


**2021 MEETINGS INDUSTRY ASSOCIATION OF AUSTRALIA LTD
T/A MEETINGS & EVENTS AUSTRALIA (MEA)
BOARD DIRECTOR ELECTION**

Candidate profiles and policy statements

NOTE:

***The listed order of candidates replicates the ballot paper
and occurs following random selection***

Candidate	Rob Frank	Membership	Verve Creative Events
	<p align="center">Professional history</p>		<p align="center">Policy statement</p>
	<p>Rob began his event career in 1989 with the Penta Group. Prior to this he attained a degree in Mass Communications. He is currently studying for a Masters in Counselling</p> <p>In 2004, he opened Verve Creative Events. Rob has created and delivered many hundreds of events and videos across a broad range of industry sectors – nationally and internationally.</p> <p>In 2019, Rob acquired Cheek Food Events with the goal of creating a sustainable event ecosystem.</p> <p>Verve Creative has been the proud recipient of several MEA awards and is in the MEA Hall of Fame in the Event Management Organisation category.</p> <p>His passion is engaging audiences’ emotions and intellects in an event environment.</p>		<p>On 13.03.2020, the global events industry placed into a coma. We’re still on life support.</p> <p>When the world recovers, engaging, connected, live events will be more important than ever. They’ll be integral to business readjustment/recovery in a new world – a world that will be very different from what it was before COVID 19.</p> <p>This is the opportunity for the Events Industry to completely re-invent itself.</p> <p>Now, more than ever, MEA’s mission is to be a strong advocate for our industry:</p> <ul style="list-style-type: none"> • Supporting the event community through the most challenging time any of us have ever experienced. • Promoting the long-term benefits of events to the corporate and association community. • Encouraging support from government. <p>Our industry is about to enter the most exciting period of growth it has ever experienced.</p> <p>The MEA board needs people with wisdom, experience, passion and a deep commitment to supporting its members. With over 30 years’ experience, I bring all this and more to the MEA board.</p>

Candidate	Vicky Troptsidis	Membership	Individual
	<p style="text-align: center;">Professional history</p> <p>As a trusted thought leader and Event Brilliance advisor Vicky Troptsidis revolutionises, invigorates, and upskills professionals and businesses of all industries to deliver event brilliance through her event management business and professional brand product matrix of curated event tools, resources, consultancy, and valuable advisory.</p> <p>With over 25+ years of diverse events experience, Vicky has delivered thousands of conferences, gala award dinners, product launches, brand activations, incentive and familiarisation programs, team-building experiences, exhibitions and trade shows through Australia, New Zealand, Asia Pacific, the Middle East and Europe.</p> <p>Vicky has helped brands like Visa, Merck, Cisco, Caesarstone, Oracle, Canon, Bayer, Toshiba and many more by seamlessly integrating into their workforce and strategically scaling their events, creating unique immersive experiences, while raising their profile.</p> <p>Passionate about events, Vicky is the creative and strategic force behind lucrative events!</p>		<p style="text-align: center;">Policy statement</p> <p>If you want a board member who:</p> <ul style="list-style-type: none"> • Is passionate about the event industry and its value. • Advocates for the event industry through her role as a MEA SA committee member. • Adopts and encourages best practices through her work and business. • Has a diverse event career managing a range of events including major events, conferences, meetings, exhibitions, launches, seminars and special events for associations, corporations and government. • Educates event professionals through her matrix of tools, resources, coaching and masterclasses. • Delivers strategic and critical thinking. • Represents the event industry promoting growth and distinction in the sector. • Serves the view of the smaller states so that all (small) voices are heard. <p>THEN</p> <p>You are in the right place and Vicky Troptsidis is the board member for you! Vicky’s years of event experience, business operations and core values align strongly with MEA’s fundamental purpose.</p> <p>Vicky’s passion and purpose is to pass on her knowledge, skills and experiences, empowering professionals to elevate their career to new heights whilst delivering event brilliance!</p>


Candidate	Meg Fisher	Membership	Non-member
	<p align="center">Professional history</p>	<p align="center">Policy statement</p>	
	<p>I have over 25 years in event management in QLD and NSW, with 16 years as a senior event manager.</p> <p>I have delivered multi-day conferences up to 1000 people, created and sold sponsorship/partnership programs working across the state.</p> <p>I have written the criteria for awards categories and judging policies, and designed the process, and also worked across tourism, public, corporate and private events.</p> <p>I am a past 10-year Board member of the Sydney Chapter of the International Special Events Society (ISES Sydney) and held positions including Treasurer, Vice President and President. This group was disbanded a couple of years ago.</p>	<p>As I decide on the career path I am taking in the future, I can assure you any future positions I undertake will be part-time allowing me to give a full day to MEA requirements over the week and when meetings and actions are required.</p> <p>As a former events industry president, I held down a full time and demanding position, as well as the role of president and steered the permanent part-time secretariat, so I am aware of the sort of input desired of board members.</p> <p>I have been involved before in both determining the direction of and financial sustainability of an industry association.</p> <p>Coming out of COVID-19 and a national lockdown, the requirements of the events industry are likely to be different from previous years (or maybe not as the broader industry realises it needs to have a common political voice because of the economic devastation).</p> <p>It will be an interesting time for this board.</p>	


