie Evans (Reed Exhibitions Australia) | Matt Pearce (Diversified Exhibitions)

Venues: Alec Gilbert (Adelaide Convention Centre) | Helen Mantellato (Sydney Convention & Exhibition Centre)

Suppliers: Jo-Anne Kelleway (Info Salons Group) | Daniel Morahan (Moreton Hire)

Throughout their history, exhibitions have constantly evolved to keep up with market conditions and stakeholder expectations. What will be the next stage in this evolution? What are the drivers that will cause shows to change? Will the basic ingredients that make for a successful show alter?

Leading industry figures share their valuable insights and visions on where they think the industry is heading, its relevancy, and future role in business events.

3.45pm-4.15pm TEA BREAK

4.15pm-5.30pm BreadCrumb Innovation™ | Creating Future Opportunities Now

Workshop lead by Morris Miselowski

An evolving industry includes new technologies, new thinking and new business paradigms – which all lead to new opportunities.

This workshop will invoke critical thinking techniques to look backwards but think forwards. Breaking into cross functional groups, participants will work together to soak up shared knowledge and collaborate on industry tactics. The focus will be on examining how exhibition-related businesses are adapting to and embracing change, and the key areas ripe for innovation and growth.

6.30pm-11.00pm DINNER

DINNER PROUDLY SPONSORED BY:



Friday 5 August

9.00am-9.30am TEA & COFFEE

9.30am-9.45am Day 2 Welcome

Morris Miselowski

9.45am-10.45am Learnings From Parallel Universes | Panel Discussion with Q&A

Panellists: Harvey Stockbridge (Australian Exhibitions & Conferences) | Jodie Richmond (Exhibition & Trade Fairs)

Leighton Wood (Melbourne Convention & Exhibition Centre)

Hear from new leaders in the industry as they share their observations; compare and contrast their former and current work experiences; how they view the exhibition industry in the context of the broader business environment; and give their thoughts on where the industry's future might be heading.

10.45am-11.15am TEA BREAK

11.15am-12.15pm Exhibitors Unplugged! | Interview

This candid Q&A session will provide a revealing insight into how exhibiting companies view their participation in exhibitions, their expectations of exhibitions and how they maximise performance and ROI. A panel of marketing and brand managers will give their opinions and vision for the current and future state of exhibitions, and where – and how – they see exhibitions fitting in the marketing mix.

12.15pm-12.45pm Wrap Up

12.45pm-1.00pm President's Closing Remarks

Matt Pearce | EEAA President