

BRISBANE SEMINAR – Updating the Conference & Event Industry



**Stamford Plaza Brisbane
17th March 2010**

PROGRAM

TIME	TOPIC	PRESENTER
8:40am	Arrival Tea & Coffee and Registration	
Presentations		
9:00am	<i>Introduction</i>	Australian Conference & Events Bureau
9:05am	<i>Welcome</i>	Stamford Plaza Brisbane
9:10am	<i>"The Why & How of Carbon Managed Events"</i>	Simon McCabe –Carbon Planet
9:30am	<i>"What cost changes can we expect for 2010/11 in event budgets"</i>	Peter Sugg, Director –AST Management
9:50am	<i>"Using Social Media for Events"</i>	Adam Franklin, Director - Blue Wire Media
10:10am	Morning Tea	All
10:30am	<i>"Converting digital leads to sales"</i>	Llew Jury, Managing Director –Reload Consulting
10:50am	<i>"Driving business through your events"</i>	Richard Woodward, Director –Richard Woodward & Associates
11:10am	<i>"Venue Contracts"</i>	Melissa Jensen, Business Development Manager MICE – Stamford Plaza Brisbane
11:30am	Working Lunch / Venue Site Inspection	All
12:30pm	Seminar Conclusion	All

