

PROGRAMME 2019

Monday 6 May		
12noon – 12.50pm	Registrations; Lunch on arrival	
12.50pm – 1.00pm	Welcome and Housekeeping	
1:00pm – 2.00pm	Opening Address The State of the Nation (from your venue’s perspective)	
2.00pm – 3.30pm	Open Session (Knowledge Café)	
3.30pm – 4.00pm	Afternoon tea	
4.00pm – 5.15pm	Session 1: Planning and Creating Content that Delivers Results	
5.15pm – 5.20pm	Venue Management School Update	
5.20pm – 5.30pm	Day 1 Wrap Up	
5.30pm – 6.30pm	Networking Drinks	
7.00pm	Symposium Dinner	
Tuesday 7 May		
8.50am – 9.00am	Welcome to Day 2; Housekeeping	
9.00am – 10.30am	Breakout Sessions:	
	Session 2a: Patron Profiling & Behavioural detection	Session 2b: Complaints and Social Media from a Venue Perspective
10.30am – 11.00am	Morning tea	
11.00am – 12.30pm	Breakout Sessions:	
	Session 3a: Understanding the Music Business	Session 3b: Food & Beverage 3.0 & Event Management World Café
12.30pm – 12.40pm	Closing Address	
12.40pm - 1.30pm	Lunch	
1.30pm – 3.30pm	Venue Tours	

Session Information

Workshop:	Open Session (Knowledge Cafe)
Facilitator:	Helaina Keeley, Manager, Creative Industries Development, Auckland Live
Synopsis:	A chance to bring the burning issues from your venue to the table with a wide group of professionals to discuss best practice, share ideas and gain a greater network of support.
Outcomes:	Bring your issues, and leave with some ideas!

Session 1:	Planning and Creating Content that Delivers Results
Facilitator:	Simon Reynolds, CreateVideo
Synopsis:	<p>Many venues rely on photos or video not only for marketing purposes, but as a training and development tool and using professionals is often too expensive. So how do we use our “own home grown talent” to produce usable content without breaking the bank?</p> <p>Our good friends at CreateVideo will run this workshop designed to provide a “basic guide” to creating usable and effective content.</p> <p>The workshop will include:</p> <ol style="list-style-type: none"> 1. Tips and tricks on how to produce usable content. 2. Guidance on the right equipment to help us deliver a better result. 3. Understand the importance of good pre-planning. 4. Gather information for a homework activity in the form of a competition, to put your new knowledge into practice.
Session objectives:	<ul style="list-style-type: none"> ▪ Understand how to plan for and take effective photos and video. ▪ Produce usable content. ▪ Gather information to enable you to deliver a finished product.
Content:	<p>Start at the end – what does <i>our audience</i> want to see?</p> <p>What are our goals for the content, what do we need to achieve?</p> <p>What makes a great photo.</p> <p>How can you take great video with just a phone?</p> <p>Audio - what you need to know.</p> <p>Editing options, what’s available up and down the \$ scale.</p> <p>Don’t get caught out! The legal stuff.</p> <p>Q&A.</p>
Outcomes:	<ul style="list-style-type: none"> ▪ An understanding of how to plan and produce usable photographic/ video content. ▪ Participants will be encouraged to plan their own video to work on after the session (support will be provided).

Session 2a:	Patron Profiling & Behavioural Detection
Facilitator:	Ash Quensell, General Manager, Platform 4 Group
Presenter:	Dean Kidd, Safety & Security Manager, Auckland Live (RFA)
Synopsis:	Entertainment venues and green field sites are facing security related threats more so than ever. The security landscape is changing (changed forever in NZ). In this session we will explore the concept of behaviour analysis and the part it plays in a layered security plan (security in depth).
Session objectives:	<ul style="list-style-type: none"> ▪ Explain what is meant by a crowded place by definition. ▪ Know what your threats are in your environments. ▪ Describe what screening on the move is and is it a best practice.
Content:	Present findings of T.R.A.P Course – Brisbane 2018. How does this work in large iconic venues vs small district venues? Develop processes: Know Threat - Risk Assess – Treat - Integrated Plan.
Outcomes:	<ul style="list-style-type: none"> ▪ Baseline understanding of Behaviour Analysis. ▪ How behaviour analysis will work for you.

Session 2b:	Complaints and Social Media from a Venue Perspective
Facilitator:	Megan Peacock Coyle, Manager, Hawke’s Bay Opera House and Helaina Keeley, Manager, Creative Industries Development Auckland Live
Synopsis:	What is your venue policy around responding to complaints/comments? Do you have one? In this current climate, after the 15 March terrorist attack in Christchurch, it is more important than ever to ensure that as venues we understand the Official Information Act 1982, and how this might apply to how we respond to complaints or comments and also to how we hire our venue.
Session objectives:	<ul style="list-style-type: none"> ▪ Understand what ‘freedom of speech’ really means in this new climate. ▪ Become familiar with the law around complaints and information. ▪ Learn where it’s appropriate to use social media and emails as a communication/complaint tool and how to respond to complaints.
Content:	A facilitated discussion around how venues currently respond to complaints/comments. The facilitators will present the Official Information Act as well as some communication information around responding via social media and email.
Outcomes:	<ul style="list-style-type: none"> ▪ Venue staff will be able to take back outcomes of the discussion and potential new ways of dealing with complaints/comments. The outcome of this session will be a template EVANZ communication policy that will be useful for venues to adapt.

Session 3a:	Understanding the Music Business
Facilitator:	Mark Gosling, CEO, The Trusts Arena
Synopsis:	Many of us work with music content, but how much do we know of how the business really comes together? Mark, a long time professional in the rock & roll world, will walk us through how the business is structured, and what we should know to support musical product in our venues. This session will be useful to anyone involved in sourcing content and operationally managing concerts in venues.
Session objectives:	<ul style="list-style-type: none"> ▪ Gain a better understanding of all the moving parts of the music business. ▪ Share knowledge with other venues in relation to operations. ▪ Enhance your understanding of promoters and agents.
Content:	<p>Relationship between bands, agents, promoters. How tours get put together and the people and logistics involved. In depth look at revenue streams for venues and how the market is changing. Discussion on venue operations for concerts, challenges and solutions. Discussion on booking policy for venues and when to say no to hirers or performers.</p>
Outcomes:	<ul style="list-style-type: none"> ▪ The knowledge gained will help to build better relationships with the business by understanding the whole picture. By sharing our challenges operationally we will provide each other with solutions and benchmark best practice.

Session 3b:	F&B 3.0 & Event Management World Café
Facilitator:	Adam Lynch, Chief Operating Officer, Hobbiton Movie Set Tours
Synopsis:	Customers' expectations of F&B is increasing at a rapid rate. With most venues using outsourced caterers, how venues work with catering partners to plan and delivery F&B is more important than ever. We will explore trends and issues currently being experienced in NZ, discuss common problems between venue and operators, and then widen out into the overall event planning process.
Session objectives:	<ul style="list-style-type: none"> ▪ Present good practice and challenges in current NZ F&B delivery. ▪ Robust conversation of successes and challenges between venue and operator. ▪ Sharing of knowledge and processes around best practice event planning techniques.
Content:	<ul style="list-style-type: none"> ▪ Examine current trends in NZ F&B. ▪ Discuss operating models of venues & F&B. ▪ Discussion on challenges and importance of partnership between venue and operator. ▪ Examine current best practice in event planning and management in NZ venues.
Outcomes:	<ul style="list-style-type: none"> ▪ Understanding of expectations and trends in F&B around NZ. ▪ Network of contents to discuss F&B successes and challenges.