



PROGRAM

Master of Ceremonies – Ella James (Global Speakers and Entertainers)

TIME	TOPIC	PRESENTER
8.30am	Registration and Tea and Coffee	
Presentations		
9.00	Marc Cherrier – Sofitel Sydney	<i>General Managers – ‘Welcome to the Venue’</i>
9.05	Ian Stuart - Business Events Sydney	<i>‘Meetings Mean Business’</i>
	Every major city seeks to host an increasing share of business events. Why do they do this, who coordinates the cities' promotional activities and what does it mean for the meeting planner?	
9.25	Simon Baggs – Lateral Marketing & Management	<i>‘The new frontier - events as a marketing tool’</i>
	In one of the biggest corporate trends in recent times, events have become the new frontline in promoting brands, products, services and perceptions. With a myriad of case studies, hear how events have become the new marketing frontier.	
9:45	Felicity Zadro - Zadro Communications ‘Connecting with	<i>‘Social Media: How to take your event and business to another level’</i>
	With so much talk about social media, how do you determine what is hype and what is a real strategy for business?	
10:05	Sofitel Panel of Experts	<i>‘How to motivate, educate and invigorate your delegates with the your menu selections’</i>
10:25	PANEL DISCUSSION WITH PRESENTERS	
10:35	Morning Tea	
10:55	Craig Hoskinson And Robyn Johnson – ExhibitCo & Conexion Event Management	<i>‘Taking the “manual” labour out of Exhibitions’</i>
	Conexion Event Management, Managing Director, Robyn Johnson and Exhibition Co's, Craig Hoskinson present a new solution for exhibitions that eliminates errors and saves your exhibitors' time	
11:15	Matthew Crouch – Bartier Perry	<i>‘ The venom in venue contracts’</i>
11:35	Jane Fullerton-Smith – Sustainable Event Solutions	<i>‘The practical sustainability solution for all event organisers’</i>
	Sustainable Event Solutions is an organisation focused on promoting and elevating sustainable best practice within the events industry. Director Jane Fullerton- Smith will speak about how the software can benefit your events and your company.	
11:55	Darryl Lovegrove – The Leading Men	<i>‘From Redfern to New York. The Singing Waiters phenomenon –An idea whose time had come’</i>
	Darryl's inspirational story is of a guy who dreamed of being a rock star only to team up with a mate and create an operatic phenomenon. A consummate and charismatic performer, Lovegrove details his transition from one of theatres 'Leading Men' to Company Director of a global entity before selling his shareholding to form Lovegrove Productions - all in a manner unique to public speaking.	
12:25	PANEL DISCUSSION WITH PRESENTERS	
12:35	Wrap up by MC	
12.45	Lunch	