Candidate	Regina Lysaught	Membership	VEE Agency
	<p style="text-align: center;">Professional history</p> <p>I have been working in the events industry for over 15 years in a variety of different roles and capacities.</p> <p>I have been Account Director one of the largest global advertising agencies heading their experiential activation agency. I have worked as a business consultant for PwC and ran events for them at times. I have run national event campaigns for the Federal Government, Conferences, Awards Programs, small Trade Shows, Food and Wine Festivals, I have led departments in planning Music Festivals, run regional meetings, Council events and more.</p> <p>I am currently lecturing Events Management at Collarts as well as studying a Masters of Marketing.</p>		<p style="text-align: center;">Policy statement</p> <p>I believe I would add diversity to the board by representing the independent, smaller events and activation agencies. I believe I would bring enthusiasm and a potential different perspective. I would bring marketing skills, HR experience, fundraising experience and partnership identification and sourcing.</p> <p>I currently work closely with a board of Directors with one of my member association clients (www.architeam.net.au) heading their major events and partnerships. I have great exposure into what needs to be done to be a team player on a board and contribute to making change and getting things done. I have great communication skills, honesty & integrity, I am an active contributor, I have good judgment and discipline.</p> <p>I believe it is important for a board to have a good representation of their members. I would hope to attract more businesses of my size to be able to support them to run innovative events and connect with the wider network.</p>

Candidate	Tracey Edwards	Membership	Event Travel Management
	Professional history	Policy statement	
	<p>Tracey’s experience in the travel and events industries spans over 30 years having managed a variety of events across all aspects of the industry. Tracey spent 3 years living in China, establishing and growing a successful events business before returning home to Australia in 2010.</p> <p>In 2011, Tracey became the General Manager of the new meetings and events division of CTM, Event Travel Management (ETM). Tracey’s leadership has steered ETM from a localised specialist Sydney office to a global offering with more than 100 staff across the world, providing a range of expert event, meeting and group travel services.</p>	<p>Tracey has an expansive industry knowledge, both within Australia & globally, providing strategic thinking along with a keen insight into local and international events industries. A key benefit to MEA would be the insight gained from my global role and understanding the trends in other markets. Be this changes in the event market through engagement and technology to understand customer needs or the engagement of their attendees.</p> <p>Tracey is passionate about the events & travel industries and always seeking efficiencies & new solutions for our clients & the industry. I am an advocate for the young members of our business ensuring growth opportunities and mentoring them in their career.</p> <p>As an active member of the MEA community, I would be thrilled to support the local meetings and events industry further as a Board Director for Meetings and Events Australia.</p>	

Candidate	Tina Eggers	Membership	The Venues Collection
	Professional history	Policy statement	
	<p>I am an event professional with 25-years' experience in events, venue management, sales and leadership. This blend of experience makes me an excellent choice for the position on the MEA Board of Directors.</p> <p>My working career spans from government events in New Zealand to commercial exhibitions in London, and back to Sydney working with Moreton Hire, Sydney Showground, Dockside Group, ICC Sydney, and now as the Director of Business Development with The Venues Collection.</p> <p>I have built a strong knowledge-base and network in the industry, earned a highly respected reputation amongst industry leaders and gained the trust of my clients, colleagues, and stakeholders. I enjoy my role as Vice-Chair of the NSW Branch Committee, leading and mentoring a highly driven group of individuals, and am ready to invest my time and commitment on a national level.</p>	<p>I bring leadership experience, creativity, fresh ideas and a genuine commitment to MEA and the industry.</p> <p>My expertise and skills in people, processes and sales will drive opportunities, help build and retain members and sponsors as we continue to rebuild our industry and our peak industry body following the most challenging and competitive time in history.</p> <p>Having worked at ICC Sydney in a national role, I understand the need for a national focus as well as specific state and regional challenges. These include issues relating directly to COVID such as enabling national events to move between states, contracts, uncertainty with forward-planning and delegate safety. In addition, our industry seeks support, guidance, collaboration and knowledge from MEA and it is important that we bring strong leadership as we tackle issues such as skills shortages.</p> <p>With my deep understanding of Business Events, my connections and my commercial acumen, I bring insight and leadership and I am fully committed to ensuring MEA continues to adapt to current market needs, whilst supporting a stable and positive future.</p>	

