

CONVERSION+

Meetings & Events Sales Summit

CONVERSION PLUS

SUMMIT PROGRAM

WEDNESDAY 28 AUGUST 2019

8:00AM REGISTRATION

8:30AM WELCOME TO CONVERSION PLUS 2019!

Master of Ceremonies - Brihony Dawson

Meet your host with the most - Brihony Dawson! Brihony will introduce Nicole Bates, Founder of Conversion Management, giving you an overview of the exciting day ahead.

8:40AM AND THEN A LEADER COMES ALONG...

Damian K. ten Bohmer

Founder & Managing Director, World Coach Performance

Sitting in your role, getting itchy feet? Feel like you have grown and are ready for the challenge that comes with new responsibilities? What does it take to step up and become a leader? And how do you demonstrate your ability to do so? We hear you! Our expert speaker, Damian ten Bohmer, will uncover some tips to staying on top of your game in this 30 minutes of leadership coaching.

**9:10AM CONVERSION QUICK TIPS
TOP 5 TIPS ON WRITING A SALES STRATEGY**

A sales strategy is designed to give direction to your business. If you're wanting to meet budget, strategies need to be direct and targeted. This quick session is designed to give you the key elements to writing a strong strategy.

**9:15AM DREAM, COLLABORATE + INVENT
USING VIRTUAL REALITY IN NON-TRADITIONAL SPACES**

**Murphy Dungo
Pixel Space**

The worldwide virtual reality market is forecasted to grow 7.7 times bigger in the next 3 years. Learn how you can get ahead of this trend and use it to showcase your venue and products to clients. Visualisation & Design Studio Pixel Space will demonstrate how virtual reality can set you apart from your competitors.

9:25AM STRATEGIC PLANNING ON THE WORLD STAGE

**Enda Cunningham
Head of On Site Revenue, Tennis Australia**

With attendance records hitting an all time high in 2019, how does Tennis Australia adapt and plan for the future of the Australian Open? Enda Cunningham will share how Tennis Australia develop their business strategy to continually improve and create a new concept year on year. Learn crucial strategies to implement when developing a product, the future objectives for sustaining a successful business and key strategies for sourcing and retaining key sponsors.

**9:55AM CONVERSION QUICK TIPS
IMPROVE YOUR TIME MANAGEMENT SKILLS
BY IMPLEMENTING 5 KEY ACTIVITIES**

Our to do lists are ever growing, our emails are never ending. If you're after the answers as to how to better manage your day, this quick session can give you just that.

10:00AM **MORNING TEA**

10:30AM **LINKEDIN
HARNESSING THE POWER OF YOUR ONLINE PRESENCE**

Bonnie Power
CEO, Perfect Boom

Want to know how to position yourself and your company to attract more of your ideal type of client and then turn that ideal client into an actual warm lead and referrer of your service? LinkedIn Expert Bonnie Power will step you through the fundamental truisms of today's modern marketing techniques, so you can stand out within your target industries, whether you have 60 or 600 connections.

11:00AM **THE LANGUAGE OF LOVE - FIND YOUR IDEAL WEDDING AUDIENCE**

Kirsten MacKelden
Co-Founder, RealWeddings.com.au

Rod Micallef
Director, Zonzo Estate

Are you missing out on a key market opportunity? Our two wedding industry powerhouses - Kirsten MacKelden and Rod Micallef - will give you insight on how to develop success in the ever growing market that is weddings! Find your ideal wedding audience, understand how to speak their language, learn the key patterns in successful venues and delve into the success story that is Zonzo Estate.

11:30AM **SELLING MELBOURNE AS A GLOBAL DESTINATION**

Julia Swanson
Acting Chief Executive Officer, Melbourne Convention Bureau

How does the Melbourne Convention Bureau ensure that Melbourne is chosen as THE destination of choice for large global rotating conferences and incentive groups? Gain insight into how MCB leads the acquisition and delivery of national and global business events for all of Melbourne and regional Victoria. Learn how they approach the bid process and work with international clients to deliver outstanding business events and create a powerful legacy whilst they're at it.

