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CONNECT

AUSTRALIA & NEW ZEALAND CONFERENCE
19-20 OCTOBER 2017
SHERATON ON THE PARK, SYDNEY





FOCUSING THE SPOTLIGHT ON 'CONNECTION'

In the B2B market, we know that connection is critical to success. As relationships drive our business models, we increasingly seek to broaden and deepen our connections.

We connect in order to deliver our services. We connect to offer insights. We connect to further our big picture business goals.

The 2017 ICON Australia & New Zealand Conference will challenge attendees to reflect on how they and their firms connect with key audiences via initiatives across the full B2B engagement spectrum – marketing, communications, sales, business development and more.

PRE-CONFERENCE

Wednesday, 18 October 2017

Regional Committee and Conference Planning Group Drinks

Chief Marketing Officer Dinner

DAY ONE

Thursday, 19 October 2017

Registration from 8.30am

9:15am **CONFERENCE OPENING** | ICON President

9:25am **OPENING KEYNOTE** | Melissa Kaplan  

Communication has always been at the forefront of every disruption since the invention of the printing press. Now that we are facing the fourth Industrial Revolution, powered by disruption, communication is once again at the pointy end of transformation.

Only a few years ago, social media and connected tribes were an emerging force. In a very short time, new concepts are now taking hold, including Communication-as-a-Platform, data story-telling, and the rise of AI as the story-tellers.

This address will showcase how communication and marketing once again is going through a remarkable change, what is coming across the horizon, and how to take advantage of this new communication paradigm.

10:05am **Talkin' 'bout my generation** | Avril Henry  

Avril Henry is an internationally-acclaimed keynote speaker and provocateur who is passionate about transforming leadership models, building diversity capabilities and reforming outdated workplace practices.

For the first time ever, we have four generations in the workforce and this delivers new tensions in terms of work styles, use of technology and attitudes to career fulfilment. Avril will speak about what motivates the different generations, how each defines work/life balance and provide tips for managing and working with generations other than our own.

10:45am **MORNING TEA**


11:15am **The Best and the Rest... What winners do differently!** | Jason Murray

Jason Murray is Practice Director for RAIN Group Asia Pacific, a sales consulting and training organisation. Jason will present highlights from RAIN Group's research studies to help you better understand what it takes to drive and deliver maximum value to clients while also increasing revenue, profit, satisfaction and loyalty.


11:55am **Learning from the Leaders - Lessons from the 2017 AFR Beaton Global Client Choice Awards** | Paul Hugh-Jones  

In this session, Beaton's Paul Hugh-Jones will look at the world through the client's eyes and talk about what it takes to be the 'firm of choice'.

12:35pm **LUNCH**


1:30pm **The Hinge Factor - Mastering the new rules of pitching** | Wayne Stewart 

In this session, world-class facilitator Wayne Stewart of Monte Rosa will argue that business development is actually more science than art. He will explore the warfare concept of the 'hinge factor' and explain how to predict and control not just the pitching process but the outcome.

2:10pm **The Happiness Effect** | Alex Dawson 



Founder of consultancy Positive Scenario, Alex Dawson will speak on the link between personal happiness and individual and organisational success. Alex will draw on the findings of positive psychology research and thought leader Shawn Achor, author of New York Times best-seller **The Happiness Advantage**.

2:50pm **AFTERNOON TEA**

3:10pm **Trends and Tools In Client Listening** | Jason Steinberg 

Having the capability and commitment to undertake genuine client listening is one of the most valuable tools in the kit of a B2B marketing leader. Where more traditional market research is often data-heavy and de-identified, client listening is personal, individual and intrinsically insightful. The information gathered through client listening can fundamentally shape the futures of businesses.

In this session, GHD's Global Client Relationship Manager, Jason Steinberg, will discuss current trends and effective tools. He will then interrogate the topic from the perspective of the client, through a conversation with Christophe Kowalczyk, Engineering Director, Acciona Infrastructure - Australia, New Zealand and South East Asia.

3:50pm **AP SMA turns the page to ICON** | Laurie Ingram  

Creative Agency Mr Mumbles will tell the story of the new brand and explain how it sets the course for a new organisational direction.

4:30pm **Why it all comes down to reputation!** | Jade Thompson 

Media management expert Jade Thompson of Maurice Blackburn Lawyers will deliver this presentation on managing your firm's reputation during dark days. A former Ministerial media advisor and media manager for the Australian Medical Association Queensland, Jade will talk about contemporary crisis management approaches and explore how managing a crisis effectively can protect your firm's reputation and still deliver vital brand value.

