

AP SMA Australia & New Zealand Conference

## REFRAME THE FUTURE

October 22 & 23, 2015  
Swissotel · Sydney

# CONFERENCE PROGRAM

#APSMAREFRAME  
#APSMA2015



*"Successful transformations reframe the problem that makes the solution possible – they erase existing boundaries and start from scratch."*

**Malcolm Timothy Gladwell**, CM Canadian journalist, bestselling author, speaker, staff writer for The New Yorker since 1996.

# CONFERENCE SUPPORTERS

AP SMA would like to thank the following organisations for their generous support.



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Communications Group

Follow them on Twitter, tweet them some love and remember our conference hashtags.

#APSMAREFRAME  
#AP SMA2015



# PRESIDENT'S WELCOME



On behalf of the APSMA Board, I would like to welcome you to the 2015 APSMA Australia & New Zealand Conference.

We know that you are people of influence within your organisations, looked to by your stakeholders for insight into many things - on clients, emerging opportunities, sales strategies, social media, disruption and accompanying ideas and approaches to enhancing organisational success.

With this in mind, we have put together a conference program designed to help reinvigorate you and reframe the world around you.

Ultimately, we want to help you 'Reframe the Future' for your stakeholders.

Based on your feedback we have also invited back a number of experts from within our own industry who are generous enough to share how they have reframed their world of work.

We invite you to make the most of our program and engage with our presenters, panellists and most importantly, with your colleagues across the professional services industry.

A handwritten signature in black ink, appearing to read 'Dale Bryce', with a long horizontal line extending to the right.

**Dale Bryce**  
*APSMA President*

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## Conference venue

Swissotel Sydney  
68 Market Street, Sydney

## Cocktail party venue

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

# REFRAME THE FUTURE

## CONFERENCE PLANNING GROUP



LUCIA HALLIBURTON



MICHELLE PRIOR



LISA NIXON



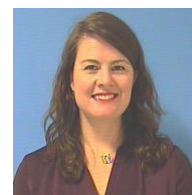
NAOMI BARBER



KATIE  
BENNETT-STENTON



FLEUR CAMERON



LISA CSAPO



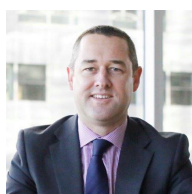
LINETTE DEVIGAN




KATRINA LAMARO



LOUISE POPPELWELL



RICHARD SCOTT



# REFRAME THE FUTURE

## REFRAME THE FUTURE

*Building a conference from the theme up!*

We all know the feeling; that constant desire to find a new way, to find a better way, to find a way to change things up, to do things more effectively, more efficiently, to get a better outcome.

Then, there is that other feeling; that moment when you can suddenly see things in a new light; when you can see just how to...Reframe the Future.

In creating a theme for the 2015 APSMA Australia New Zealand Conference, the Conference Planning Group (CPG) sought to zero in on the persistent challenge we all face to innovate, energise and reframe that which comprises our work in business development, sales, marketing and communications.

Hence, our 2015 conference theme, Reframe the Future, was born.

To bring this theme to life, Conference Planning Group members have drawn on their own experiences and moments of inspiration, plus have reached out to others in the sector and beyond.

We've developed a jam-packed program of plenary and breakout sessions which we hope will deliver insight, points of engagement and knowledge to help you Reframe the Future, for yourself and your firm.

Thank you for your participation in this year's conference.

Finally, an acknowledgement of the hard working Conference Planning Group, people who have given their time and energy freely for the benefit of the entire APSMA community...

Fleur Cameron.....	KL Gates
Katie Bennett-Stenton .....	Deloitte
Katrina Lamaro .....	GHD
Linette Devigan .....	OMThreeSixty APSMA Board Member
Lisa Csapo .....	KPMG
Louise Poppelwell.....	Simpson Grierson
Naomi Barber .....	DLA Piper
Richard Scott .....	Deloitte APSMA Board Member
Sonal Chugani .....	Hogan Lovells
Michelle Prior .....	APSMA, General Manager

We would also like to acknowledge the invaluable assistance given to the group by APSMA President Dale Bryce and Board Member Alex Grell.

