



Forum for Young Professionals

'Revitalise Your Thinking'

24 – 25 February 2013

Melbourne Convention & Exhibition Centre



Updated Programme (at January 2013)

Day 1

Sunday, February 24

9:40 am Arrival of Youth Forum participants, registration and coffee

10:00 am FORUM OPENS



WELCOME TO MELBOURNE

Karen Bolinger

CEO, Melbourne Convention & Visitors Bureau



WELCOME TO THE MELBOURNE CONVENTION & EXHIBITION CENTRE

Peter King

Chief Executive, Melbourne Convention & Exhibition Centre



INTRODUCTIONS AND ICE BREAKER ACTIVITY

Elizabeth Rich

Manager

ICCA FYP @ AIME 2013



YOUTH FORUM EXCHANGE

Speed sharing – a quick one minute précis on their current jobs by each forum participant.

11.00 am Quick break

11.15 pm



ASIA PACIFIC WRAP: what's new?

Noor Ahmad Hamid

Regional Director Asia Pacific, ICCA

Noor Hamid is the eyes and ears of the industry in Asia Pacific. No-one better to provide an update on what's happening around the region, focusing on new developments, revitalised destinations and fresh approaches.

12 noon



FRESH THINKING FROM INDUSTRY LEADERS

A panel of leading practitioners will share their thoughts on where the industry is headed, what different styles and strategies are being seen in the marketplace and where they will be focusing their efforts in the coming few years. A chance to delve into industry trends, hear what’s working, and what’s on the horizon.

Expert commentators:

(from left) Lyn Lewis-Smith, CEO, Business Events Sydney; Sherrif Karamat, COO, Professional Convention Management Association; Gary Grimmer, CEO, Gaining Edge; Ray Shaw, Managing Director, MCI Australia.



1:15 pm

Lunch

2:00 pm



OVER TO YOU CROWD SOURCING

Identification of issues and challenges which are then “advertised” for group discussion. Participants will be asked submit questions or challenges which they would like to see answered or solved, using the power of the forum’s combined knowledge. This is a highly interactive session which allows the audience to set its own agenda, and solve the problems which matter to them. Groups will be asked to present their solutions.

3.15 pm

“Revitalize” break

3:45 pm

**ON THE COUCH WITH MARTIN
SPECIAL GUEST: Martin Sirk, CEO, ICCA**



Martin Sirk’s presence at AIME 2013 gives ICCA FYPers a unique opportunity for an intensive consultation session with one of the most knowledgeable industry brains in the business. Hear what Martin thinks about a wide variety of industry issues. Participants will be invited to jump in with their own burning questions, but here are some of Martin’s favourites to kick us off:

- personalisation and the pressures it creates
- why monogamy is out and promiscuous team working is in
- circles of trust and why they’re the critical building blocks of associations like ICCA
- why most marketing in our business is deadly dull.

5.00pm



WHAT'S ICCA TO ME?

ICCA Board member, **Martin Winter**, will close the day with his observations about the impact of ICCA on his work and his own career. CEO of Gold Coast Tourism, with a long career in the meetings industry, Martin Winter will share his thoughts on being a member of global ICCA “family” and his hopes for the future of the industry.

5:15 pm

Close of day’s sessions followed by informal gathering over drinks nearby – optional and own expense.

Day 2

Monday, February 25

8:40 am

START THE DAY ON FIRE!



HOT IDEAS

Participants will be asked to share their favourite new idea from the past 12 months. It could be something you have seen, read, experienced, copied, thought about – anything new you have adopted, adapted, adored ... and put into practice in your work.

Participants will also be asked to bring one published article (from a magazine, journal, book or the internet) which they read and found useful. The articles will be combined into one useful take-home reference “book” for all participants.

9.00 am

DOES FRESH THINKING PAY OFF?

This extended session of case studies will feature approaches which demonstrate new thinking in the marketplace and offering participants the opportunity to learn from others. It is intended to stimulate, stretch and revitalize our brains.



“Unplugged” 2012 WEB IN TRAVEL CONFERENCE

Yeoh Siew Hoon is one of the most innovative conference producers in the marketplace. Founder of the stimulating and award winning WIT conference in Singapore, now in its 8th year, Siew Hoon will share her journey when she develops a new program each year and how she continually strengthens her event with fresh ideas.



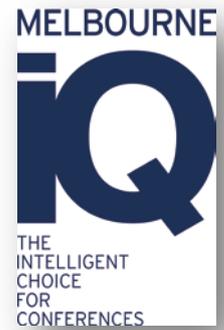
PCMA 365

US-based global organisation, the Professional Convention Management Association has developed a reputation for delivering cutting edge education for the industry, demonstrated by PCMA365 which is a virtual environment open 24/7/365, built to serve online member education. PCMA’s Sherrif Karamat will explain why audience engagement, attracting new customers and members, creating new revenue streams, and acting as “incubator” for associations and corporations, has fueled the thinking behind this and other innovative approaches being embraced by the association.



**PROMOTING A DESTINATION'S IQ:
Brains, not just beauty**

Melbourne Convention & Visitors Bureau took a big step outside traditional branding when it launched its new Melbourne IQ brand in 2011. CEO Karen Bolinger will explain the thinking behind this strategy and how it has been developed to help profile the destination and win business.