5:05pm **DAY ONE WRAP UP**

COCKTAIL PARTY

6:15pm The drinks will flow high in the Sydney sky for the famous conference cocktail party at **Untied**, Barangaroo

GET YOUR TICKETS

The centrepiece social event of the conference is the Cocktail Party which attracts upwards of 250 people.

The year, we will be headed skyward to one of Sydney's newest rooftop venues, **Untied**, Barangaroo.

DAY TWO

Friday, 20 October 2017

Registration from 8.30am

9:15am	DAY TWO WELCOME
9:25am	A word from our sponsors
9:40am	PANEL: Embracing a sharing culture through collaborative intelligence The concept of collaborative intelligence has taken hold in professional services firms across the globe, as firms seek to connect and collaborate both within but also with external partners and clients. Featuring Sarah Chisman-Duffy, Head of Client Engagement at Corrs Chambers Westgarth, and Matthew Jones, Head of Knowledge and Research at Herbert Smith Freehills, this discussion will explore best practice information sharing, collaborative technology and information intelligence. Manzama's Head of Client Success, Allison Nussbaum, will facilitate the session.
10:25am	Digital Transformation: Who Cares? Karen Powell  It's time for marketers and salespeople to begin navigating through the hype cycle and look beyond Digital Transformation. It's our responsibility to do what's right by our buyers and build effective engagement while creating our own innovation. This session's learning outcomes: <ul style="list-style-type: none">• The future challenges and trends of 2018• Deep dive into our industry's trough of disillusionment• How to break away from buzzwords
11:10am	MORNING TEA
11:30am	International Speaker Tim Corcoran   Veteran marketing executive and former President of the Legal Marketing Association (US), Tim Corcoran will join the conference from the United States where he runs Corcoran Consulting Group. Tim will speak about data-driven marketing and share case studies from his decades of experience, including as Practice Development Director for White & Case, one of the world's largest law firms.
12:20pm	Where do great ideas come from? Graham Barton  Graham Barton is an ideas man and as creative director at Folk, his life and livelihood depend upon them. In this session, Graham will talk about why ideas matter, where to find them and will debunk the myth that only 'creatives' have great ideas.
1:00pm	LUNCH
1:55pm	The future of law and the role of AI Dr Bob Murray  Dr Bob's presentations are characterised by their award-winning thought leadership around human motivation and development, backed by deep experience in helping organisations find practical solutions and an understanding of today's business and social challenges.
2:40pm	A view from the top: Issues facing leaders in professional services firms Sue Kench  A discussion with Sue Kench, Global Managing Partner, King & Wood Mallesons. Hear from one of the region's leading Managing Partners on the big issues and opportunities in running a global firm, ranging over clients, markets, strategy, talent and culture.

3:25pm **AFTERNOON TEA**

3:40pm **PANEL: CHIEF MARKETING OFFICERS: Talent 2020: Finding, developing and promoting a new breed of talent**

Senior leaders will debate the hot topics and share their insights on the challenges of a global marketplace, a rapidly evolving digital environment and the rise of new competitors and business models. Nick Mackeson-Smith, from Spark, will facilitate a discussion based around the following areas:

- How is talent within marketing, BD and sales functions changing over time?
- Where is the demand coming from and what's 'new'?
- What are the characteristics of an outstanding marketing professional?
- What does 'fit' really mean anyway?
- Tips for how to make it to the top.

Featuring Fraser McNaughton, Grant Thornton and Danielle Bond of Aurecon; Murray Prior from King & Wood Mallesons; John Clay from Arup; and Kersten Norlin from Dibbs Barker.

4:25pm **CONFERENCE WRAP UP** | ICON President

CLOSING DRINKS

4:40pm **COCKTAILS IN THE FOYER** to close the conference.

NOMINATE NOW

ICON Hall of Fame and ICON McLoughlinBall ACCELERATE! Program recipients will be announced during the conference – get your nominations in now.

The **ICON Hall of Fame** acknowledges and honours the significant contributions of industry leaders who have developed the professional services marketing industry, across the Asia Pacific region.

The **ICON McLoughlinBall ACCELERATE! Program** offers a one year post graduate scholarship accredited by the Chartered Institute of Marketing in the United Kingdom and endorsed by ICON's UK affiliate, Professional Services Marketing Group (PSMG).

CONFERENCE APP

Download the dedicated Conference app provided by Concep to maximise your event experience.

Connect with peers and speakers, track your personal timetable and access up to the minute activities and content. By interacting with the app you will be in with a chance to win great prizes.

Stay tuned for when the app goes live.

SPONSORS

ICON is well supported through corporate sponsorship and packages are available covering the full program, days and sessions. Plus, there is a trade show element available for those wishing to engage with attendees via display and demonstrations.



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