Thank You



**Lisa Nixon**  
**2015 Conference Chair**  
APSMA Board Member  
BBS Communications  
Group



**Lucia Halliburton**  
**2015 Conference Chair**  
APSMA Board Member  
Victorian Government  
Solicitors Office

# PROGRAM

## PRE-CONFERENCE

WEDNESDAY 21 OCTOBER

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

## DAY ONE

THURSDAY 22 OCTOBER

8:30am	<b>REGISTRATION</b>
9:00am	<b>WELCOME</b>
9:15am	<b>PLENARY 1</b> <b>Disruption, Disintermediation and the New Share Economy</b> 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	<p>PLENARY 2</p> <p><b>Framing the Numbers – Economic Update</b></p> <p>Dr Chris Caton   <i>Chief Economist</i>   BT Financial</p> <p>Do you 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 Australia's leading and most entertaining, economists!</p>
11:05am	MORNING TEA
11:30am	<p>PLENARY 3</p> <p><b>Strategy and Business Acumen</b></p> <p>Dr Elizabeth Maitland   <i>Australian Graduate School of Management</i></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><b>The Managing Partner's Perspective</b></p> <p>Moderator:</p> <p>Paul Hugh-Jones   <i>Partner</i>   Beaton - Research + Consulting</p> <p>Panellists:</p> <p>Mark Croudace   <i>Managing Partner &amp; Managing Director Australia, New Zealand and PNG</i> ERM: Environmental Resources Management</p> <p>Robert Pierce   <i>Chief Financial Officer</i>   Wrays</p> <p>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 with distinct winners and losers. Firms need only elevate their sights 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.

#### BREAKOUT 2

### Clever ways to create more value using LinkedIn

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 a professional who spends a lot of time coaching senior leaders to be more effective with social media.

Content will cover a combination of 'must know' 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 and 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

### Leadership and Culture Reimagined – A transformative approach to Management and Productivity

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.

By understanding how the system works and by working with it, not against it, you really can enjoy what you do, plus be better at it!

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 to help you lead better, sell better, have better relationships and influence just about anybody.





3:30pm	AFTERNOON TEA
4:00pm	<p>PLENARY 5</p> <p><b>Crack open the Fortune Cookie: The Client Panel</b></p> <p>Moderator: Lisa Leong   <i>Client Development Manager</i>   Herbert Smith Freehills</p> <p>Panellists: Ari Bouras   <i>Company Secretary and General Counsel</i>   Interactive Pty Ltd Grant Chamberlain   <i>Managing Director, Head of Mergers &amp; Acquisitions Australia</i>   Merrill Lynch Rudi Pircher   <i>Director, Technology and Support Services</i>   NSW Procurement</p> <p>Former lawyer and radio DJ Lisa Leong will interview three professional services clients with backgrounds and purchasing habits as diverse as her own. The panel will discuss the highs and lows of their recent client experience, the big issues their industries are facing and reveal what they expect from service providers of the future.</p>
4:45pm	<p>PLENARY 6</p> <p><b>North and South – The challenges of taking an Australian brand to the UK</b></p> <p>Kalle Amanatides   <i>Head of Marketing &amp; Business Development</i>   Slater and Gordon (UK) LLP</p> <p>Slater &amp; 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 &amp; 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.</p>
5:30pm	DAY 1 WRAP-UP
6:15pm	<p>COCKTAIL PARTY</p> <p>The Den, Level 2, Ivy, 330 George Street, Sydney</p>

## DAY TWO

FRIDAY 23 OCTOBER

9:00am	DAY TWO REGISTRATION
9:15am	WELCOME AND RECAP
9:30am	<p>PLENARY 7</p> <p><b>Giving Strategy a Soul: Putting Stories to Work in Business</b></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><b>Through the Telstra Looking Glass – What will our Future Way of Working mean to Clients?</b></p> <p>Will Wilson   <i>Business Development Manager, Market Demand   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>Will'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. Will will share lessons learned, change management approaches employed and next step opportunities.</p>
11:15am	MORNING TEA

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)

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. She will cover how to engage with the media and other profile building techniques for optimal positioning. Sonia 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, and provide plenty of food for thought about how you design and deliver 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

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

Globalisation, technology, client demands and continued drive for performance has seen the role of the professional services business development, marketing and communications specialist continuously evolve over the last decade.

No longer considered the 'parties and pamphlets' person, the professional services specialist has become a proactive advisor, expected to bring insight, value and outcomes.

Tactics are also changing. Automation, client journey, data insight, storytelling, digital content and user experience are becoming part of the vernacular. But what's next?

