

THE NEW ERA OF EVENT MANAGEMENT

WHAT YOU NEED TO KNOW ABOUT
EVENTS IN THE 21ST CENTURY

**Dexus Place Sydney
9 December 2019**

Register online today at
www.executiveassistant.com/EventSymposium

THE NEW ERA OF EVENT MANAGEMENT

What you need to know about events in the 21st Century!

For those of you who don't know me, my name is **Natasha Cannon** and I am the founding Director of **Executive Assistant Network**. For 15 years I have helped establish and build Australia's largest and most trusted Network for Executive and Personal Assistants and have facilitated events for members throughout Australia.

As the primary facilitator of over 50 events annually for the Network, including conferences, exhibitions, gala dinners, networking and corporate events and more, I have managed to keep my finger on the pulse in a constantly changing industry that continues to create unique and unforgettable experiences.

Being in this industry, I am intrigued and excited about how the future of events will evolve. But do you know what is happening in the event world

in 2020 and beyond? I know that like you, I need to be abreast of those developments to ensure events are well-conceived and designed, but, most importantly, run well and continue to deliver the best possible outcomes with the latest technological and sociological factors.

These changes will benefit us all by not only saving us time and money, but by enhancing our events making them far more connected, efficient and relevant.

I have collaborated with some of the best leaders in the events industry, to share with you their unparalleled extensive knowledge on an evolutionary new era in event management in the 21st century.

Join me this December for this ground-breaking symposium....



Natasha Cannon

Co-Founder and Executive Director,
Executive Assistant Network



8.00am **Arrival & Registration**
8.30am **Chairperson's opening remarks**
8.35am **Keynote opening address**

**The future of Events beyond 2020! –
How is the industry changing?**

Integration of change can be difficult, how do you know what to choose and when to do it? How do you integrate the changes for your event? Do you take a risk and get out of your comfort zone? And how much is enough?

As tech moves, so do the generations attached to them. The Millennial mindsets, for instance, are geared towards personalisation in meaning, technology, storytelling and community.

But what about generations beyond them? And after them?

Our expert speaker will disseminate the world of changes that are currently, and about to, infiltrate the industry and work through the ones that are essential to focus on.

The future is coming whether we like it or not! The changes are exciting from unbelievable event technology to a revitalized focus on personalised learning environments and attendee work/life balance – the future of events in 2020 and beyond looks bright.

Speaker:
Natasha Cannon
Executive Director
Executive Assistant Network

Changes are coming...

- **Artificial Intelligence** – this won't just be an exciting concept or add-on to an event, this will be a pervasive technology which underpins almost every event experience from the logistical – ticket sales, venue and transport booking and attendee management – to the experiential.
- **The Internet of Things (IoT)** – It is predicted in the future that almost every object encountered at an event will be intelligent, connect and designed to anticipate the response to attendee needs.
- **Robotics** – How close are we to events populated, staffed and run by realistic humanoids – it may be closer than you think!
- **Augmented Reality** – is this the next transformative technology? Does AR have the power to merge both physical and digital worlds and overlay our daily lives with digital experiences?
- **Virtual Reality** – this will promise to take users to a completely alternative space and time or could simply make events accessible for everyone – no matter where you are.

9.05am

Panel Discussion

What changes are we seeing within the events industry that are affecting events now?

Event professionals are facing constant change in the events industry and this will continue with new technology and with increased acceleration once the 5G networks become fully functional. Our expert event panel will look at some of these changes to decipher the ones to watch out for.

- Reliable and modern technology is essential. A technology-intensive interactive session is a must with video conferencing and multiple party connections vital.
- Food sustainability is differentiating events. F&B choices are increasingly being made to minimise social and environmental impact and maximise enjoyment. What trends are our experts seeing?
- Room designs are becoming more creative and flexible to stimulate and improve information processing and collaboration as well as facilitate networking. Should venues be able to shift and change room layouts at any time during the day?
- There is an ever increasing need to create memorable attendee experiences in this modern event planning world. Do we need to balance the face-to-face and virtual elements for a superior delegate experience? The outcome must always be one that connects people.
- Live Streaming is becoming a vital element of most conferences and meetings by enhancing and maximising direct communication from around the country or world in a cost-effective manner.
- Balancing business and leisure as an integral part of an events identity, known as Bleisure, reflects the changing demands of conference and meeting attendees and the importance of balancing both.

