



HIGH PROFILE EVENTS

Australia's Emergency Services Event Specialists

Awards

Seminars

Workshops

Exhibitions

Conferences

Community events

Dinners & social functions

Competitions & challenges



WHO CAN YOU TRUST?

Let's face it, you've probably had nightmares about how to organise your industry conference, training roadshow or trade expo.

What's more, you've possibly had difficulty finding an event organiser whom you could trust to deliver exactly what you want, on time, within budget and with minimum disruption to your core staff and operations.

Most Professional Conference Organisers (PCO) offer similar services, but how do you know that any of them really have your best interests at heart? How many really understand your industry?

High Profile Events has been building relationships with the emergency services sector since 1998.

HPE has organised events on behalf of:

- **The Australasian Fire & Emergency Service Authorities Council (AFAC)**
- **The Emergency Services Foundation (ESF) • Australasian Road Rescue Organisation (ARRO)**
- **Emergency Media & Public Affairs Ltd (EMPA) • Victoria SES • Metropolitan Fire Brigade**

High Profile Events has unique expertise in managing events for emergency management, security and defence organisations.

No other event organiser in Australia can match HPE's experience and knowledge in the full range of emergency services events:

- **Eliminate the guesswork • Reduce manpower commitment • Eliminate the risk • Reduce costs**

Why do emergency service organisations use High Profile Events?

HPE's events always exceed expectations:

- **Thorough planning • Meticulous preparation • Focused client consultation**
- **Sales & Marketing expertise • Sponsorship management • Professional presentation**
- **Comprehensive reporting • Contingency planning • Prudent financial management**

HPE has Emergency Management industry contacts

HPE's familiarity with emergency management agencies and worldwide industry contacts made over a long period place it in an ideal position to offer efficiencies in event management and greater access to trade support and involvement.

HPE is trusted by the Emergency Management industry

Tony Pool and his team are well known and trusted in EM circles around Australia and overseas.

HPE understands Emergency Management

HPE understands the broad EM community and can use its knowledge to navigate the industry on behalf of clients. A comprehensive and fulfilling event or conference can be delivered with a minimum of diversion of client agency staff.

Full planning service

HPE can assume all planning and logistical responsibilities for an event, releasing the client from everything except program development, speaker selection and event overview and approvals.

Accountability

HPE convenes and guides clients' organising committees through the event organising process. All HPE activity is reported to the committee, and approvals sought before any actions are taken.

Budgets are agreed, and no expenditure is made outside the budget without approval from the committee.

Experience

HPE staff has over 50 years cumulative experience in event management. HPE knows and uses all the best suppliers and contractors. HPE also knows how to negotiate with and manage venues and suppliers so that clients receive the maximum benefit.

Reliability

HPE was founded by Tony Pool over 17 years ago, and has been Australia's leading organiser of EM events for the last 12 years.

Tony Pool has been managing large and small events for over 30 years.

HPE staffer Neil Campbell spent 15 years managing events and sponsorships at Telstra Corporation and has been with HPE for over 10 years.

Professionalism

HPE is a member of the Professional Conference Organisers' Association.

Tony Pool is accredited as a Certified Event Manager.



l to r: Tony Pool, Neil Campbell, Bianca Hanna-Atkinson



The Emergency Management Conference has been growing annually since HPE commenced managing it in 2001. EMC is one of Australia's highest regarded emergency management conferences. HPE has an on-going agreement with the Emergency Services Foundation to organise EMC on its behalf.

HPE's initial involvement with AFAC in 2006 delivered such an outstanding result in all areas of staging, program and revenue that AFAC contracted HPE for a further 5 years. The annual AFAC/Bushfire CRC Conference has achieved international recognition as one of the leading EM conferences in the world. Under HPE's guidance, the credibility of AFAC has grown immeasurably, and trade support has more than tripled.



HPE organised the innovative 'Uniformed Services in Your Community' Expos in 2009 and 2010 on behalf of MFB and the Office of the Emergency Services Commissioner, VIC. This event brought all uniformed agencies, including federal, state and local govt as well as ESOs, community and aid agencies to CALD communities around outer Melbourne. They have been enormously successful.

HPE has just completed the first Disaster Response Capability Exhibition in Melbourne which was staged to showcase all USAR capabilities of Victorian agencies to state and federal administrations. This is expected to become a regular event.



The growing reliance on professionalism in warnings and communications during emergencies is being addressed by the Emergency Media and Public Affairs Conference. Now in its fifth year, EMPA has gained international recognition for its annual conference, regularly attracting high level overseas speakers and delegates. EMPA has also commenced its Professional Accreditation program, which focuses on much higher standards for disaster communications specialists within EM. HPE has been closely involved in all aspects of EMPA activities since 2008.

Since 1998, HPE has organised 30 events on the themes of emergency management, security and defence. These include:

AIPI 98	Australasian Institute of Professional Investigators
UDT 98	Undersea Defence Technology Conference & Expo
AUSEC 99/NSIEA 99	National Security Industry Executives Assoc.
Rescue Down Under 99	World Road Rescue Challenge
AIPI 99	Australasian Institute of Professional Investigators
UDT 2000	Undersea Defence Technology Conference & Expo
Emergency Management Conference (EMC) 2002	Emergency Services Foundation annual Conference & Expo
Emergency Management Conference (EMC) 2003	Emergency Services Foundation annual Conference & Expo
Australasian Rescue 2004	ARRO National Road Rescue Challenge, hosted by Victoria SES
Emergency Management Conference (EMC) 2004	Emergency Services Foundation annual Conference & Expo
Emergency Management Conference (EMC) 2005	Emergency Services Foundation annual Conference & Expo
Emergency Management Conference (EMC) 2006	Emergency Services Foundation annual Conference & Expo
AFAC/Bushfire CRC 2006	Australasian Fire & Emergency Service Authorities Council annual Conference & Expo
Emergency Management Conference (EMC) 2007	Emergency Services Foundation annual Conference & Expo
AFAC/Bushfire CRC 2008	Australasian Fire & Emergency Service Authorities Council annual Conference & Expo
Emergency Management Conference (EMC) 2008	Emergency Services Foundation annual Conference & Expo
AFAC/Bushfire CRC 2009	Australasian Fire & Emergency Service Authorities Council annual Conference & Expo
Emergency Management Conference (EMC) 2009	Emergency Services Foundation annual Conference & Expo
Uniformed Services Expo 2009	Multi-agency Information event for CALD communities
EMPA 2009	Emergency Media & Public Affairs Conference
AFAC/Bushfire CRC 2010	Australasian Fire & Emergency Service Authorities Council annual Conference & Expo
Emergency Management Conference (EMC) 2010	Emergency Services Foundation annual Conference & Expo
Uniformed Services Expo 2010	Multi-agency Information event for CALD communities
Australasian Rescue 2010	ARRO National Road Rescue Challenge, hosted by Victoria SES
AFAC/Bushfire CRC 2011	Australasian Fire & Emergency Service Authorities Council annual Conference & Expo
EMPA 2011	Emergency Media & Public Affairs Conference
Victoria's Disaster Response Capability Exhibition 2011	USAR showcase lead by Victorian Fire Services Commissioner and MFB
Emergency Management Conference (EMC) 2011	Emergency Services Foundation annual Conference & Expo



Call us to discuss your event needs or just to say "Hi!"

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