



“Behind The Scenes”,

with Nadia Kentera, Director, KE Creative Events

Accomplished business women, Nadia Kentera, Director of KE Creative Events has been in the events industry for over two decades and executed 16 annual conferences for the Finance and Treasury Association.

Exchange Magazine sat down with Nadia for a quick Q&A, to talk all things FTA Conference.



Each year the conference theme has changed. How do you come up with so many bright ideas?

We are fortunate year on year to have so many corporate treasurers and industry practitioners who put their hand up and volunteer their time to be on the Conference Committee. The theme itself is essentially derived from the Committee’s ideas and discussion – focusing on what is relevant in the marketplace, what is happening in the economy at that time and essentially what is impacting corporate treasurers.

As the conference secretariat, it is important for us to keep the Committee engaged and focussed on delivering the program – without a solid program, we wouldn’t have a compelling conference.

When you look back over the years, there are similar themes that crop up or key words that go out and then come back in again like – turbulence, evolving, change, disruption and volatility. Having executed over 16 FTA Conferences, my first in 1999, times have changed and some themes have gone full circle.

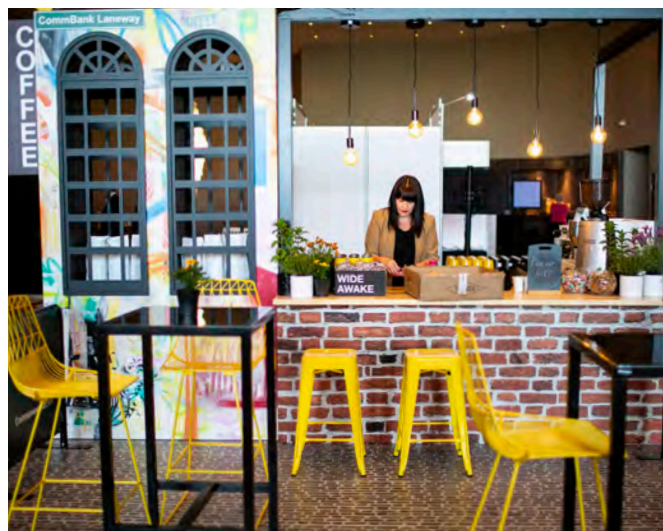
What new initiatives did you bring to the conference in 2019 and what was the impact of these innovations?

This year for a first in 32 years, we made the executive decision to pull the pin on the printed program. Managing an abundance of events per year we are subjected to the waste created from printed material, coffee cups etc., taking a sustainable approach is something that clients are now expecting and delegates are very open to.

Instead of the printed program, we introduced an interactive APP which not only enabled delegates to view the program but also allowed them to see who was at the conference and exchange contact details with their unique QR code instead of business cards. This also made the trade show more interactive as vendors could scan the delegate’s name tag and share data with

one another as well as allowing delegates to enter prize draws with their QR code at each booth.

We had a massive uptake on the APP with over 92% of attendees logged in and engaged which was huge!



The Trade Expo was more colourful and interactive with large activations, including the Commonwealth Bank Coffee Laneway, Bloomberg, C2FO and the Westpac Juice Bar, which were given a bespoke design by the KE Creative team.



With CBA we wanted to bring the Melbourne Laneway experience to the event and gained inspiration from Melbourne’s famous Hosier Lane for the design. We also engaged a Melbourne artist to graffiti the walls to really give it that authentic look and feel. The coffee choice was delicately handpicked and was probably one of the

integral components of the CBA stand – as we know Melbourne is famous for roasting and providing the best coffee so this had to be done right!

Lounge areas were also included to facilitate networking and meeting spaces on the show floor. The exhibitors and sponsors were engaged with their visitors in a more conducive manner and reported great leads for future business. This is bound to expand in 2020.



With the current trend of streaming seminars online, where do you see conferencing in the next few years?

People are wanting convenience and when it comes to learning we can do this online anytime – we are seeing it with webinars and pre-recorded sessions which are great and can work for most people, however there is



KE Creative Events Team, left to right: Melanie Webster, Carol Rothschild, Nadia Kentera, Chris Cregan & Roz Skilton

still a need for personal connection even more so now as there is less face to face with people working and running their meetings remotely.

The wonderful thing about a conference is the engagement that comes from it. We know networking is still highly sought after – delegates want to engage and connect with one another and with the way businesses

are changing and growing it is even more important for delegates to keep on their A game and be seen to be out there, keeping up with knowledge, gain new ideas and better ways to manage their business with the solutions that are provided by the vendors.

This is all possible, under one roof over two days. This year alone there were over 13 hours of networking opportunities presented at the conference, and 95% of survey respondents found the exhibition area useful to expand their industry insights. Next year we aim to add more!

The way we structure our sessions have also changed. We encourage informal discussion sessions rather than lecture style presentations to enhance audience participation and engagement.

What are you looking forward to for FTA 2020?

It has been four years but we are finally returning to Sydney! With the change in location, we're expecting an even bigger attendance, more interactive brand activations, scheduled network opportunities, a compelling technical program and adding more useful features to the APP.

And of course, when it comes to food and wine, we are working with Chef, tapping into the local produce and keeping our eye out for the trending entertainment for the conference finale dinner to showcase everything Sydney has to offer!

Interested in becoming a sponsor? OR interested in joining the Conference 2020 Committee? We'd welcome your expressions of interest – please email events@financetresury.com.au

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