

AGENDA

ANZ Academy

Melbourne, Australia

16-20 June 2025

Location: Melbourne Convention & Exhibition Centre

Date: 16-20 June 2025

Room: Courtyard Room

Monday 16 June 2025

12:00 - 12:30	Light Lunch
12:30 - 13:00	Introduction & Icebreaker
13:00 - 13:30	CAST - Founders Pitch and Q&A
A chance to listen to 3 founders pitch up and coming technology to enhance events and elevate experiences.	
13:30 - 14:30	Global outlook
Overview of the global trends in the event industry and the impact they have on the different components of the event value chain. Sven Bossu CEO AIPC	
14:30 - 15:00	Afternoon Tea Break
15:00 - 17:00	Introduction Team Challenge & kick-off
A key element of the AIPC Academy are the team challenges: joint exercises round industry challenges. In this session, the participants will be briefed on their mission	
17:00 - 20:00	On-site: Welcome Cocktail & Dinner Goldfields Café, MCEC

Tuesday 17 June 2025

08:00 - 08:30	Arrival Tea and Coffee
08:30 - 09:00	Start of day exercise

Sven Bossu | CEO | AIPC

09:00 - 10:00	Voice of the Customer
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Sarah Markey-Hamm | CEO | ICMS Pty Ltd

Our customer “voice” Sarah provides an in-depth overview of how professional conference organisers (PCOs) secure and manage business, including the complex bidding processes for international and national events, stakeholder roles, funding, marketing, and risk management. As a group you will also explore how PCOs structure their services and fees, and the importance of creating financially viable, relevant, and well-promoted events that deliver strong return on investment for associations and destinations.

10:00 - 10:30	Morning tea break
10:30 - 11:30	View from the C-Suite

Peter King | Chair | Australian Business Events Association (ABEA)

Gab Robinson | CEO | Harry The Hirer

Natalie O'Brien | Chief Executive | Melbourne Convention and Exhibition Centre

11:30 - 12:00	Morning closure: KAIZEN or how to foster innovation
12:00 - 13:00	Lunch Break
13:00 - 15:30	Leadership through uncertainty

Sandy Kennedy | Strategy Director | Intelligent Growth Solutions

Uncertainty is the norm, but it also drives growth. This interactive workshop, led by executive Sandy Kennedy, equips leaders with tools to navigate ambiguity, mitigate risks, and turn uncertainty into opportunity. Through discussions and exercises, gain insights to lead confidently, make informed decisions, and inspire your team

15:00 – 15:30	Afternoon tea break
15:30 - 16:30	Leadership through uncertainty - continued
16:30 – 17:30	Preparation Team Challenge
18.30 – 21:00	Offsite: Dinner and Tour at Sealife Melbourne Aquarium

Wednesday 18 June 2025

08:00 - 08:30	Arrival Tea and Coffee
08:30 - 09:00	Start of day exercise

Sven Bossu | CEO | AIPC

09:00 - 10:00	Impact of the event industry in Australia & New Zealand
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Melissa Brown | CEO | Australian Business Events Association (ABEA)

10:00 - 10:30	Morning tea break
10:30 - 11:30	Finance

Martin Clapham | CFO | ICC Sydney

In this session, Martin will provide insights into why finance is important to each and every business and how this can help inform in decision making from business planning, business case writing, KPI's and event profitability.

11:30 - 12:00	Morning closure: a different angle to cyber security - a case study
12:00 - 13:00	Lunch Break
13:00 - 15:00	Role Play: Management by Walking Around Exercise

Ross Steele | General Manager | Te Pae Christchurch Convention Centre

Stephanie Martin | Director of Sales & Growth | Revstar Group

Steve Mackenzie | CEO | Momentum Technologies

Sandy Kennedy | Strategy Director | Intelligent Growth Solutions

In this session, the participants will be broken up into small teams. Each team will receive a case study on a convention center which needs to be “fixed”. Applying the lessons learned so far, each team will come up with a proposal, addressing the challenges faced. Next to the case study, the teams will have access to a President & CEO, General Manager, CFO and CTO to obtain additional information and guidance. Teams will only have 2.5 hours to come up with the solution.

15:00 - 15:30	Afternoon tea break
15:30 - 16:00	Role Play: Management by Walking Around Presentation & Debrief
16:00 - 17:00	Mini-hackathon 1
17:00 - 18:00	Preparation Team Challenge
18:00 - 21:00	Offsite Dinner: Munich Brau Haus: A True German Bier Hall Experience

Thursday 19 June 2025

08:00 - 08:30	Arrival Tea and Coffee
08:30 - 09:00	Start of day exercise

Sven Bossu | CEO | AIPC

09:00 - 10:00	Technology: to boldly go ...
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Steve Mackenzie | Chief Innovation Officer | Momentus Technologies

Technology has never been as important for convention centres as it is today, whether it concerns the implementation of health & safety protocols, enabling digital events or delivering actionable insights via data mining. This session will give an overview of the market landscape and the latest trends when it comes to technology for convention centers.

10:00 - 10:30	Morning tea break
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10:30 - 11:30

Design is how it works, not how it looks like

Adam Paulitsch | Design Director and Principal | Populous Kansas City

Good event design is key for delivering successful events and goes beyond the creative elements: it should include a clear strategy, excellent production and analytics allowing for actionable insights. This session will focus on the role convention centers can play when it comes to event design, covering all these elements.

11:30 - 12:00

Morning closure: how to take back control over your yield via pricing

12:00 - 13:00

Lunch Break

13:00 - 15:00

Excellence in action: Site visit of the MCEC & Future of food discussion in main kitchen

Shane Freer | Executive Sous Chef | MCEC

Shane is MCEC's Executive Sous Chef who brings over 30 years of culinary experience. With a background in leading large brigades across complex, multi-kitchen environments, Shane has worked on some of Australia's most iconic events including the Melbourne Cup Carnival, Australian Grand Prix, and major international conferences. Known for his collaborative approach, Shane is passionate about mentoring teams, upholding the highest food safety standards, and creating exceptional dining experiences using fresh, seasonal, locally sourced ingredients.

Elissa Duke | Head of Operations | MCEC

Elissa, Head of Operations at MCEC, with extensive experience in event planning, project management, and operations. Known for building high-performing teams and her passion for positive psychology, she has also contributed to the exhibitions industry through non-executive director roles, with expertise in sustainability, business optimisation, and contractor partnerships.

15:00 - 15:30

Afternoon tea break

15:30 - 16:30

Mini-hackathon 2

16:30 - 17:30

Preparation Team Challenge

18:00 – 21:00

Offsite Dinner: Melbourne Cellar Door, South Wharf

Friday 20 June 2025

08:00 - 08:30	Arrival Tea and Coffee
08:30 - 09:00	Start of day exercise
Sven Bossu CEO AIPC	
09:00 - 11:00	Team Challenge Presentations
11:00 - 11:30	Lunch break
11:30 – 13:00	Announcement of Team Challenge Winning Team & Certificate Ceremony
13:00 – 13:30	Afternoon tea break & farewell