

SYDNEY'S EXECUTIVE ASSISTANTS AND MEETING PLANNERS MASTER EVENTFUL EVENTS AT SYDNEY SHOWGROUND

Who better to educate and entertain more than 120 of Sydney's Executive Assistants, event and meeting planners?

Sydney Showground! Home to more than 400 seamless and memorable events large and small, inside and out, across 20 venues in one location each year.

"Mastering Events", a one day workshop jam packed with industry experts, delivered tips and tricks of the trade to EA's from all corners of the business landscape last week.

Sydney Showground knows just how diverse the job of an EA is and the responsibility they carry for delivering high quality events for their company.

"Working with experts is vital in executing a successful event, and it's workshops like this that help you make the most out of what they can offer," said Karen Bolinger, Sydney Showground Sales and Marketing General Manager.

The day began with a cooking demonstration by Sydney Showground Executive Chef Tim Browne. Tim shared his secrets on how to stimulate the senses, cooking up award winning produce matched with great wines.

Run by the Royal Agricultural Society of NSW, Sydney Showground brings together the best produce from around the country and is able to design your special menu, a mouth watering feast fresh from the paddock to the plate.

"Sydney Showground is a blank canvas just waiting to bring dream events to life. We're all about our venue and your vision," said Ms Bolinger.

Catherine DeVrye, 2010 National Keynote Speaker of the Year then took to the floor, inspiring the EA's with some practical and inspiring stories on creating a vision and activating change to improve productivity in the workplace.

Not even half way in and already the EAs were finding new ways to bring their next event to life.

"It was terrific to see what Sydney Showground has to offer outside of the Easter Show. I thoroughly enjoyed the cooking demonstration and the food was delicious, a real point of difference between other venues in Sydney," said Kevin Brennan from Parramatta City Council Major Events Department.

AV and theming can be a mine field and may very well make or break an event. Teresa Amey and Andrew Macoll from Staging Connections showed the group how to get it right and enhance their events, while Anthony Del Col and Mary Ann Lum showed how to style an event to make a difference.

Another essential ingredient to creating and delivering the perfect event is engaging the perfect key note speaker. Sharmila Nahna from Ovations knows speakers and shared her tips on getting the most out of them.

Nils Veski, popular keynote speaker, wrapped up the day inspiring the group to creative heights with his innovative talk on creativity in the workplace.

"Bringing a unique event to life takes more than just a great location and facilities, you also need unique thinking. That's why we offer a total approach and true collaboration to every event, large and small," said Ms Bolinger.

"It was great to see the flexibility of Sydney Showground. Today's event really showcased the possibilities of hosting an event here. All that you need to bring is your imagination," said Catherine Ross from Urban Taskforce Australia.

"The food was divine! Sydney Showground has so much to offer, catering for events of 5 people to hundreds of thousands," said Isidora Trovota from Landcom.

To view video highlights and photographs of "Mastering Events" please visit
<http://www.sydneyshowground.com.au/EAPAEvent.html>

The highly trained team at Sydney Showground will work closely with you at every stage of your event. Thoughtfully considering every detail, to ensure your event runs smoothly. It's the quality of our thinking that makes your event at Sydney Showground Unique.

For information on holding an event at Sydney Showground, visit:
www.sydneyshowground.com.au or call (02) 9704 1111

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