

# PCO Conference

“Adapt, Improvise, Overcome”  
Identifying Risk and Opportunity 2011



4th – 6th  
December

The Langham  
Auckland,  
New Zealand

**PCO**  
Professional Conference  
Organisers Association



Conference Handbook Sponsored by



## Sunday 4th December – Workshops

11:00am 5:00pm	Registration			
	<i>Great Room IV</i>	<i>Westhaven Room</i>	<i>Tamaki Room</i>	<i>Hauraki Room</i>
1:30pm 3:00pm	<p><b>IVVY - The new generation of Cloud technology for Event planners</b></p> <p>Melissa Mac Court, Sales and Marketing Manager, iVvy</p> <p>This workshop will address key components to using iVvy technology platform which include:</p> <ul style="list-style-type: none"> <li>- Managing communication with Database marketing and SMS communication platform</li> <li>- Setting up simple meetings to complex conferences</li> <li>- Online registrations with multiple payment options</li> <li>- Building event websites integrated to Google analytics &amp; social media</li> <li>- Multi-currency and time zone capabilities for local and international events</li> <li>- Travel, Accommodation &amp; Transfer management</li> <li>- Speaker and Abstract submissions</li> <li>- Name badges, attendance certificates and seating arrangements</li> <li>- Event budget and expense reporting</li> <li>- Membership management</li> </ul>	<p><b>Certain Software - eventsPro &amp; Cloud Computing</b></p> <p>Byron Wooden, Business Development Manager, Certain Software</p> <p>This workshop will take you through the transitional period from eventsPro to Cloud Computing:</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> <li>- Hybrid Solutions, eventsPro/Certain SaaS</li> <li>- Mobile Events</li> <li>- Engaging with Attendees</li> <li>- Socialise &amp; Connect</li> <li>- Driving Business Value</li> <li>- ROEI – Return on Events Investments</li> <li>- The future for Certain Software</li> <li>- Security – PCI Compliant Level 1</li> </ul> <p>This is an interactive product demonstration.</p>	<p><b>The Principles of Project Management</b></p> <p>Jennifer Milward, Training Manager, PCO Association</p> <p>This workshop is aimed to be highly interactive, and will cover the elements of project management. Learning Outcomes include:</p> <ul style="list-style-type: none"> <li>- Identify and confirm project objectives</li> <li>- Evaluate financial viability of a project</li> <li>- Develop an integrated project management plan</li> <li>- Administer and monitor projects</li> <li>- Evaluate projects</li> </ul> <p>Case studies will be analysed and evaluated to provide real life examples and discussion on how to effectively deliver a conference or event from concept through to conclusion.</p>	<p><b>Ungerboeck Software International Workshop</b></p> <p>Fred Lazzerini, Managing Director Asia-Pacific, Ungerboeck Software International</p> <p>This workshop will present the core functional business processes handled by Ungerboeck software for event planning, including:</p> <ul style="list-style-type: none"> <li>- Conference, seminar and event planning</li> <li>- Online registration &amp; badge processing</li> <li>- Multi-lingual &amp; multi-currency capabilities for international events</li> <li>- Travel management</li> <li>- Speaker and abstract Submission</li> <li>- Satisfaction surveys</li> <li>- Event websites</li> <li>- Budget &amp; expense tracking</li> <li>- Managing Supplier relationships</li> </ul>
3:00pm 3:30pm	Afternoon Tea			