Panellists

Alana Hay - Milestone Special Event Company



Alana is the founder of award-winning specialist event marketing agency, Milestone Creative Australia, a performance-driven agency that creates connections between communities and events for growth, tourism and visitation outcomes.

Robyn Johnson - MEA



Chief Executive Officer of Meetings & Events Australia. Prior to this Robyn was MD of an event management company that specialised in the organisation of international and national conferences before taking up a role at Business Events Sydney as General Manager, Event Delivery.

10.05am

Morning Tea

10.25am

Communication Focus – Ensuring efficient communication



From time to time we all wear our event management hats. Most of us pull together board meetings, executive planning days, special events and social events, right through to local, interstate and even international company conferences. Most of us run our company's social committees and organising events is just second nature. And depending on our companies, all this may only make up a small part of what is detailed in our actual job descriptions.

Our research shows that over 90% of EAs currently are tasked with organising events of some sort. We all know how to create the event goal and objective, organise the team, establish our budget and create the event master plan, not to mention the date and venue. But there are a few extra considerations that are now essential.

In this session hear from an industry expert about some of the changes that we need to start implementing now in our pre-event focus.

Speaker:
Industry Expert

- **Multi Use Event Apps (Event Management Software)** – Why these are essential in all meeting environments and the new and upcoming technology that is involved with these. It is a minefield and one that our guest speaker will help you navigate.
- **Customized personalization & engagement** – Remember the power of connection! With targeted ads, customized emails, and all kinds of personalization on the web, attendees expect tailored experiences — both digitally and in real life. How do we ensure audience participation is included within the event whilst helping attendees connect with each other?
- **Event Communication** – Social Media and Mobile Communication - These forms of communication are turning into essential components in event management and the way an event lifecycle is approached. These methods allow fantastic personalisation and engagement for your event and are a must have!

12.00pm

Lunch

1.00pm

Technology Focus – Using the latest technology to get the most out of your event

The future of event technology will allow you to collect all the data you need while staying completely unobtrusive to your event experience. Smart floors and mats will allow you to track attendance, popular sponsor booths, high-traffic areas, and more with complete stealth. Apps allow you to become smarter, more intuitive, and more efficient. With virtual check-ins and chatbots helping take the stress off your managerial functions, you will be free to ensure your attendees are engaged.

New advanced systems connect data from marketing platforms, email campaigns, registration systems, attendance tracking and post-event surveys to build a picture of the event effectiveness. While these event tools are currently available, they will become more important as event professionals learn how intrinsic they are to building a picture of event effectiveness and relating it across the portfolio of events for an organization.

Let our expert speaker bring you up to date on some of the technology used today and why.

Speaker:

Andrew Everingham

Managing Director at CAPITAL-e

Marketing & Events

Founder and CEO at Sydney

Homeless Connect



Andrew is a technology marketer, entrepreneur and advocate for the homeless. Now, he's bringing others along for the ride as managing director of marketing and event management agency CAPITAL-e.

- **Radio frequency identification (RFID)** – RFID uses electromagnetic fields to automatically identify and track information making it possible to capture more attendee data than ever before. What is it and why should you care? RFID is wireless technology that enables shorter lines, richer data and more engaged attendees and sponsors.
- **Big Data** – Harnesses the newest and latest technology trends to help detect everything from an attendee location to their heart rate. You can easily collect and leverage data to influence the attendee event experience.
- **Logistics** – With the integration of drones and logistic automation with self-drive vehicles, changes are already seen throughout the events industry when it comes to logistics. As technology continues to advance, this will be one of the biggest areas of change.
- **Evolution of technology and safety** – Online data is data that requires protection. With event software use, there is an urgent need to stay on the safe side and ensure that no cyberattacks or data breaches can damage your strategy. The use of 2-step data verification and system log protection, modern software platforms help in preventing any unauthorized changes.