Candidate	Megan Peters	Membership	Lateral Event Management
	<p data-bbox="714 437 1113 483">Professional history</p> <p data-bbox="504 528 1290 699">Megan Peters is the General Manager of Lateral Event Management. She brings over 15 years' experience across several industry sectors including catering, venue management and event production; along with 8 years of MEA NSW Branch experience including 5 years at NSW Chair.</p> <p data-bbox="504 745 1276 916">Megan has worked across all scales of events including large incentive productions, live broadcast public events and the full gamut of corporate events, bringing to the MEA Board a well-connected event professional with the ability to contribute ideas and thought leadership from multiple perspectives.</p>	<p data-bbox="1585 437 1926 483">Policy statement</p> <p data-bbox="1346 528 2152 772">If elected, my focus will be on ensuring that all industry sectors are well represented and that MEA, either directly or collaboratively, has a strong voice with both state and federal governments. I firmly believe that, with vaccinations, we are seeing the start of our recovery representing an immense opportunity for MEA to position itself as the primary industry association representing the broadest range of event professionals.</p> <p data-bbox="1346 818 2163 1098">The event industry was decimated more than most throughout the pandemic and we have lost experienced practitioners and companies. One of the objectives for the first part of our recovery should be on reuniting the industry and recreating the sense of national belonging. We still do not have the fundamental elements to kick start events, such as COVID cancellation insurance which European governments have already introduced. MEA needs to lead the fightback to give the industry a strong voice for future growth.</p>	

Candidate	Darren Isenberg	Membership	Darren Isenberg Presents
	<p style="text-align: center;">Professional history</p> <p>EMPLOYMENT 1995 – 2013: Impact Entertainers, Director - Corporate MC, Speaker, Facilitator, Team-Builder</p> <p>2013 – Present: Darren Isenberg Presents, Director - Corporate MC, Speaker, Facilitator, Team-Builder</p> <p>INDUSTRY INVOLVEMENT MEETINGS & EVENTS AUSTRALIA - Member since 1996 - Served on numerous National Conference Program Committees and NSW Education Committee - MEA Mentor 2020 - MEA Awards Judge 2019, 2020 - Spoken at many MEA Conferences, Awards Nights and PD Sessions</p> <p>ICCA (International Congress & Convention Centre Association) - Invited as Moderator: 2019 and 2021 World Congress, 2021 Canada Summit</p> <p>OTHER - Written many industry-related articles: micenet magazine, LinkedIn</p>		<p style="text-align: center;">Policy statement</p> <p>I have had over 25 years of wonderful experience in the events industry, primarily as a Master of Ceremonies but also as a speaker, trainer, team-builder and mentor.</p> <p>My roles have given me an ideal vantage point to see what makes events special from the point of view of all the stakeholders ... clients, organisers, sponsors, speakers and delegates.</p> <p>I am passionate about making corporate education more effective and engaging ... and making the role of an event organizer as broad-minded and valued as possible. I would like to share this passion with others.</p> <p>I have been a long-time member and active supporter of MEA events and endeavours and see the opportunity to serve on MEA's board as one not only of giving back to the industry that has given me so much, but to help MEA rebound from its current crisis.</p>

Candidate	Emma McDowell	Membership	Saxton Speakers Bureau
	Professional history		Policy statement
	<p>Over 25 Years in the Events & Tourism Industry. Working across a National & diverse events portfolio with a proven track record in developing teams and exceeding targets. An analytical team player with strong collaborative skills, the ability to use influence and negotiation skills in a high-pressure environment.</p> <p>A Self-motivated individual, dedicated to maintaining high standards, results orientated, a problem solver who works well under pressure, adapts to change. Passionate about the events industry, particularly through education and working towards its recovery after the pandemic.</p> <p>A deep commitment to the business events industry. That not only generates billions in impact each year but also enables Australia to showcase its intellectual, scientific and creative credentials to the rest of the world.</p>		<p>I believe I have a matched skill set to join the board:</p> <p>1. Education I recognise the importance of national education due to my work at Saxton, working with various market segments, and providing ongoing educational opportunities.</p> <p>2. Strategy Currently, I form part of the leadership team and develop the future strategy (long and short term) for all the business.</p> <p>3. Finance Key to my role is Finance and budgeting for the organisation. I oversee the budgets of all the sales team and am ultimately responsible for the sales targets being met.</p> <p>As well as the above, I would bring to the MEA Board:</p> <ul style="list-style-type: none"> • Strategic thinking to position MEA for short and long-term success • Comprehensive reporting promptly • Stakeholder Management • A conscientious willingness to fulfil the duties and responsibilities of the directorship • Proven leadership skills and business acumen • A history of commitment to MEA