Mindful Event Hosting
Respecting the Past with a View to the Future
Tuesday, 7 May 2019 - 14:00-17:00

14:00-14:05 OPENING REMARKS
• Mélanie Duparc and David Simon

14:05-14:15 HOST CITY WELCOME
• Honourable Kate Jones, Queensland Tourism Industry Development Minister

14:15-14:35 KEYNOTE ADDRESS: Rise of the Smart Stadium
The digital and technology transformation and how stadia can leverage these to drive better commercial outcomes.
• Paul Yeomans, Managing Director, PMY Group

14:35-14:40 AUDIENCE Q&A (10 min)

14:40-15:20 TOOL BOX SESSIONS: Innovative City/Event Ticketing Approaches (40 min)
Moderated by: David Eades, Journalist & Anchor, BBC World

Session 1 Case Study/Presentation with Q&A (10 min):
• Brian Nourse, Former Deputy Chief Executive Officer, Gold Coast 2018 Commonwealth Games

Session 2 Case Study/Presentation with Q&A (10 min):
• International Federation representative

Session 3 Case Study/Presentation with Q&A (10 min):
• Marne Fechner, CEO, Netball Australia

Session 4 Case Study/Presentation with Q&A (10 min):
• Commercial representative
15:20-16:00 PANEL SESSION: Major event fan safety in arenas, cities, fan zones – what cities and event organisers are doing to protect their fans and their reputation (40 min)

Moderated by: David Eades, Journalist & Anchor, BBC World

- Susanne Schödel, Secretary General, World Air Sports Federation (FAI)
- Craig Sheridan APM, Managing Director, Sheridan Consulting Group
- City/Region representative
- City/Region representative
- International Federation representative

16:00-16:10 AUDIENCE Q&A (10 min)

16:10-16:50 PANEL SESSION: Sport Destination Cities Branding – What Works?! (40 min)

Moderated by: David Eades, Journalist & Anchor, BBC World

- Damien de Bohun, General Manager, Major Events, Visit Victoria
- Carol Hudson, VP Sports Development, Greater Fort Lauderdale Convention & Visitors Bureau
- Paul Bush OBE, Director of Events, EventScotland
- Branding Agency representative
- City/Region representative
- International Federation representative

16:50-17:00 AUDIENCE Q&A (10 min)

Co-Chair: Mélanie Duparc, Secretary General, World Union of Olympic Cities
Co-Chair: David Simon, Senior Advisor, Los Angeles Sports Council