



Forum for Young Professionals

**"Growth through Innovation"**

19 – 21 February 2012  
Melbourne Convention &  
Exhibition Center

## PRELIMINARY PROGRAM

### Day 1      19 February, Sunday

**9:40 am**      Arrival of Youth Forum participants and registration

**10:00 am**      **FORUM OPENS**



#### **WELCOME TO MELBOURNE**

**Karen Bolinger**

Chief Executive Officer  
Melbourne Convention & Visitors Bureau



#### **INTRODUCTIONS AND ICE BREAKER ACTIVITY**

**Elizabeth Rich**

Manager  
ICCA FYP @ AIME 2012

**10:30 am**      **YOUTH FORUM EXCHANGE**

Speed sharing - a quick 2 minute talk on their current jobs by each forum participant

**11:30 am**



#### **KEYNOTE ADDRESS:**

#### **GROW YOUR CAREER THROUGH PASSION AND INNOVATION**

**Arnaldo Nardone,**

President  
ICCA

Arnaldo Nardone is our special guest on the 2012 program. He will be visiting AIME for the first time and will address the Forum for Young Professionals. Arnaldo lives and works in Montevideo, Uruguay. He has a long and distinguished career in the meetings industry, having held a number of key positions including many years on the ICCA Board, past chairman of ICCA's Latin American Chapter, past president of the Montevideo Convention and Visitors Bureau, past president of the Uruguayan Association of Congress Organizers, and past president of COCAL, the Latin American and Caribbean Meetings Industry Association. Arnaldo was elected President of ICCA in 2010.

Known for his passion for the meetings industry, Arnaldo will speak on the potential to develop a powerful career in this global industry.



#### **LATIN AMERICA & INDUSTRY INNOVATORS: a fireside chat**

Facilitator Elizabeth Rich will interview Arnaldo Nardone, taking an in-depth look at the industry today and tomorrow. Who does he believe are today's innovators and strategists in the industry and how are they impacting the design, marketing and delivery of meetings around the world? What about the Latin American market? We tend to focus more on our own Asia Pacific region, but here is a timely opportunity to learn more about the growth of the Latin American economies and what impact this is having on the global meetings market. Participants will be invited to join the discussion.



### **ASIA PACIFIC: a cook's tour of AP developments**

#### **Noor Ahmad Hamid**

Regional Director Asia Pacific  
ICCA

Not forgetting our own region, Noor Hamid will provide an overview of the industry in the Asia Pacific region.



### **INSIDE ICCA**

If you weren't lucky enough to be at Leipzig for the annual global gathering of the meetings industry tribe at ICCA's 2011 congress, hear from two congress veterans, Arnaldo and Noor, who did attend. Elizabeth will quiz them on what's new, what sessions were most popular and why, and what new concepts were showcased at the event. What are the key issues on ICCA's agenda and what innovative measures have been developed to reflect the changing needs of its members? This is your chance to ask and learn more about ICCA's activities and industry issues.

**1:00 pm**

**Lunch**

**2:00 pm**



### **THE MELTING POT OF ASIA PACIFIC**

**Noor Ahmad Hamid**, Regional Director Asia Pacific ICCA, will share his experiences and observations working with 15 different country members, different cultures, different thinking and ways of doing business across Asia, from India in South Asia through to Japan, Korea and China in North Asia, down into South East Asia and across to Australia and New Zealand. In a truly global industry with an increasing number of meetings based in the Asia Pacific region, Noor's commentary will add an extra depth of understanding when it comes to working with different nationalities.

**2:40 pm**



### **FYP'S VERSION OF PECHA KUCHA!**

PechaKucha 20x20 is a simple presentation format where you show 20 images, each for 20 seconds. The images forward automatically and you talk along to the images. FYP participants will be invited to submit a topic of their choice relating to the industry. A maximum of 8 submissions will be accepted for presentation. This is an ideal opportunity for FYPers to promote their organisation, an idea, an issue, or a passion! Great fun, and a great speaking experience. Our own mini version of TED/pecha kucha conference in action.

**4:00 pm**



### **OPEN SPACE: CROWD SOURCING**

Identification of issues and challenges which are then "advertised" for group discussion. Participants will be asked to bring along one question or challenge which they would like to see answered or solved, using the power of the forum's combined knowledge.

A highly interactive session which allows the audience to set its own agenda.

**5:15 pm**

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

**Day 2**      **20 February, Monday**

**8:45 am**      **MORNING REVIEW**

**9:00 am**

**Q&A: ASK THE EXPERTS**

A panel of leading ICCA members will offer their expertise to answer questions on the international meetings industry. The focus will be on industry innovation that panelists have observed or instigated in their own businesses.



