

UNLEASHING THE POTENTIAL OF BUSINESS EVENTS



DAY 1 PROGRAMME

4 November 2024

7:30 AM Registrations open / Arrival Tea and Coffee

8:30 AM Pōwhiri / Opening Ceremony

8:50 AM Housekeeping

Opening Remarks and Programme Overview

Presenters:

- 9:00 AM**
- *Desley Simpson, Ōrākei Ward Councillor and Deputy Mayor of Auckland*
 - *Annie Dundas, Director Destination, Tātaki Auckland Unlimited*

Session 1: Destination Update

All the Latest - An overview of key new developments in Auckland and New Zealand's business events landscape

Presenters:

- 9:30 AM**
- *Ken Pereira, Head of Business Events, Tātaki Auckland Unlimited*
 - *Prue Daly, General Manager, New Zealand International Convention Centre*
 - *Bjoern Spreitzer, General Manager New Zealand and Business Events, Tourism NZ*

Moderator: Annie Dundas

10:15 AM Morning Tea Break

Session 2: The View from the Market

International Advisor Perspectives on the latest trends and conditions and their relevance to Auckland and New Zealand's business opportunities

Part 1: The Incentive/Corporate Market

- 10:45 AM**
- Presenters:*
- *Sonja Söderbom, Regional Director, MCI/Ovation Asia Pacific*
 - *Tim Bruins, Vice President, Sales, Maritz*
 - *Patrick Rush, Senior Director Strategic Operations, AMEX Global Business Travel*

Moderator: Barbara Maple

12:00 PM Lunch

Advisor Perspectives Continued

Part 2: The Global Association Market

Presenters:

- 1:15 PM**
- *Mike Pickford, Executive Chair, ASN Events*
 - *Jan Tonkin, Managing Director, The Conference Company*
 - *Mathias Posch, Chairman and Partner, International Conference Services*

Moderator: Barbara Maple

Case Study in Success: IWG World Conference on Women & Sport

An exploration of the challenges and opportunities in a major international event with key learnings for Auckland and New Zealand's

Presenter:

2:30 PM

Rachel Froggatt, Secretary General of the International Working Group (IWG) on Women & Sport 2018 – 2022, Previous CEO of Women in Sport Aotearoa (WISPA); now CEO and Founder of Away We Go ~ Matike Mai

3:00 PM Afternoon Tea Break

Session 4: Strategies for Success (Workshop)

Participants will engage in a discussion around how Auckland and New Zealand's offerings align with new market expectations and generate recommendations for strategic changes

Moderator: Barbara Maple

Session 5: Report Back

Workshop leaders will summarise key conclusions from the table discussions

Presenters: Discussion table leaders

Summary / Conclusions / Recommendations

A wrap up of the day's conclusions and recommendations including implications for future product development and market strategies

Rapporteur: Rod Cameron

5:05 PM Closing Karakia

5:30 PM Networking Event – Join us for kai and drinks

7:00 PM Day 1 Ends

DAY 1 / PROGRAMME SPEAKERS



Barbara Maple

Chair, Auckland International Business Events Advisory Group

Barbara is a consultant specialising in advancing the value of business events to communities. Her former leadership roles include President of the Association of International Convention Centres, and Chair of the Joint Meetings Industry Council.



Jan Tonkin

Founder and Managing Director, The Conference Company

Jan founded The Conference Company in 1990, which today has offices in Auckland and Sydney. She is a Past-President of IAPCO, the International Association of Professional Congress Organisers, and former Chair of its Training Academy.



Rod Cameron

Former Executive Director, International Association of Convention Centres

Rod is a strategic management consultant with extensive experience in the international Meetings industry including lengthy roles as Executive Director of the International Association of Convention Centres, the Joint Meetings Industry Council and Convention Centres of Canada.



Mathias Posch

President and Partner, International Conference Services (ICS)

International Conference Services (ICS) is an international PCO with offices across North America, Europe and Asia. Mathias was formerly President of IAPCO, (the International Association of Professional Congress Organisers) and Chair of the IAPCO Training Academy.



Sonja Söderbom

Director, Ovation Australia | Oceania

Oceania is the global DMC brand within the MCI Group. With 25 years of business events experience, Sonja is recognised as an expert in incentives and serves on the board of the SITE (Society for Incentive Travel Excellence) ANZ Chapter.



Mike Pickford

Executive Chair, ASN Events

Mike has 35 years' experience in conference and event management. He oversees 70+ conferences annually, maintaining contracts with 150 association clients. He has a background in marine botany and has strong relationships with scientific and medical associations. Mike is a life member of the Professional Conference Organisers Association.



Tim Bruins

Vice President, Sales, Maritz

Tim leads a team of sales professionals who oversee key accounts and look for new business opportunities for Maritz. Tim has been in the industry for more than 40 years, starting as a Travel Director, and has held numerous operations and sales positions throughout his career. He has worked with customers in the tech, auto, telecom and financial sectors.



Patrick Rush

Senior Director Strategic Meetings Operations, Europe and Asia Pacific, American Express Global Business Travel.

Patrick Rush is a Senior Director with American Express Meetings & Events and brings over 20 years' experience in global meetings and travel management.

Patrick currently leads the Meetings & Events Operations organization for Europe and the Asia Pacific region and is responsible for operations strategy, service delivery and optimization across 24 countries. He has extensive knowledge in delivering Strategic Meetings Management Programs, Travel, Payment, Expense Management Solutions, Change Management and Operations Transformation.

DAY 1 / PROGRAMME SPEAKERS



Desley Simpson

Ōrākei Ward Councillor and Acting Mayor of Auckland

Desley champions savings, leading Council to achieve over half a billion dollars in savings last term. As Tātaki Auckland Unlimited's lead councillor she strongly advocates for the work they do, including well-funded cultural, arts, business and sporting events and recognising the community, engagement, and economic value to Auckland.



Prue Daly

General Manager, New Zealand International Convention Centre (NZICC)

Prue is responsible for ensuring NZICC delivers a world class experience and driving international bidding contributing \$90 million in economic impact. She is building a team that is focused on excellence but also thoughtful in embracing and delivering sustainability and community goals to Tāmaki Makaurau through authentic New Zealand experiences.



Rachel Froggatt

Secretary General of the International Working Group (IWG) on Women & Sport 2018 – 2022, Previous CEO of Women in Sport Aotearoa (WISPA); now CEO and Founder of Away We Go ~ Matike Mai

Rachel is a global business development and social impact specialist; CEO and Independent Director; and equity in sport advocate. She heads up specialist agency, Away We Go - Matike Mai. She was formerly Secretary General of the International Working Group (IWG) on Women & Sport, an appointment which included staging the 8th IWG World Conference on Women & Sport in Auckland in 2022.