1.45pm

Wellbeing Focus – Future ethical elements to consider at your event

In today's world, there is a greater focus on not just us and our own wellbeing, but also a focus on how to implement good wellbeing practices across the entire lifetime of an event.

From the increasing requirement to help reduce the carbon footprint of our events by providing sustainable food choice management and ensuring adequate recycling of waste and leftover food, to looking after our attendees and being mindful of their individual needs and mental capacities, we can't ignore our attendees.

Our Wellbeing speaker will walk us through some of the practices becoming the norm at events in the 21st Century.

Speaker:
Peter Bliss



Is a wellness, **mindfulness and human behaviour expert**, an international keynote speaker and a licensed Demartini facilitator. He combines ancient philosophies, neuroplasticity and epigenetic science based research and his own corporate experience to help individuals and businesses gain focus, clarity and direction.

- **Sustainability** – A focus on sustainable practices isn't going anywhere in the coming years and just ditching straws isn't going to cut it. Working out your event's impact and making decisions to lower the footprint as much as you can is a fantastic initiative. Consider reusing, repurposing and recycling at your events. And energy efficiency and local food initiatives can all help minimise the carbon footprints. Every little bit counts!
- **Mindfulness and wellness** – Leading experts agree that “brain breaks” are crucial to rejuvenating the mind and actually foster elevated levels of creativity. A jam-packed schedule can be quite demanding for conference or meeting attendees. Is it essential to give attendees time and space to breathe, reflect, and regroup with a hands-on workshop, outdoor activity or wellness activity?
- **Food planning and dietary requirements** – The world is becoming more and more sensitive with dietary requirements, and it is important to take note of how venues are reacting to this.

2.30pm

Coffee Break

2.50pm

Event Workshop – Choose from one of two workshops



Are you aware of the latest technology on the market now, and what should be a must have for your events? For these workshop, we will be looking at both a multitude of Multi-Event Apps as well as the latest in Interactive Touch Technology – both are imperative considerations for your event requirements.

Learn from some of the leading technology suppliers about these latest trends as you choose from one of these two interactive and stimulating workshops.

Workshop 1: Multi-Event App

A hands-on session for any conference or large meeting organiser, especially those who require multiple registrations at their events. See a full demonstration of how an Event App works and the tricks of the trade to get the most out of your event.

The benefits of using an app are endless. Not only is it affordable, but features include: seamless registration, interaction and engagement, networking and social media tools during and after the event, real time content, time saving, live feedback, paperless event, security, creating new revenue streams, not to mention creating great exposure for potential sponsors or event partners. And... all in one place!

1-Speaker: Event App Specialist

Workshop 2: Interactive Touch Technology

This workshop focuses on technology to assist in your day to day meetings including board meetings, executive planning days, product launches and pretty much any other event on your meeting schedule. Our expert speaker will navigate us through the world of interactive touch technology and what it can do for you and your companies.

This technology will encourage collaboration and interactive teaching as well as more engaging presentations. And, the best news is, it is now more affordable than ever and will transform your interaction with clients and colleagues like never seen before. Sit back and be ready to be shocked and amazed at the technology on offer.

**2-Speaker: FutureTech Co
Guy Monty**



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3.50pm Close of Conference

We can expect to see all these trends hit events everywhere in the coming years. As attendees become even more globally aware, expectations for engaging, personalised events will rise. With event technology racing ahead, planners will be able to give attendees experiences that are valuable and memorable, suited to their needs, interests, and preferences.

4.00pm Networking Event

Wrap up the day with 'bubbles and bites' a chance to mix and socialise with your peers at a fun and interactive networking event.

5.30pm Close of Event

Venue Sponsor - **dexus** place

The market leader in offsite meeting and events space, Dexus Place offers a variety of premium spaces with superior technology – from meeting rooms to event spaces to cutting edge conference and project suites – available by the hour, day or longer. Dexus Place is the perfect extension to your workplace.

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\$850 + GST (EAN Full Members)

\$995 + GST (Non EAN Full Members)

Dexus Place, 1 Margaret Street, Sydney

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