

International Meetings Seminar 2018

MELBOURNE EXHIBITION CENTRE

PROGRAM
OUTLINE

18 – 19 February 2018
Melbourne Convention and Exhibition Centre

ESSENTIAL INSIGHTS AND ADVICE FOR ASIA-PACIFIC MEETINGS PROFESSIONALS



International Meetings Seminar 2018

DAY ONE

Sunday 18 February 2018

8.30am	Registration Welcome Tea and Coffee
9.00am – 9.45am	Welcome by ICCA Australia Committee and Facilitators Chair – Anna Case Vice Chair – Alex Yeomans Getting to Know You!
9.45am – 12.00noon	Sales Training and Building Persuasive Bids with Nicolas Kent This 4 hour training session has been designed for attendees to get the following learning outcomes <ul style="list-style-type: none">• Explore simple Proactive, Strategic and Client Focused approaches to building client relationships and winning business bids• Explain communication strategies for differentiating their destination or Convention/Meetings proposition• Demonstrate how reason, credibility and understanding can maximise influence in a competitive pitch or bid
12.00pm – 12.45pm	Lunch Break
12.45pm – 2.30pm	Sales and Bidding Session continues
2.30pm – 3.00pm	Afternoon break
3.00pm – 4.00pm	The Pitch – Workshop Session
4.00pm – 4.15pm	What's the Latest with AIME a chat with Karen Bolinger, CEO Melbourne Convention Bureau and Peter King, IMS Sponsor and CEO Melbourne Convention & Exhibition Centre
4.15pm – 4.45pm	The Pitch Team Presentations
4.45pm – 5.00pm	Winner Announced and Wrap-up of the Day Noor Ahmad Hamid, Regional Director Asia Pacific, ICCA



Nicolas Kent

BA(Hum) Dip Tch

Business Consultant, Learning and Development Facilitator

Nic comes from a background that includes teaching, publishing, consulting, sales and business development. After experiencing the steepest learning curve ever in what was a "sink or swim" introduction to the cut-throat world of corporate consulting, Nic committed to carving out a niche business where he could help organisations to redefine the client relationship and implement sales and business development processes that deliver both positive client outcomes and grow returns to the organization. He founded FinnCarlyle in 1998 and has worked with clients throughout Asia, the Middle East, Australia and New Zealand. Starting out with no clients and a phone and a desk he set about growing a client list that has built to more than 200. The best part of his job apart from getting to work with some amazingly inspiring people is having the opportunity to empower young people in business with the confidence, professionalism and skills to smash their targets and further their careers beyond imagining. As a consultant, trainer and coach he has worked across a range of industries including, Construction, Architecture, Engineering, Hospitality, Leisure, Business Tourism, Events, Exhibitions, Manufacturing, Banking, Retail, FMCG, Accounting, Finance, Mining and Resources.

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DAY TWO

Monday 19 February 2018

8.30am	Welcome Tea and Coffee
9.00am – 10.30am	“The Association Viewpoint of Running A World Congress” Panel Session facilitated by John Peacock, CEO Associations Forum Panellist – Peter Jones, CEO, Institute of Internal Auditors Glenn Cross, CEO, AusBiotech Ltd Mel Hayes, CEO, Dental Hygienists Association of Australia This panel session will discuss: <ul style="list-style-type: none">• Why associations bid for international meetings – and why they choose not to• Dealing with the relevant global federation• Practical tips for making your world congress a success
10.30am – 11.00am	“Doing Business with Australia – An International Perspective” A chat with Christoph Raudonat, Association Director, International Conference Services. Chris is Director of Associations with a large international PCO, based in Canada. In this facilitated session, he will focus on what Australian cities, venues and CVB's are doing well with regards to attracting international business events, provide some examples of events recently held in Australia and why they were successful as well as tips for future success.
11.00am – 11.15am	Morning Tea
11.15am – 12noon	“The Journey of a Bid” A guide to how bids are developed and the level of support available to associations to assist in the bidding phase. From the win to delegate boosting and beyond. A panel of experts discuss the process of a bid and how they all contribute. Panel experts include Michelle Mann, Gold Coast Convention & Exhibition Centre; Beverley Williamson, Melbourne Convention Bureau; and Tamara Kavalec, Arinex
12noon – 12.45pm	Time Management Closing Keynote – Kate Christie
12.45pm – 1.00pm	IMS Close Noor Ahmad, Regional Director Asia Pacific, ICCA



Kate Christie

National Support Office
ICMI Speakers & Entertainers

Kate Christie, Founder and CEO of Time Stylers, is a Time Management expert, Business Coach, international Speaker and best selling Author.

A former Lawyer and Senior Executive, Kate's corporate skill based includes: • Stakeholder Management • Policy and Process review, development, socialisation and implementation • Human Resource Management; development and implementation of People related strategies; and development of overarching People policy to facilitate the implementation of key strategies • Governance & Compliance • Strategic Planning and Risk Management, including facilitation of risk reviews • Report writing: researching, investigating and writing • Annual Reports • Board Reporting • Sustainability Reports • ASX Diversity Reports • EOWA and other award applications

Kate consults to big and small business, government departments and C suite executives on smart time management; how to maximise productivity at home and work; and how to retain top talent via smart time management strategies.

Kate has appeared on Australian and NZ television as a leading commentator on managing work/life integration.

As a writer and keynote speaker, Kate's authenticity is one of her greatest assets – she doesn't do warm and fuzzy – her focus is on ensuring her audience is left with a lasting impact on the way they choose to live, work and do business as a result of what they have learned.

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Application Form

Name _____

Position _____

Organisation _____

Address _____

Tel _____ Mobile _____

Fax _____ Email _____

Working full time? Yes No

Is your organisation an ICCA member? Yes No

Is your organisation a member of another association? If yes, which one? Yes No

**Registration fee for non-ICCA member is AUD\$110 including tax and for members of approved associations is AUD\$55 including tax.*

Signature _____ Date _____

Employer endorsement of application for ICCA members only

Name _____

Position _____

Email _____

Signature _____

Please submit the application form to nusheena.s@iccwORLD.org

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General Information

Program inclusions

Participation in the ICCA International Meetings Seminar includes:

- Forum education sessions on Sunday and Monday
- Refreshment & lunch on Sunday and refreshment on Monday
- AIME trade show entry
- To receive a certificate of attendance for the ICCA International Meetings Seminar; participants must attend both full days of the seminar program on Sunday and Monday

Travel and accommodation

Travel and accommodation are at the participants' own expense. Should you wish to take advantage of the special AIME hotel rates, please refer to the list of hotels and available rates on the AIME website www.aime.com.au.

Eligibility

Participants must be:

- Currently working full time in the industry in a position related to the meetings industry
- Have the support of their employer

Registration fees

- Registration is complimentary to all qualifying employees of ICCA members

A limited number of spaces are being made available to non-ICCA members. Applications may be made on the same form. Successful applicants will be advised and provided with an invoice for payment. The fee for non-ICCA member is AUD\$100 excluding 10% GST and AUD\$50 for members of qualifying associations excluding 10% GST.

How to apply

Participants need to complete the application form and email it to nusheena.s@iccapworld.org by the deadline of 9 February 2018.

Additional information

Once the application has been accepted, the participant will be provided with additional information after the closing date, and asked to complete a questionnaire prior to the seminar.

For registration

Nusheena Mohd Shahimi
Membership Development Executive
ICCA Asia Pacific Regional Office
Tel: +60 (3) 7955 3343
Email: nusheena.s@iccapworld.org

For more information

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