The "NEW SKILLS, NEW ROLES, NEW FUTURE" research asks these questions, in an effort to understand the state of the profession and prepare it for the future.

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

Please join the APSMA team and share a drink to conclude the 2015 conference.

# SPEAKERS



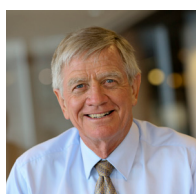
**SIMON CORAH**  
CEO  
Growth Mantra

Simon Corah is CEO of Growth Mantra, a management and marketing consultancy that effectively combines the skills of management consultants with the creativity of marketers.

Growth Mantra delivers sustainable high growth solutions for companies and brands. Simon previously held senior positions in Saatchi & Saatchi in London and Sydney followed by MD/CEO roles in Taiwan and Ireland.

When he returned to Australia in 1995 he found M&C Saatchi and over the next 12 years, M&C Saatchi grew into a top three Australian agency with 275 staff, income over \$50 million and a blue chip client list. Simon left to set up Growth Mantra in 2007, with Paul Lewis.

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**DR CHRIS CATON**  
Chief Economist  
BT Financial

Chris Caton is the Chief Economist for BT Financial Group. He was Chief Economist at Bankers Trust from 1991 until July 1999. From 1994 to 1997, he was also Chairman of the Indicative Planning Council, which advised the Government on matters relating to the housing industry.

Previously he worked in the Treasury, the Department of the Prime Minister and Cabinet, and for an economic consulting firm in the United States.

Chris was educated at the University of Adelaide and the University of Pennsylvania.

In July 2013, the Fairfax press named Chris as the most accurate forecaster of the share market for financial year 2012/13.

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**DR ELIZABETH  
MAITLAND**  
Australian  
Graduate School of  
Management

Elizabeth is a Senior Lecturer in the School of Management, and the Program and Academic Director for the General Manager Program at the Australian Graduate School of Management (AGSM), at the University of New South Wales. From 2011-2013, she was a Visiting Professor at the Nanjing Business School, Nanjing University, in the People's Republic of China. She teaches in the areas of strategy and international business on the MBA(Executive) and Executive Education programs of the AGSM. In 2013, she was the sole recipient of the AGSM Executive Education Outstanding Faculty Facilitator award.

Elizabeth's research focuses on the decision-making and activities of multinational enterprises (MNEs) in diverse regulatory, economic and social contexts; the nature of state-MNE relations; and corruption. She has acted as an Economic Governance advisor to the Australian Government aid body, AusAID, written reports and provided specialist advice to the Australian Federal Department of Industry, Tourism and Resources, the Federal Department of Foreign Affairs and Trade, and the Australian Embassy in Beijing. She has consulted to leading Australian and overseas headquartered corporates, particularly in the mining and finance industries, and to entrepreneurial start-ups.





**PAUL HUGH-JONES**  
*Partner*  
**Beaton - Research + Consulting**

Paul has been involved with APSMA for 9 years, serving on the board from 2006 to 2009, and again since 2012. Paul is the board sponsor for account management, where board members engage with CMOs of our member firms to ensure two way communication and about their needs and APSMA services.

Paul is a partner at Beaton, consulting on client and brand strategy. He has 25 years' international experience in sales and marketing. He has led global brands for Mars, British Airways, and Bacardi. Paul successfully transferred his strategic marketing and client skills from B2C to professional services, as CMO at international law firms Mallesons and Ashurst and now as a consultant to the professions.

Paul loves surfing and running, balanced by eating and drinking.

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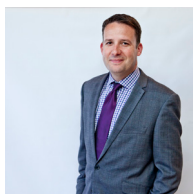
**MARK CROUDACE**  
*Managing Partner & Managing Director*  
**Australia, New Zealand and PNG**  
**ERM :**  
**Environmental Resources Management**

Mark Croudace holds a Bachelor of Engineering (Chemical) as well as numerous post graduate qualifications in business management and leadership including an MBA and attendance at Harvard Business School. He joined Environmental Resources Management (ERM) in November 2013 and is the Managing Partner and Managing Director, based in Sydney, for the Australia, New Zealand and PNG operations. Mark also sits on the Senior Leadership Team globally for ERM.

Across ANZ, ERM has seven offices in strategic locations, supported by a strong leadership team of 30 Partners and near 300 staff. ERM's team of specialist professionals hold a diverse mix of environmental, social and business consulting skills. Services include environmental approvals, risk management, compliance assurance, contaminated site management and M&A support.