**Martin Winter,**  
*Chairman, ICCA Asia Pacific Chapter, ICCA Board member and CEO Gold Coast Tourism*



**Alec Gilbert,**  
*ICCA Board member and CEO, Adelaide Convention Centre*



**Malu Barrios,**  
*Chairman, ICCA Australia Committee and GM, Darwin Convention Centre*



**Jason Yeh,**  
*ICCA Asia Pacific Chapter Committee and Managing Director, GIS Group, Chinese Taipei*

**10:00 am**      Morning tea

**10:20 am**

**INNOVATION ON SHOW**

A selection of case studies will showcase innovation in the meetings industry, covering research collaborations, community outreach legacies, new formats, new marketing, and new technologies.



**CREATIVE THINKING AT MELBOURNE CONVENTION & EXHIBITION CENTRE**

**Anne Jamieson,** *Director of Sales and Marketing, will present a series of innovative initiatives being introduced at MCEC including blogs which promotes local boutique suppliers; and all things digital that the centre will be rolling out.*



**RESEARCH PROMOTING THE LEGACIES OF MEETINGS**

**Lyn Lewis Smith,** *Chair of the Future Convention Cities Initiative (FCCI) will discuss the new global research being undertaken by this alliance, measuring the social legacies of business events, following the ground-breaking studies already produced by Business Events Sydney through the University of Technology in Sydney. Other FCCI member cities include London, Toronto, Seoul, Abu Dhabi, San Francisco and Durban.*



**LINKING MEETINGS, GOVERNMENT AND COMMUNITY**

**Scott Lovett,** *Director, Business Tourism, Tourism NT, will explain his unit's strategy of partnership approach with the Northern Territory government on the wider economic impacts of events, including promoting the integration of community outreach programs into business events held in The Territory.*



**PCO ROLE IN CONFERENCES AND COMMUNITY OUTREACH**

**Kate Smith,** *Managing Director of WALDRONSMITH Management, will talk about the trend to connect business events to the local community and the expansion of a PCO's work to embrace this move. Kate will illustrate with examples of conferences her company has organized which have included community program and how these extensions have added depth and value to the event.*



### **WHAT'S BEHIND AN 83% BID SUCCESS RATE?**

*The Sarawak Convention Bureau has developed a reputation as a creative and bold organization since it hit the market five years ago. **Chew Chang Guan**, General Manager, will share some of the reasons behind this regional bureau's success which has given it cut through on the international market, and how research underpins the bureau's strategies which has seen it achieve an 83% success rate in 2011.*

**1:00 pm Lunch**

**1:45 pm AFTERNOON SESSION**



### **SOCIAL MEDIA REVOLUTION**

**Alex Yeomans**, Publisher and Managing Director, Creative Head Media Pty Ltd (publisher of CIM magazine)

Digital media is impacting almost every aspect of the meetings industry. How are online social communities impacting the marketing and delivery of meetings, and stakeholders' products and services? Check out the social media case study for the ICCA Congress 2011 [here](#). We shall be setting up social media sites for ICCA FYP 2012. Stay tuned.

**Followed by the:**

### **HOT IDEAS FAIR**

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.



**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

**6 pm - 9 pm AIME Welcome Reception**

All ICCA Youth Forum 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.

The first 30 ICCA Forum applicants will be entitled to pre-register to attend this AIME social event at no charge.

**Day 3**      **21 February, Tuesday**

8.00am –  
9.45am

**AIME Business Events Forum**

The first 30 ICCA Forum applicants will be entitled to pre-register to attend this AIME educational session at no charge. A form will be sent once Forum application is processed.

(refer AIME website for more details of the education sessions and the trade show: [www.aime.com.au](http://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.

**Day 4**      **22 February, Wednesday**

from 10am      **AIME Trade show**

ICCA thanks the following organizations for their support of the Forum:

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





Forum for Young Professionals

## **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 Business Events Forum 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](http://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@a1.com.au](mailto:elizabethrich@a1.com.au) by the deadline of 01 February 2012.

### **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.

### **Further information**

Elizabeth Rich  
Manager  
ICCA Forum for Young Professionals  
PO Box 380  
Spit Junction NSW 2088 Australia  
Tel: + 61 (0) 2 9969 1400  
Email: [elizabethrich@a1.com.au](mailto:elizabethrich@a1.com.au)  
URL: [www.iccaworld.com/dbs/asiapacific](http://www.iccaworld.com/dbs/asiapacific)

[Link to Registration Form.](#)