



EVENT18 SUMMIT

Sydney 14 June 2018



Museum of
Contemporary
Art Australia

Primavera 2016
Until 4 December

FREE
ENTRY

ntemporary
Art

EVENT OVERVIEW

EVENT DATES

Thursday 14 June 2018

EVENT TIME

8:30am for a 9:00am start

Closing drinks – 5:15pm

VENUE

Museum of
Contemporary Arts

ABOUT

The Event Summit is a unique, one-day conference for the event and experience industry. It brings the industry's most innovative and diligent stakeholders together to share best practice experiences, insights, tips, and techniques. As an event or experience planner, you will walk away with the confidence to take risks, dream big and produce even more world class events.

Join elite industry professionals from leading event and experience organisations including The Australian Open, Fairfax Media Events, NFL, The Sydney Opera House, Splendour In The Grass, Property NSW, IMG, The Ogilvy Group, DNSW, Australian Turf Club, NSW Police, Tourism Australia, The Falls Music and Arts Festival, Surf Life Saving Australia, Good Design Australia, The Commonwealth Games Event Management team, Havas Sport & Entertainment, X Games - Red Live, Seven West Media SafeWork, and more.

WHY ATTEND?

The Event Summit offers you a unique opportunity to:

- ▶ See what's happening in your industry. Learn about the planning, management and execution of events at a best practice level, and hear about some of the most relevant topics affecting the industry now and in the immediate future.
- ▶ Expand your expertise. The Summit will provide you with tools and concepts which you can implement immediately at your next event or experience. You will find material relating to a broad range of events and industries, from awards presentations and outdoor exhibitions, to conferences and sporting events.
- ▶ Learn in a fun, engaging way. The agenda, with sessions with pre-structured formats that result in actionable outcomes for attendees. The event is also held during the staging of major events, immersing attendees, partners and speakers into an event framework.
- ▶ Get local and global insights. Whilst detailing elements unique to each region, the Summit also includes national and international organisations, businesses, speakers and agenda items to provide comparison and benchmarking.
- ▶ Enhance your understanding of risk management. You will come away with a greater understanding of the principles of risk management in event planning. Learn more about confidently taking risks without infringing on creativity, being first to market with new concepts, and breaking new ground in the event and experience space.

SUMMIT PROGRAM

Time	Room 1 – Harbourside Room	Room 2 – Quayside Room
9.00AM - 9.05AM	Opening remarks Paul Chivers – Curriculum Manager Event Summit Samuel Jackson – Content Manager Event Summit	
9.05AM - 9.10AM	Welcome address Sandra Chipchase – CEO, Destination NSW	
9.10AM – 9.30AM	Australian Open 2018 – By the Numbers Craig Tiley – Event Director Australian Open, CEO Tennis Australia	
9.35AM – 10:10AM	Case Study: Splendour in the Grass – Building a Temporary Town Mat Morris – Manager, North Byron Parklands Jeremy Sheafe – Camping Manager, Splendour in the Grass	Managing Terror with the Right Level of Resource Craig Sheridan – Lead Security & Risk Advisor, Vivid Sydney 2018. Former Commander, State Planning Unit Major Events and Incidents Group, NSW Police

TIME	ROOM 1 – Harbourside Room	ROOM 2 – Quayside Room
10:15AM – 10:45AM	Harnessing the Power of Social Media and PR Minta Burn – Global PR and Advocacy Manager, Tourism Australia Alex Zacharia – CEO, Bolster Jacqui Abbot – GM, Pulse Communications Stacey Piggot – Director, Secret Service PR Head of PR, Secret Sounds Group	
10:45AM – 11:00AM	MORNING TEA	
11:00AM – 11:25AM	Case Study: Managing the Superbowl Frank Supovitz – CEO, Fast Traffic Events and Entertainment Former Senior VP NFL (Producer 9 x Superbowl)	Planning Perfect @ The Melbourne Cup Bruce Keebaugh – Founder & Director, The Big Group Producer Lexus Marquee Melbourne Cup
11.25AM – 11.45AM	Insuring Success Peter Bloomfield – Bloomfield & Dawson Insurance Broking Rebecca Dawson – Bloomfield & Dawson Insurance Broking	The Regulator's Insight – Safe Work NSW Colleen Harris – NSW Senior Inspector, Safe Work NSW

