



PROGRAM

PRE-CONFERENCE

WEDNESDAY 21 OCTOBER

5:30pm	AGM DLA Piper Level 22 / 1 Martin Place, Sydney
6:00pm	REGIONAL COMMITTEE AND BOARD DRINKS the Local Bar 161 Castlereagh Street, Sydney
6:30pm	CHIEF MARKETING OFFICER COCKTAIL PARTY Herbert Smith Freehills 161 Castlereagh Street, Sydney

DAY ONE

THURSDAY 22 OCTOBER

8:30am	REGISTRATION
9:00am	WELCOME
9:15am	PLENARY 1 Disruption, Disintermediation and the New Share Economy Simon Corah CEO Growth Mantra <p>In this session, Simon will demonstrate how and why markets are being disrupted and how the New Share Economy is set to have a major impact on our lives and organisations.</p> <p>He will show how the most successful companies and brands are radically reinventing themselves and the markets they compete in.</p> <p>By analysing more than 30 industries and markets over the past five years, Simon will show the key differences between the winners and losers, and highlight the valuable lessons that separate those who succeed from those who fail.</p>
10:20am	PLENARY 2 Framing the Numbers – Economic Update Dr Chris Caton Chief Economist BT Financial <p>Want to know where the economy is heading or what economic challenges and changes you should prepare for?</p> <p>Join Dr Chris Caton as he frames the numbers for us by delivering an update on the status and outlook for the economy, both abroad and at home. Chris will also discuss the likely implications for interest rates, the exchange rate and share markets. This is a unique opportunity to hear from one of Australian leading, and most entertaining, economists!</p>



11:05am	MORNING TEA
11:30am	<p>PLENARY 3</p> <p>Strategy and Business Acumen</p> <p>Dr Elizabeth Maitland Australian Graduate School of Management</p> <p>The ability to identify and seize high value opportunities is what puts a business ahead of its rivals. This involves grappling with uncertainty and committing to coherent, coordinated and difficult to reverse actions. Yet, all too often we focus on the potential weakness and biases of decision-makers in determining strategic paths for their businesses. This session flips the perspective and focuses on the strengths of professional judgment, how it is central to strategy expertise and how can it be acquired.</p>
12.20pm	<p>PLENARY 4</p> <p>The Managing Partner's Perspective</p> <p>Moderator: Paul Hugh-Jones <i>Partner</i> Beaton - Research + Consulting</p> <p>Panellists: Mark Croudace <i>Managing Partner & Managing Director Australia, New Zealand and PNG</i> ERM: Environmental Resources Management Robert Pierce <i>Chief Financial Officer</i> Wrays John Weber <i>Managing Partner Australia</i> DLA Piper</p> <p>In this session, Paul Hugh-Jones will engage our panel of CEOs from across the professions on how they are leading their firms to adapt and compete in the challenging and changing international market, and the implications for business development and marketing professionals.</p>
1:05pm	LUNCH

2:00pm

BREAKOUT 1

What Professional Service Firms can Learn from the Fast Food Giants

Wayne Stewart | *Director* | Monte Rosa

Disruptive forces, empowered clients, price-focused procurement and a slow growth economy. It seems that barely a day goes by without the media predicting further doom and gloom for professional services firms. With a future that seems incomprehensible, let alone predictable, it would be understandable if firms felt adrift in a life boat completely at the mercy of these unpredictable powers.

Yet there is cause for optimism and hope. Other industries have entered this state of flux emerging on the other side with distinct winners and losers. Firms need only elevate their sites beyond the professions to find a road map for success.

In this workshop Wayne Stewart will investigate the world of fast food where clients are more price-focused, less loyal and have greater demands, all at the same time. Specifically Wayne will explore three lessons professionals can learn from the fast food experience distilling the findings into a number of guidelines firms can use to thrive in a disrupted market.

Finally Wayne will examine some of the constraints that hamper Marketer's efforts to introduce change from industries like fast food. He will help participants to realise some of the traps and obstacles that must be avoided if you are to effectively guide your firm towards a more innovative future.

BREAKOUT 2

Clever ways to create more value using LinkedIn

Katie Bennett-Stenton | *National Marketing Leader, Energy & Resources* | Deloitte
Kirsten Hodgson | *Author of LinkedIn for Lawyers and Principal* | Kaleidoscope Marketing

We all know how to create a basic LinkedIn profile. However, we also know that within the next three years, if professional services marketers aren't leading their firm's disruption with social media they will cease to be relevant. This session is hosted by two professionals who spend a lot of time coaching senior leaders to be more effective with social media.

Content will cover a combination of 'must knows' tips and tools, as well as real-life industry scenarios which will allow you to take your LinkedIn status from 'ho hum' to 'strategic superstar' and allow you to add value immediately.



