



AGRICULTURAL SHOWS  
**AUSTRALIA**  
 2025 Conference  
*Reimagining an Icon*

*Draft Conference Program*

Friday 14th February 2025

Time	Topic
8.15am – Doors open	
8.30am – 8.45am	Welcome Address
8.45am – 8.48am	Opening Address
8.48am – 9am	<b>INTERACTIVE ICEBREAKER:</b> Gathering data.
9.00am – 10.00am	<b>INTERNATIONAL KEYNOTE SPEAKER:</b> Looking back to move your show forward.
10.00am – 10.15am	<b>INTERACTIVE:</b> Sharing your quick wins at your show! What has an hasn't worked.
10.15am – 10.30am	Conference Photo
10.30am – 11am MORNING TEA	
11.45am – 12.30pm	<b>CASE STUDY BASED SESSION:</b> Insurance matters.
11.00am – 11.45am	<b>QUICK FIRE SESSION:</b> Education activations - practical ideas & easy wins.
12.30pm – 1.30pm LUNCH	
Breakout Session 1 – Emerging Leaders	Breakout Session 2 – Show Executives
1.30pm – 3.00pm	1.30pm – 2.15pm
Unlocking the Leader Within Everyone This engaging 15-hour workshop dives into the core principles of leadership, revealing how anyone can develop and harness their unique leadership abilities. Through practical exercises, insightful discussions, and real-world examples, you'll gain the tools to inspire, influence, and lead with confidence. Whether you're a seasoned leader or just starting, this session will empower you to unlock the leader within. Workshop facilitator - Heather Ellis - Blue Wren Consulting	<b>PANEL SESSION:</b> Exploring relevance – balancing tradition/purpose with stakeholder demand. Speakers: <ul style="list-style-type: none"> <li>▪ CEOs/GM</li> <li>▪ Showmens Guild</li> <li>▪ Entertainment</li> </ul>
2.15pm – 3.00pm	<b>GUEST EXPERIENCE:</b> Designing show experiences to create positive memories.
3.00pm – 3.30pm AFTERNOON TEA	
3.30pm – 4.15pm	AI for the show movement - what is it, what isn't it and practical application.
4.15pm – 4.30pm	Wrap Up & Sharing of Ideas.
4.30pm	<b>CONFERENCE DAY ONE CONCLUDES</b>

Saturday 15th February 2025

Time	Topic
8.45am – 8.50am	Opening Address
8.50am – 9.30am	<b>PANEL SESSION:</b> Ticketing that suits all size shows.
9.30am – 10.30am	<b>KEYNOTE SPEAKER:</b> Growing with tradition.
10.30am – 11am MORNING TEA	
11.00 – 11.45am	<b>PANEL SESSION:</b> Working with industry to keep the competition tradition alive in an ever changing landscape.
11.45am – 12.30pm	Why not for profits need to make a profit
12.30am – 1.30pm LUNCH	
1.30pm – 2.15pm	Sponsor Session
2.15 – 3.00pm	<b>DEBATE:</b> Topic: Poor volunteer retention in AgShows is due to generational differences.
3.00pm – 3.30pm	<b>INTERACTIVE:</b> Session & Conference Wrap Up
3.30pm – 4.00pm AFTERNOON TEA	
4.00pm	<b>CONFERENCE DAY TWO CONCLUDES</b>

Sunday 16th February 2025

Time	Topic
8.30am – 10.30am	Networking breakfast
10.30am	Networking breakfast concludes
11.00am	ASA Board meeting