Time	Room 1 – Harbourside Room	Room 2 – Quayside Room
11.50AM – 12.30PM	Integration of Emergency Services for events Brian Yates – Chief Inspector, Police Transport & Public Safety Command, NSW Police Michael Bray – Superintendent Manager, State Planning Unit Clinical Operations NSW Ambulance Jan Willet – Director Events, Communications and Engagement, NSW Department of Premier and Cabinet.	
12.30PM – 1.30PM	LUNCH	
1.30PM – 2.15PM	Fairfax – Risk profiling to its portfolio of over 50 events Christopher Secker - Operations Director, Fairfax Media Events Katherine Goldsworthy - Head of OHS, Fairfax Media Events Matt Spiller - Head of Logistics, Fairfax Media Events	
2.20PM – 2.50PM	CASE STUDY: Reducing the Chances of Shark Attacks Craig Anderson - CEO, Shark Mitigation Systems	Delivering Sponsorship for the Commonwealth Games Thomas Staunton – CEO, Sold Out Events

Time	Room 1 – Harbourside Room	Room 2 – Quayside Room
2:50PM – 3:30PM	Delivering on Customer Experience while Maintaining Effective RSA John Vanderveen – CEO, Liquor & Gaming Solutions / Former Senior Inspector ILGR NSW Matt Sharman – General Manager Hospitality, Events and Operations, Australian Turf Club	Great Expectations – Working with Venue Managers Justine Earl Smith – Senior Manager Venues & Partnerships Heather Clarke – Manager, Event Operation & Planning, Sydney Opera House Darryl Jeffrey – COO Sydney Showgrounds
3:30PM - 3:45PM	AFTERNOON TEA	
3:45PM – 4:30PM	Case Study: Surf Live Saving Australia Effective Crisis Management Stephen Leahy – CEO, Westpac Helicopters	The Future of Food Events Jason Fielding – Senior VP & Managing Director, IMG LIVE Australia, Endeavor Global Marketing
4.30PM – 5:00PM	Patron Experience, Behaviour and Sentiment - Your Choice Elise Huntley – General Manager Falls Music & Arts Festival and Splendour In The Grass Yvonne Weldon – Chairperson, Metropolitan Local Aboriginal Land Council Alastair Lyall – Manager Events, NSW Department of Premier and Cabinet	

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5:00PM – 5:15PM	Closing Remarks Paul Chivers – Curriculum Manager Event Summit Samuel Jackson – Content Manager Event Summit	

PARTNERS

PLATINUM PARTNERS



GOLD PARTNERS



EDUCATION PARTNERS



THE UNIVERSITY OF
SYDNEY



RMIA
RISK MANAGEMENT INSTITUTE OF AUSTRALASIA

For full agenda, speakers, event details -
www.eventsummit.com.au

Tickets -
www.eventsummit.com.au/buy-tickets/

22 SESSIONS

35 SPEAKERS

WHITE PAPER CONTAINING ALL EVENT
SESSIONS DELIVERED TO ALL ATTENDEES.

NETWORKING DRINKS OVERLOOKING
VIVID LIGHTS, LEVEL 6 MCA.

MORNING TEA, LUNCH, AFTERNOON TEA
DELIVERED BY FRESH CATERING.

CONNECT TO ANY SPEAKERS,
COMPANIES, PARTNERS OR ATTENDEES
AT THE EVENT SUMMIT.

For more information -
www.eventsummit.com.au

EVENT SUMMIT

Sydney. 14 June 2018