3:30pm 5:00pm	<b>“Challenging times- Difficult people: Using Adversity to Build your business”</b>	<b>Meetings and Technology – What Tools Will I Need Tomorrow?</b>	<b>Continued: <i>The Principles of Project Management</i></b>
	Dr Errol Amerasekera and Craig Wallace, True North Learning	Luke Mason, Communication Architect, PGI Australia	
	<p>We live in challenging times. The current economic climate has taken a toll on businesses and individuals alike. It has left some people feeling stressed out, overwhelmed and with a “short fuse”. This can result in them being difficult to deal with. This workshop will use Experiential Learning methods to:</p> <ul style="list-style-type: none"> <li>- Give an experience of the dynamics that make people difficult to deal with</li> <li>- Demonstrate knowledge and skills that will help deal with difficult people and situations</li> <li>- How to use these skills and knowledge to build their business</li> </ul>	<p>This workshop will address:</p> <ul style="list-style-type: none"> <li>- Introduction, what the session will cover</li> <li>- History lesson, where have we come from</li> <li>- Advancement in HD Web Cams, remote speakers via Web</li> <li>- WebEx, HQ Video, documents sharing On24 Solution, new features and audience engagement</li> <li>- GlobalMeet, affordable Webinars, how to use as a marketing tool for greater attendance at Conferences</li> <li>- SMS, Fax, Email and Voice broadcasting, how to effectively use these services and what is new</li> <li>- CRM’s automation and new cloud services</li> <li>- Effective engagement with audience Using live polls, social media, Mobile Phone and Tablets</li> <li>- Post Event Polling and Surveys</li> <li>- Website, hint and tips on getting the best out of your Website, tracking your customers, Mobile Websites</li> <li>- PGIMeet. Latest technology in Video Conferencing to be launched February 2012</li> <li>- What is the next big thing?</li> </ul>	
5:00pm 7:00pm	<b>Welcome Reception and Official Opening of the Exhibition</b>		

## Monday 5<sup>th</sup> December

7:30am 8:45am	Registration		
8:45am 8:53am	Welcome Address from New Zealand Jackie Clarke – Monday MC - <i>Jackie appears by arrangement with Speakerlink NZ</i>		
8:53am 9:00am	Welcome Address from Australia Peter Buckley – Tuesday MC		
9:00am 9:30am	<b>New Zealand's future role in the Asia Pacific Meetings Industry</b> <b>Alan Trotter</b> CEO of Conventions and Incentives New Zealand		
9:30am 10:00am	<b>"Asia – the next market for PCOs?"</b> <b>Anthony Wong</b> Group Managing Director, AOS, Kuala Lumpur, Malaysia		
10:00am 10:30am	Morning Tea in the Exhibition Area		
	<i>Great Room IV</i> <i>Session Chair: Tony Pool</i>	<i>Westhaven Room</i> <i>Session Chair: Anne-Marie Quinn</i>	<i>Tamaki Room</i> <i>Session Chair: Mary Sparksman</i>
10:30am 11:15am	<b>Presenting to Clients and Committees</b>  Peter Buckley, CEO, You've Got Buckleys Australia	<b>Contingency Planning, Risk and Security Management - Duty of Care</b>  Scott Shearer, Pario Solutions Group, Canberra ACT	<b>Healthy Menus for Events and Venues</b>  Deanne Wooden, Heart Foundation Australia  Andrea Bidois, Heart Foundation, New Zealand
11:15am 12:00pm	<b>Customer Panel – How do clients view the Meetings Industry – What do they want from the sector?</b>  Facilitated by Simon Pryor, President, Australian Society of Association Executives  <b>Panel :</b> Vicky Adin, Conference and Event Manager, The Sustainability Society, New Zealand  Cynthia Orme, Director of Clinical & Public Health Services, The Problem Gambling Foundation of New Zealand  Catriona McAuliffe, Associate Director, Engineers Australia	<b>How will the Global Economy effect the MICE industry... where to from here!</b>  Tony Alexander, New Zealand economists  <i>Tony appears by arrangement with Speakerlink NZ</i>	<b>Branding your event for the future</b>  Eugene De Villiers, Executive Chairman, Extra Mile Company
12:00pm 1:00pm	Lunch in the Exhibition Area		