Mark previously had senior business management and business development roles with Coffey, where he was on their Exco and lead their Global Environment business across Australia, PNG, the Middle East and Africa. Prior to that he was an Equity Partner in Ernst and Young in a BD and country leadership role, and a member of their regional Exco.

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**ROBERT PIERCE**  
*Chief Financial Officer*  
**Wrays**

Robert Pierce is Chief Financial Officer of Wrays, an Intellectual Property firm currently engaged in an aggressive National expansion phase.

Robert has more than 10 years' senior financial management experience across multiple sectors including construction, retail and publishing, at both listed and private entities. Prior to joining Wrays in 2012, he was leading the integration of a recent acquisition at FTSE listed NWF Plc.

He is an Associate Chartered Management Accountant and a member of the Certified Practising Accountants of Australia.

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**JOHN WEBER**  
*Managing Partner*  
**Australia**  
**DLA Piper**

John is the Managing Partner for DLA Piper Australia. He is also a member of the firm's International Executive Committee. John joined DLA Piper on 1 November 2014 following an extensive career at a large Asia Pacific law firm.

Immediately prior to joining DLA Piper John held the role of Chief Executive Partner for six years. John has also worked extensively for Australian Government agencies, private sector companies in the transport sector (rail and aviation), the health sector and for the defence/security sectors (both for industry and government). In recent years, he conducted major inquiries and reviews for a Commonwealth Government department and is a strategic adviser to government and to leaders of government agencies.



**WAYNE STEWART**  
*Director*  
**Monte Rosa**

Wayne has more than 17 years' experience as a facilitator, consultant and corporate executive. He is committed to helping businesses achieve their growth aspirations and targets.

As a consultant Wayne has worked in many industries including the professional services, financial services, pharmaceuticals, recruitment, technology, market research and industrial manufacturing. He has facilitated leadership/strategy workshops for the likes of Google, Goldman Sachs, ANZ Bank, Ernst and Young, King and Wood Mallesons, Clayton Utz, KordaMentha, Fujitsu and GHD.

His diverse background and engaging manner make Wayne a frequently sought after presenter. He has spoken at seminars and conferences throughout Australia and Asia presenting topics such as best practice sales strategies, managing national accounts and portfolios, stakeholder management, aligning marketing and sales, and change management in revenue growth initiatives.

Wayne has undergraduate degrees in Economics and Commerce, a Graduate Certificate in Electronic Commerce and an MBA from the Melbourne Business School.

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**KIRSTEN HODGSON**  
*Founder*  
**Kaleidoscope Marketing**

Kirsten Hodgson is the Founder of Kaleidoscope Marketing, helping professional services firms to grow their existing client base and attract more of their ideal clients. She has led LinkedIn workshops throughout New Zealand, Australia and the UK, showing professionals how they can harness the power of LinkedIn to grow their practices.

Her first book, *The Complete Guide to LinkedIn for Lawyers: Connect, Engage and Grow your Business*, was published by LexisNexis in Sept 2012. She is a co-creator of 'Grow your Practice with LinkedIn: for Lawyers' a CPD accredited online training course.

She has more than 15 years' business development and marketing experience in the professional services sector.

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**BARRIE SEPPINGS**  
*Director of Creative Strategy*  
**Wordsearch**

Barrie Seppings helps brands create new combinations of content, media platforms, direct marketing, digital, social and mobile to help create better customer experiences and capture demand.

With more than 20 years' experience in advertising, direct and digital agencies, he is currently the Director of Creative Strategy at Wordsearch Australia, part of the world's largest specialist property marketing consultancy. His previous role was Regional Creative Director @ Ogilvy Singapore for IBM Growth Markets, spanning teams and territories in Asia, South & Latin America, Russia, Central & Eastern Europe, the Middle East and Africa.



**DR BOB MURRAY**  
*Principal*  
Fortinberry Murray

Dr Bob Murray is an internationally recognised corporate consultant with more than 20 years' experience. He has worked for a wide variety of global and local professional services firms and major corporations. Clients include KPMG, PwC, Ernst & Young, Herbert Smith Freehills, K & L Gates, McDonalds, PepsiCo, Macquarie Bank and BHP Billiton.