ASIA PACIFIC PRODUCT LAUNCH ROADSHOW

Creating and producing a complex series of events in six locations from Japan to China, India and Australia involved challenges such as developing content to suit the various audiences, touring with augmented reality presentation kits, and working across the various cultures. This case study will not only give an appreciation of the creative and logistical aspects involved, but also illustrate the flexibility required to cater to different client and audience styles, from free-flowing to rigid, as Turningpoint Solutions' MD Peter Pecotic will explain.



MEET TAIWAN'S AWARD WINNING "SHAKE TO SHARE" CAMPAIGN

A government-funded campaign developed in Chinese Taipei won the 2012 ICCA Marketing Award. The technology-enabled program is a free meetings app which allows users to share their photos through social media channels by shaking their smartphones. Learn more about this campaign and its successful implementation into the Taiwan meetings market. Sin Chen from MeetTaiwan will share more details about this innovative campaign.

1:00 pm Lunch

1:45 pm AFTERNOON SESSIONS



TECHNOLOGY: SERVANT NOT MASTER

Is the digital world overwhelming you? Or are you a slave to it? How many apps do we need? What is actually working out there which adds value to your marketing and communication strategies, and which helps deliver effective meetings? What is the latest online software delivering and how is it changing the way we work? Are we doomed to drown in RFPs!? Let's grill some of the experts and see what we can learn. In this session we will invite industry tech guests to demonstrate and discuss the worth of some apps and online software. Bring your favourite electronic device with you!

Guest experts: (from left) Darren Edwards, Invisage Creative Services; Lauren Hall, IvVy and Shuli Golovinski, Newtonstrand UK



3.15pm "Revitalise" break

3:45pm

REVITALISE YOUR CAREER MOJO

Are you bogged down and looking for ideas as to how to improve your career chances? Do you wonder what managers are looking for when they are employing or promoting staff? Are you looking for some tips to extend your network? Does your passion and ambition need reigniting?

This final session for FYP 2013 will give participants a chance to reflect on their careers and consider how to boost their prospects, with some advice from some wise counselors who will share their experiences and tips in this open forum.

Industry guest commentators (*from left*): Linda Gaunt, CEO, Meetings & Events Australia; Martin Sirk, CEO, ICCA; and Emma Bowyer, General Manager, ICMS Australasia Pty Ltd



4:30 pm **Evaluation** – feedback on the program
Concluding remarks
Presentation of certificates of attendance + group photograph

5:00 pm Close of official FYP sessions

**7.00 pm -
10.00 pm**

AIME WELCOME RECEPTION – "MELBOURNE LIVE"

ICCA FYP participants are invited to attend the AIME's opening social function and join the who's who of the meetings industry at the Asia Pacific industry's hottest networking event of the year, at the city's cool new wining and dining precinct, South Wharf Promenade, conveniently located adjacent to the Melbourne Convention and Exhibition Centre.

The first 30 ICCA FYP applicants will be automatically registered to attend this AIME social event at no charge.

This popular AIME event is hosted by MCVB.

More details can be found on the AIME website www.aime.com.au

Day 3 **Tuesday, February 26**

7.30-
for 8am

AIME education session: The Saxton Ultimate Event Experience

A whirlwind two hour ride featuring 10 high profile presenters from around the globe. Speakers and entertainers representing the pinnacle of achievement in the worlds of music, photojournalism, business, illusion, politics, economics, mathematics, the media and performance art each deliver a compelling business or personal message in less than 12 minutes. More details: www.aime.com.au



from 10am

AIME Trade show

Those Forum participants not exhibiting at AIME will be issued with complimentary AIME trade show visitor passes.

5.30pm –
6.30pm

ICCA Asia Pacific Chapter Networking Reception - MCEC



FYPers are invited to meet ICCA members over cocktails at a private networking session on Tuesday evening at The Melbourne Convention & Exhibition Centre. Hosted by ICCA AP, this is a special opportunity to spend time with senior ICCA members in an informal social setting.

Day 4 **Wednesday, February 27**

from 10am

AIME Trade show

> [Link to Application Form](#)

ICCA thanks the following organisations for their support of the FYP:

**Melbourne Convention & Exhibition Centre
Melbourne Convention & Visitors Bureau
Reed Travel Exhibitions through its management of the AIME trade show**



GENERAL INFORMATION

Program inclusions

Participation in the ICCA Forum for Young Professionals includes:

- Forum education sessions on Sunday and Monday
- refreshments and lunches on Sunday and Monday
- AIME Welcome Reception on Monday evening (offer limited to first 30 applicants)
- AIME Showcase session on Tuesday morning (offer limited to first 30 applicants)
- AIME trade show entry

There is no obligation for FYP participants to attend the AIME sessions or trade show: this is offered as a complimentary and valuable extension to the forum program for those interested and able to attend. To receive a certificate of attendance for the ICCA FYP, participants must attend both full days of the FYP program i.e. 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:

- under 30 years of age **and/or** have less than three years experience in the meetings industry
- 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\$330 including 10% GST.

How to apply

Participants need to complete the application form and email it to elizabethrich@agenda.net.au by the deadline of 01 February 2013.

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 Forum.

> [Link to Application Form](#)



COMPETITION – YOUR CHANCE TO WIN A REGISTRATION TO ICCA CONGRESS 2013 IN SHANGAI !

FYP participants who are ICCA members will be invited to submit a short essay (maximum 1,000 words) after the Forum "My Observations". The winner will be offered a free registration to the ICCA 2013 Congress which will be held in Shanghai, Nov 2-6.

Further information

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