2:50pm

BREAKOUT 3

Teaching an Old Dog New Tricks: Refreshing an Established Brand

Barrie Seppings | *Director of Creative Strategy | Wordsearch*

Innovation! Disruption! Chaos! As digital, social & mobile hand more power and influence to your clients and customers, the race is on to transform your business and re-position your brand. Bust out the whiteboard markers and call in the brainstorm facilitators - it's time to completely upgrade to brand 2.0! Sound familiar? Of course it does, but what's really happening in boardrooms and conference facilities right across the world is wholesale abandonment of the things that made great brands truly great. Join Creative Strategist Barrie Seppings as he offers a set of ground rules for teaching your 'old' brand new tricks, while avoiding the embarrassment of catching your very first parked car

BREAKOUT 4

Rethinking Work: Practical tips from Behavioural Neurogenetics for working better, smarter and happier

Dr Bob Murray | *Principal | Fortinberry Murray Consulting*

Whatever work you do – be it business development, sales, leadership, medicine, law or truck driving – your neurobiology, your genetics and your microbiota (the creepy crawly bugs in your gut) are in control of your behavior, and your mood.

This sounds terrible deterministic, doesn't it, and to some extent it is. However by understanding how the system works and by working within it, not against it, you really can enjoy what you do, plus be better at it! It's a case of not trying to exceed your personal design specs.

In this talk, Dr Bob will explain in simple terms how the human system operates and provide you with some fascinating and very useful tips which you can immediately use to get the best out of your job. He will show you how to lead better, sell better, have better relationships and influence just about anybody, even your teenager.

3:30pm

AFTERNOON TEA

4:00pm

PLENARY 5

Crack open the Fortune Cookie: The Client Panel

Moderator:

Lisa Leong | *Client Development Manager | Herbert Smith Freehills*

Panellists:

Ari Bouras | *Company Secretary and General Counsel | Interactive Pty Ltd*

Grant Chamberlain | *Managing Director, Head of Mergers & Acquisitions Australia | Merrill Lynch*

Rudi Pircher | *Director, Technology and Support Services | NSW Procurement*

4:45pm

PLENARY 6

North and South – The challenges of taking an Australian brand to the UK

Kalle Amanatides | *Head of Marketing & Business Development | Slater and Gordon (UK) LLP*

Slater & Gordon entered the UK market in 2012. A year later they became the country's largest provider of personal injury legal services. Having recently returned to Australia from launching Slater & Gordon in the northern hemisphere, Kalle will share with us her disruptor perspective on what it takes to launch a new model in a foreign, highly competitive market.

5:30pm

DAY 1 WRAP-UP

6:15pm

COCKTAIL PARTY

The Den, Level 2, Ivy, 330 George Street, Sydney

DAY TWO

FRIDAY 23 OCTOBER

9:00am	DAY TWO REGISTRATION
9:15am	WELCOME AND RECAP
9:30am	<p>PLENARY 7</p> <p>Giving Strategy a Soul: Putting Stories to Work in Business</p> <p>Mark Schenk <i>Director Anecdote</i></p> <p>Stories are incredibly powerful in many business situations. Some people use them naturally and we often (secretly) admire the ease with which these gifted few can connect, influence and inspire. However, with a few core skills, this power is totally available to every professional service marketer. Business storytelling is not about 'Once upon a time'. It's purposeful and pragmatic. Mark's interactive keynote will challenge some of your assumptions about story and introduce some of the core skills you'll need to be an effective business storyteller. Mark will help you find your own connection stories and show how your own authentic experiences can be used as powerful communication tools.</p>
10:30am	<p>PLENARY 8</p> <p>Through the Telstra Looking Glass – What will our Future Way of Working mean to Clients?</p> <p>Will Wilson <i>Business Development Manager (Future Ways of Working) Telstra</i></p> <p>With a purpose to "create a brilliant connected future for everyone", Telstra is reimagining the future of work and the workplace for its global organisation. This includes an aspiration to lead in the areas of personal productivity and collaboration – unleashing the team's talent whilst also demonstrating the opportunity to our customers.</p> <p>Nicole's case study demonstrates the opportunity of an integrated approach to workplace, technology and workforce. A strong focus on employee flexibility, enabled through enhanced mobility solutions and a rethink of the physical work environment have delivered demonstrable benefits across a range of dimensions for Telstra. Nicole will share lessons learned, change management approaches employed and next step opportunities.</p>
11:15am	MORNING TEA / ANECDOTE NETWORKING ACTIVITY

11:45am

BREAKOUT 5

From Client Insights to Customer Centricity

Moderator:

Dale Bryce | *Director Customer Strategy & Market Development* | Entura

Panellists:

Mel Anderson | *Head of Information and Insights* | Grant Thornton Australia

Alex Paton | *Business Development Manager* | Jacobs

Creating organisational client centricity within a professional services environment is becoming a strategic mantra: "Best for our client is best for our business." But is it often easy to say and hard to do. During this panel session you will hear three experienced professionals share their stories of becoming the voice of the client within professional services firms. You will hear how they established client listening and insights programs and their many opportunities and challenges along the way. You will hear how the compelling voice of the client can ultimately be used to drive enterprise change management, and win work. And you will hear answers to questions like: What methods work best? How can you actually change behaviours? How to map a client's journey through a firm? And the classic, "Why should I let you talk to my client?" Most importantly, time will be available for you to ask your particular questions.

