

UNLEASHING THE POTENTIAL OF BUSINESS EVENTS



DAY 2 PROGRAMME

5 November 2024

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| 7:45 AM | Registrations open |
| 8:30 AM | Whakatuwhera / Opening |
| 8:45 AM | Housekeeping |
| 9:00 AM | Welcome and Opening Remarks: Evolving the role of business events in support of community strategies <i>Presenters:</i> <ul style="list-style-type: none">Vicki Salmon, Board Chair, Tātaki Auckland UnlimitedPam Ford, Director Economic Development, Tātaki Auckland Unlimited |
| 9:15 AM | An Evolving Role for Business Events How and why the value proposition for business events is increasingly focusing on broader economic and community priorities <i>Presenter: Rod Cameron</i> |
| 9:45 AM | How City Economies are Changing A review of major trends in city economic development and the implications for Auckland's and New Zealand's future <i>Presenter: Patrick McVeigh</i> |
| 10:15 AM | Morning Tea Break |
| 10:30 AM | Identifying Key Auckland Economic, Academic, and Business Opportunities A panel discussion on the key sectors driving Auckland's and New Zealand's economic future <i>Moderator: Patrick McVeigh</i> <i>Panellists:</i> <ul style="list-style-type: none">Pam Ford, Director Economic Development, Tātaki Auckland UnlimitedMark Thomas, MD, Serviceworks Group Ltd/Director, Committee for AucklandDr Erik Lithander, Deputy Vice-Chancellor (Strategic Engagement), University of Auckland |
| 11:30 AM | Success Stories - Case Studies in Delivering Value International case studies illustrating roles that business events have played in supporting community objectives and priorities <i>Presenters: International Advisors</i> <i>Moderator: Barbara Maple</i> |

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| 12:00 PM | Lunch |
| 1:00 PM | Auckland Success Stories: Events that make a Difference <i>Presenters:</i> <ul style="list-style-type: none">Peter Wren-Hilton, founder Wharf24 LimitedZoe Avery, Associate Director of Design (Urban Planning), Te Pare School of Architecture and Planning, University of Auckland + Director, The UrbanistAroha Te Kanawa, World Indigenous Peoples' Conference on Education (WIPCE) <i>Moderator: Kate Sutton, Future of Auckland Lead, Deloitte</i> |
| 1:45 PM | Workshop Introduction: From Theory to Practice How can business events be used more systematically and effectively to help advance economic and community priorities <i>Facilitator: Joe Davis</i> |
| 2:30 PM | Afternoon Tea Break |
| 2:45 PM | Workshop Working groups will explore strategies for aligning priority economic and community priorities with corresponding business events <i>Facilitator: Joe Davis</i> |
| 4:00 PM | Report Back from Working Groups Group leaders will summarize key conclusions and recommendations from each working group <i>Facilitator: Joe Davis</i> |
| 4:30 PM | Summary, Recommendations, and Outputs Wrap up the day's content and output with a focus on key recommendations and their potential application <i>Rapporteur: Rod Cameron</i> |
| 4:55 PM | Thanks, and Acknowledgements |
| 5:00 PM | Closing Karakia |
| 5:05 PM | Day 2 Ends |

DAY 2 / 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.



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.



Vicki Salmon

Board Chair, Tātaki Auckland Unlimited

Vicki has extensive experience as both a CEO and director of private and public sector entities in New Zealand and Australia and most recently was a trustee for the Eden Park Trust.

She has a strong grasp of the issues the industry and businesses are facing working as a business consultant assisting companies on organisational change and delivery of operational performance, with a particular focus on finance. Vicki also brings extensive event experience as a former CEO of the Ellerslie Flower Show and director with the Netball World Championship.



Pam Ford

Director, Economic Development, Tātaki Auckland Unlimited

Pam leads the economic development rōpū at Tātaki Auckland Unlimited, Auckland's cultural and economic development agency. She has worked in international trade and investment for over 20 years in central and local government roles. Pam received the Economic Development New Zealand (EDNZ) Commendation for Distinguished Service Award in 2018 and was a Women of Influence finalist in 2019.



Mark Thomas

Director, Committee for Auckland

Mark is a cities and innovation leader specialising in technology-driven city improvements, urban mobility, and economic development. He has extensive experience across the Asia-Pacific and received the Leadership Award for Outstanding Contribution towards building Smart Cities. He is a director of the Committee for Auckland responsible for the annual international benchmarking report the State of the City.



Patrick McVeigh

Technical Director, Economic Development Advisory, Beca

Patrick is an economic development and urban planning professional with extensive experience in both the public and private sectors. He is an experienced consultant and trusted advisor with more than 30 years' experience in strategy development, policy formulation, research and evaluation, scenario planning and visioning. Patrick is a Global Fellow of The Business of Cities.



Kate Sutton

Future of Auckland Lead, Director - Consulting, Deloitte

Kate is the Future of Auckland Lead at Deloitte. Her expertise is in innovation, digital, cross sector collaboration and new models and ways of doing things. Prior to Deloitte she was Head of Innovation and Digital for the UNDP APAC and before that she worked for UK Innovation foundation, Nesta.



Peter Wren-Hilton

Founder & CEO, Wharf42

Peter established Agritech New Zealand in 2018 to bring together industry, research and government to build an effective agritech voice in New Zealand. His recent focus has been on developing international market opportunities, including hosting the 2035 Oceania Summit in Auckland in 2022. As a direct result of this event, Wharf42 has hosted California-based Summits and launched Platform10, which allows New Zealand-based researchers and companies in the ag biological field to connect with international partners.

DAY 2 / PROGRAMME SPEAKERS



Aroha Te Kanawa (Ngati Maniapoto)

Kaitohu Hinonga | PCO (Professional Conference Organiser) for WIPCE

Aroha is a highly accomplished project and event manager, renowned for her success in organising Indigenous national and international events. She is the Kaitohu Hinonga | PCO (Professional Conference Organiser) for WIPCE, the World Indigenous Peoples' Conference on Education, which takes place in Auckland in 2025. Aroha is deeply committed to Indigenous development evident through her roles as a former member of WINHEC (World Indigenous Nations Higher Education Consortium) and as the current Secretary/Treasurer of the WIPCE International Council.



Zoë Avery

Associate Director of Design (Urban Planning), Te Pare | School of Architecture and Planning, University of Auckland + Director, The Urbanist

Zoë is an urbanist, passionate about urban design, planning, landscape and nature. Her work focus stems from the understanding that the urban spaces we create profoundly impact our lives and the planet. Zoë is an authentic problem-solver, and her research focuses on regenerative design, biodiversity, climate change adaptation, urban sustainability, nature-based solutions, and urban design and urban planning policy development.



Joe Davis

Co-founder and CEO, Nanogirl Labs

Joe is the Co-founder and CEO of Nanogirl Labs, dedicated to democratising education through technology and entertainment. With a background in various sectors, he inspires teams as a speaker and facilitator. Joe authored "Silver Linings", showcasing resilient New Zealand businesses during COVID-19, and is a sea rescue skipper with over 20 years' experience.



Dr Erik Lithander

Deputy Vice-Chancellor (Strategic Engagement), University of Auckland

Dr Erik Lithander is Deputy Vice-Chancellor of the University of Auckland, leading the University's Strategic Engagement portfolio, which includes alumni relations and development, internationalisation, marketing and communications, civic and government relations, domestic and international student recruitment and sustainability. He also has oversight of the Auckland Confucius Institute and chairs the Advisory Board of the New Zealand Centre at the Indian Institute of Technology (Delhi).