	<i>Great Room IV</i> <i>Session Chair: Suzanne Hart</i>	<i>Westhaven Room</i> <i>Session Chair: Paul Walker</i>	<i>Tamaki Room</i> <i>Session Chair: Rob Henshaw</i>
1:00pm 1:45pm	<b>Managing Content</b>  Sarah Mitchell, Content Marketing Consultant, Global Copywriting  Challenging traditional conference marketing models and strategies - Social networking, social media and content strategies.	<b>Can improving customer service grow your business, the Banks think so!</b>  Tony Adams, Professional Speaker and Business Consultant, New Zealand  <i>Tony appears by arrangement with Speakerlink NZ</i>	<b>The True Value of Business Events</b>  Dr Leo Jago, Director, Tourism and Business Events International, Australia
1:45pm 2:30pm	<b>7 Must Know Secrets to Get More Bums On Seats</b>  Debbie Mayo Smith, CEO Successis	<b>Working with Associations</b>  Simon Pryor, President, Australian Society of Association Executives	<b>A Scoping Study of Business Events: The Benefits for PCOs</b>  Robyn Johnson, Business Development Consultant, Business Events Sydney
2:30pm 3:00pm	<b>In Conversation With:</b>  Anthony Wong, Group Managing Director, AOS, Kuala Lumpur  Pamela Holsinger, Managing Director, Eventcorp, Australia	<b>Mobilising Events On the Edge: Cultural Influences on Innovation in Events</b>  Marie-Claire Andrews, Chief Executive, SmartShow Ltd, New Zealand	<b>The Tax implications of holding events across the ditch, in Australia or New Zealand</b>  Mike Rudd, Staples Rodway, New Zealand
3:00pm 3:30pm	Afternoon Tea in the Exhibition Area		
3:30pm 4:00pm	<b>Aviation – The Future – Costs – Impacts on MICE</b>  <b>Peter Clark</b> – Aviation Commentator, New Zealand		
4:00pm 4:30pm	<b>Know First, Be First, Profit First</b>  <b>Craig Rispin</b> - Business Futurist and Innovation Expert <i>Craig appears by arrangement with Workz4U, New Zealand</i>		
4:30pm 5:00pm	<b>Analyse, Adapt, Improvise...Repeat...real life stories from a geek entrepreneur</b>  <b>Melissa Clark-Reynolds</b> - International Professional Speaker on business, entrepreneurship and technology. <i>Melissa appears by arrangement with Celebrity Speakers (NZ)</i>		
5:30pm 7:30pm	<b>Offsite Social Function: An Evening in New York</b> The Pullman Hotel – Hosted by ACCOR Coaches depart the Langham at 5.15pm returning at 7.30pm		

## Tuesday 6<sup>th</sup> December

9:00am	<b>Going Green – What this means for the Meetings Industry</b>		
9:45am	<b>Jane Fullerton-Smith</b> Managing Director, Sustainable Event Solutions		
9:45am	<b>Planning For and Managing Change in the MICE Sector</b>		
10:30am	<b>Lynne Schinella</b> CEO, Ripe Learning		
10:30am	Morning Tea in the Exhibition Area		
11:00am	<i>Great Room IV</i> <i>Session Chair: Peter Sugg</i>	<i>Westhaven Room</i>	<i>Tamaki Room</i>
11:00am	<b>Insurance Matters - Planning for Disaster</b>  Jason Holmes, Conference and Exhibition Insurance Solutions	<b>PCO Owners SIG</b>  Chair: Dr Leo Jago, Director, Tourism and Business Events International, Australia	<b>Nuts and Bolts of Event Management</b>  A panel of PCO Councilors will address a range of issues that relate to conference and event management, and take questions from delegates. Topics will include:
11:45am		<b>In-house Event Managers SIG</b>  Chair: Suzanne Hart, Managing Director, Suzanne Hart Events	- Business Plans - Contracting/agreement - Commissions/suppliers - Project Management timelines - Budgets
11:45am		- Dealing with committees - Meeting corporate expectations - Common problems, shared solutions	<b>Panel:</b> Mary Sparksman – Venue Contracts Rob Henshaw – Business Plans Paul Walker - Anne-Marie Quinn – Budgets/Finance Paula Leishman
12:30pm	Lunch in the Exhibition Area		
1:30pm	<b>Forum – The Meetings Industry has Changed, Where Does it Go From Here</b>		
3:00pm	<b>Facilitator:</b> Peter Buckley, CEO, You've Got Buckleys		
	<b>Panel:</b> - Sarah Mitchell, Content Marketing Consultant, Global Copywriting - Leo Jago, Director, Tourism and Business Events International - Lynne Schinella, CEO, Ripe Learning - Jane Fullerton-Smith, Managing Director, Sustainable Event Solutions - Jenifer Dwyer-Slee, Director of Sales - Business Events, Accor - Anthony Wong, Group Managing Director, AOS, Kuala Lumpur, Malaysia - Allan Trotter, CEO, Conventions and Incentives New Zealand		
3:00pm	<b>Official Close</b> Hosted by CINZ		
4:45pm	Networking and Business Meetings with Exhibitors featuring New Zealand Food and Wine		