BREAKOUT 6

Press Play – bringing video into the mix

Nick Whitehead | *Head of Sales* | Viocorp

Steven White | *Head of Marketing*

Communications | King & Wood Mallesons

Video has moved fast in the past five years. Channelled in the right direction it can bring your conversation into the room, engage with a fresh dynamic and build a lasting connection. Most of all, video is an accessible and straightforward way to personalise your marketing. What we know is that customers (and clients) are taking control of our brands and shaping their stories. Our opportunity as the digital marketers of now and the future is to shape these stories and set their direction.

Aside from the serious stuff, there's also a playful side to video that is often overlooked by B2B marketers and that can be where the magic lies. Steve will unlock opportunities to reshape your approach to using video as part of the client experience, and using innovation and technology to transform and shift the conversation.



12:35pm

BREAKOUT 7

Setting up a Win: The Badgerys Creek Case Study (part 1)

Moderator:

Sonia Adams | *Corporate Manager, Marketing & Business Development* | GHD

In the first of this two part case study, Sonia will focus on the techniques and tools used to pursue this nation building opportunity.

Sonia will showcase internal strategy development processes, team selection criteria and ways to build excitement for a marathon project. She will share the tools used during the pursuit and the communication techniques used to maintain executive support.

Sonia will also reveal the key to negotiating BD pursuit budgets when there is no sign of short term revenue to rely on. Part 1 will also cover how to engage with the media and other profile building techniques for optimal positioning. She will also talk about how to secure precious air time with the client at the centre of the bid when no-one else can.

BREAKOUT 8

Why focusing on the User Experience is the key to achieving ROI on events

Philip McDougall | *Chief Creative Officer* | Precinct

Walt Disney's attention to user experience detail was legendary. He placed the rubbish bins at Walt Disney World exactly 25 steps away from the hot dog stall, as this was how long it took him to eat one of the tasty treats.

Close to 50 years later, the fact remains that the key to any live user experience is an understanding of your audience and their wants and needs, an attention to detail, and a passion for the personal touch, even in a crowded space.

Philip will serve up tips, tricks and tales, providing plenty of food for thought about how you go about designing and delivering an event that works hard for you, and even harder for your valued guests.

1:05pm

LUNCH

2:00pm

BREAKOUT 9

Partners in Success : The Badgerys Creek Case Study (part 2) – Project Partner Panel Discussion

Moderator:

Sonia Adams | *Corporate Manager, Marketing & Business Development* | GHD

Panellists:

Nick Johnson | *Senior Manager* | RP

David Kinniburgh | *Australian Market Leader Transport* | GHD

Sofie Mason-Jones | *Principal Environmental Planner* | Worley Parsons

Jock Murray | *Chairman* | Latrobe Magnesium Ltd and *Director* | Omni Tanker Holdings Pty Ltd

Partners in the Western Sydney Airport teams will discuss the hits and misses, heartache and triumphs of their relationship that has already passed the two year mark.

Panellists will discuss sharing IP, competitive tensions, global decision making with local impacts, commercial and contract negotiations, project governance and managing the inevitable 'stuff ups'.

BREAKOUT 10

New Skills, New Roles, New Future – The Changing Face of the Professional Services Specialist - Research Presentation

Susan Stewart | *Global Communications and Change Leader* | Woods Bagot

2:35pm

PLENARY 9

What I've Learned over 30 years of Influencing Intelligent People

David Redhill | CMO | Deloitte

Power in business used to go hand in hand with authority. The executives and managers at the top of hierarchies wielded influence simply through command and control. These days, however, the old strictures of corporate life are eroding – and the people with the power are increasingly those who wield influence – often without direct authority. Great communicators who are convincing and effective in shaping the opinions of others are one form of influence. Large network, strong social capital and power through followership are another.

Whether you're a graduate, a manager or a CMO, you're always going to have to influence someone smart – be it a buyer, a boss, a client, a colleague, or a team member. So how do you do that? David Redhill will relate some of the lessons he's learned about how influence works, and share a perspective of how influence is won in relationships by making the right moves in the moments that matter.

3:20pm

PLENARY 10

What's in your Lens? The Chief Marketing Officer Panel The Role of the CMO – Yesterday, Today and Tomorrow!

Moderator:

Richard Scott | Business Development Director | Deloitte Private

Panellists:

Julie Cutler | Head of Marketing | KPMG

Kate Dunton | Head of Marketing | AECOM

Malcolm Harrington | Head of Business Development and Marketing | Duncan Cottrell

Louise Wilkinson | Director, Business Development, Communications & Marketing | Maddocks

Tomorrow seemed so far away, but is it? What are our leading sales, marketing and business development professionals focussed on? Not now, but next week, next year and next decade. Our panellists will allow us a sneak peek into their future and enlighten us on:

- How they manage change and use it to create opportunities
- Where they see professional services heading, why and how quickly
- What they expect from their teams in this ever changing environment
- The challenges they see in the future for our profession and how we can be one step ahead.

4:05pm

CONFERENCE WRAP-UP AND DRINKS