12:00PM **MELBOURNE FOODIE LEGENDS
THINKING OUTSIDE YOUR FOUR WALLS**

Frank Camorra
Executive Chef, Movida

Jimmy Hurlston
CEO, Easey's/Jimmy's Burgers

As the song goes, food, glorious food...collaborations, unique ways of marketing and growing an audience. This delicious panel featuring a couple of well-known legends of the Melbourne food scene - MoVida's Frank Camorra and Jimmy Hurlston of Jimmy's Burgers - will delve into building and diversifying a brand in the hospitality industry, thinking outside the four walls of a restaurant to stand out in a competitive market and looking for unique and interesting ways to grow your audience.

12:30PM **LUNCH**

1:30PM **CONFIDENCE, COMMUNICATION & BUILDING GREAT CONNECTIONS**

Carol Fox
Executive Coach, Carol Fox & Co.

Executive Coach, Conference Speaker and Masterclass Facilitator, Carol Fox will equip you with innovative and real communication strategies for confident communication that you can use as soon as you leave Conversion Plus. An interactive session that will help you not only understand how each person communicates but how to use this information to adapt your own communication style so that you can influence and engage clients anytime, anywhere.

2:00PM **CONVERSION QUICK TIPS**
HOW TO RUN A SUCCESSFUL SITE INSPECTION

When we have a client onsite we know this is the ideal opportunity to convert, so how do you maximise this opportunity? This quick session is designed to give you the must do's when preparing and completing your site inspection.

2:05PM **CRACKING THE ASIAN INCENTIVE MARKET**

Keynote Presenter & Panelist Damian K. ten Bohmer
Founder & Managing Director, World Coach Performance

Panelist Maggie Diasinos
Hyatt Sales Force, Pacific
Global Sales Director- MICE

What's the best way to develop relationships with the Asian market? This session will explore the Asian incentive market, and discuss best practice on marketing and promoting your business in this sector. Our speakers will discuss:

- How to best develop relationships with the Asian market.
- What are the Asian market's general buying habits/behaviours?
- How do you most effectively communicate with the Asian market?

3:00PM **WHERE ARE THOSE NEW CLIENTS HIDING?**

Nicole Bates
Founder/Managing Director, Conversion Management

Want to find new business whilst also learning how to manage your time and target prospects with the greatest probability of converting? Well grab your laptop and delve into the planning, prospecting, processes and persistence that make up the new Conversion business framework. A hands-on session filled with instant takeaways.

SUMMIT PROGRAM

3:40PM **AFTERNOON TEA**

4:10PM **THE BUILDING BLOCKS OF SUCCESSFUL CLIENT RELATIONSHIPS**

Nerina Papanastasiou
Facilitator, Conversion Management

Learn how to uncover opportunities and techniques to maximise relationships with your key accounts! In this interactive, hands-on workshop, Nerina will explore account management strategies and put theory into practice with a real life client example.

4:50PM **PITCH PERFECT - A CLIENT'S PERSPECTIVE**

Kate Smith
Managing Director, WALDRONSMITH

Liliana Sanelli
CEO, Perfect Events

Peter Jack
Creative Director and Founder, EMG Events Agency

Gain invaluable insight from a client's perspective. Join our panel of industry experts to learn all about what they look for when working with suppliers. We'll delve deep into exactly what it is that they do and don't want from you and what will make you stand out as a provider of choice.

5:30PM **CONVERSION QUICK TIPS**
HOW TO NAIL A SALES CALL EVERY TIME

One of the most challenging elements to your role, proactive sales calls. This quick session will give you tips on how to prepare, complete and respond to various sales scenarios.

5:35PM **TIME FOR A DRINK!**

PLEASE NOTE: This program acts as a guide agenda and outline of speakers and topics for the Conversion Plus Summit. Conversion Management reserves the right to make changes to session times, content and speakers at their own discretion