



VMS/LI PROSPECTUS

Designed by today's
leaders for tomorrow's
leaders.

Sun, 12 - Fri, 17 November 2023
Salt Resort, Kingscliff, NSW



ABOUT VMS

The world-renowned VMS combines the ultimate venue industry networking experience with a two-year program featuring workshops, discussions and presentations to explore essential topics to the venue industry.

Executive-level venue managers with years of experience and endless industry connections, instruct each session with ready-to-implement strategies for venues of all sizes and sectors! Completed by close to 900 students, VMS has been cultivating the next generation of venue professionals for over 25 years and is ideal for middle to senior managers. Join us to increase your knowledge and accelerate your career!



KEY HIGHLIGHTS

- Sessions covered provide students with a comprehensive knowledge of the industry allowing them to understand problems and develop solutions across departments and projects.
- Join our growing alumni from across the Asia-Pacific region representing all sectors of the venue industry — stadia, arenas, MICE, performing arts, racetracks and showgrounds.
- Instructors guide students through case studies, industry best-practice studies, individual exercises, classroom discussions, and small group discussions.
- Executive-level international and Australian Instructors from industry-leading organisations including Melbourne & Olympic Parks, NRL, Ticketmaster, ASM Global, VenuesLive, MCEC, Ungerboeck and more!

"Venue Management School can only be described as invaluable. From the course content, industry leading facilitators, effective learning environment and the key friendships you make within our unique industry it has been an opportunity of a lifetime. Highly recommended."



ABOUT LI

The VMA Leadership Institute is the benchmark educational program for senior managers to executives looking to enhance their leadership ability and prepare to take on a larger role within their organisation. Accepting a limited number of students per year, the LI consists of in-depth sessions focusing on leadership skills specific to the venue industry. Exploring leadership styles, strategic planning, management theory, the art of negotiation, leading change and more, LI is your ticket to being a recognised authority in the venue management business!



KEY HIGHLIGHTS

- Students acquire new-found confidence, leadership skills and a network of like-minded managers
- Join our growing alumni from across the Asia-Pacific region representing all sectors of the venue industry —stadia, arenas, MICE, performing arts, racetracks and showgrounds
- Instructors guide students through case studies, industry best-practice studies, individual exercises, classroom discussions, and small group discussions
- Exercises promote individual reflection and peer exchange give students an opportunity to evolve their approach to leadership in a supportive environment
- Executive-level international and Australian Instructors from industry-leading organisations

"It's transformative. I wasn't sure what to expect but being in an intimate setting, it gives you the opportunity to really get into details around leadership, around problem-solving, around all the subjects we've been studying. You get to engage with each other in a different way. I've built friendships that I know I'm going to have for the rest of my life."

Ben Goodwin, Melbourne & Olympic Parks



PRICES AND INCLUSIONS

VMS FEES

VMA MEMBER RATE

AUD\$4,290 (incl. GST)

NON-MEMBER RATE

AUD\$4,790 (incl. GST)



Inclusions

- 5 nights single accommodation at Salt Resort
- Scheduled transfers to and from school
- All meals during school
- All sessions
- Course notes

LI FEES

VMA MEMBER RATE

AUD\$4,740 (incl. GST)

NON-MEMBER RATE

AUD\$5,240 (incl. GST)



Inclusions

- 6 nights single accommodation at Salt Resort
- Scheduled transfers to and from school
- All meals during school
- All sessions
- Course notes



**Dean Hassall AVM CVE,
VMS Chair**

Principal, *Dean Hassall Consulting*

**Andrew Travis AVM,
LI Dean**

Chief Executive Officer, *AXS Australia & New Zealand*

Richard Andersen CVE,

CIO (Chief Illuminations Officer), *Venue Solutions Group*

**Rebecca Barry AVM GAICD
CPAHRI,**

Group Director, People and Culture, *ASM Global*

Kim Bedier CVE,

Senior Vice President and General Manager, *Honda Centre and ocV!BE*

Nelita Byrne AVM,

Manager, Venues and Events, *Tauranga City Council*

Adam Cook CVE (US Guest),

Director, *Tacoma Venues & Events (TVE)*

Michael Cox AVM,

Director of Operations, *Qudos Bank Arena*

Anthony Duffy AVM,

Managing Director, *Thinking Outside*

Helen Fairclough,

Chief Operating Officer, *Melbourne Convention and Exhibition Centre (MCEC)*

Dwane Goodman,

Chief Operating Officer, *Gema Group*

Todd Greenberg,

Chief Executive, *Australian Cricketers' Association*

Phil King AVM,

Chief Commercial Officer, *South Australian Cricket Association*

Adam Lister,

Group General Counsel, *ASM Global (Asia Pacific)*

Steve Mackenzie CVE,

Chief Innovation Officer, *Momentus Technologies*

Sue Max,

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Wayne Middleton CVE,

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Katherine Norman AVM,

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Donna Price,

General Manager People and Culture, *Carlton Football Club*

Gavin Taylor AVM,

Managing Director, *Ticketmaster Australia*

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CONTACT

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