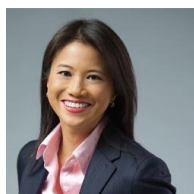
He is also a noted scientist in the field of behavioural neurogenetics, having won the prestigious 2012 American Science Achievement Award for his work on personality and motivation. He is regularly interviewed on TV and radio and is quoted in such newspapers and magazines as The Sydney Morning Herald, The Wall Street Journal, Entrepreneur, The Australian and Time Magazine.

Dr Bob Murray is an acclaimed keynote speaker and most recently presented at the 2014 Thomson Reuters Law Leaders Forum, last year's 2014 APSMA "No Limits" Conference and the 2015 Masterclass on "Selling the striatum: win new business and increase client loyalty" at Allen & Overy in Sydney.

As an ex-actor, he is an entertaining and inspiring speaker as well as being deeply knowledgeable in his field.

As well as the above he has worked for Hill Samuel Bank in the UK in the area of mergers and corporate restructuring for which he was made a Fellow of the British Institute of Management.

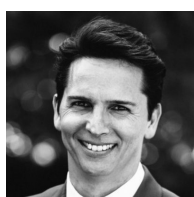
Bob has an MBA as well as a PhD in Clinical Psychology. He coaches CEOs and corporate and firm leaders in Australia, China, the US and Britain.



**LISA LEONG**  
*Client Development*  
*Manager*  
Herbert Smith  
Freehills

Lisa Leong was recently the Head of Business Development, Asia for Herbert Smith Freehills and has since returned to Melbourne to be the Client Development Manager for Australia.

She is a former ABC breakfast radio presenter, ABC Advisory Council member and lawyer, and brings with her an inquisitive mind and a passion for understanding client needs.



**ARI BOURAS**  
*Company Secretary*  
*and General Counsel*  
Interactive Pty Ltd

Ari is an experienced lawyer and commercial manager. He's completed studies in law and science, and has enjoyed a career across the legal, information technology, and health sectors. As a result he has managed the spectrum of commercial legal issues - from complex outsourcing arrangements to negotiating major capital & operational procurements.

Always seeking to achieve better outcomes, Ari has been recognised as a leader in contract management and procurement by the VMIA and ACHS, has presented on good purchasing practices and lead initiatives on the power of contracts to drive environmentally sustainable business outcomes.



**GRANT CHAMBERLAIN**  
*Managing Director,  
Head of Mergers & Acquisitions  
Merrill Lynch*

Grant Chamberlain is Head of Mergers & Acquisitions Australia at Merrill Lynch. Prior to joining Merrill Lynch in 2013 Grant held senior positions in Mergers & Acquisitions at Nomura Australia and Deutsche Bank and has also worked in corporate finance with Schroders Australia, and as a lawyer with Freehills.

Grant has 20 years' experience in the execution of major corporate finance transactions, and in particular, public company mergers and acquisitions. Major transactions include Iron Mountain's proposed acquisition of Recall, Wilmar and First Pacific's acquisition of Goodman Fielder, Dai-ichi Life's acquisition of Tower Australia, Kirin's acquisition of 100% of Lion Nathan, IOOF's merger with Australian Wealth Management, Foster's takeover offer for Southcorp, Investa's takeover offer for Principal Office Fund, and WMC's demerger.

Grant has a Bachelor of Laws degree (with Honours) and a Bachelor of Commerce from Melbourne University.



**RUDI PIRCHER**  
*Director, Technology  
and Support  
Services  
NSW Procurement*

Rudi has worked in a variety of senior roles over the last 20 years in IT and business development. He has a passion for delivering change from paper based systems to the digital world.

In recent years Rudi's focus was mainly on delivering best practice source to contract and procure to pay solutions to the NSW Government, with two main aims; one to deliver better streamlined processes and reduced waste and secondly to reduce the burden on suppliers wanting to do business with government. Rudi's background is engineering and he holds a Master in Business Administration.



**KALLE AMANATIDES**  
*Head of Marketing  
& Business  
Development  
Slater and Gordon  
(UK) LLP*

Kalle Amanatides has more than 20 years' experience in professional services marketing. She started her career in insurance then moved into health services, accounting and legal marketing. Kalle's previous experience include marketing roles for Aviva, the Royal Australian College of General Practice, Deloitte and Freehills.

Kalle joined Slater and Gordon Australia in 2005 to establish a marketing and business development function at a time when the business was focusing on national expansion. Initially the sole marketing practitioner at Slater and Gordon Australia, Kalle's primary focus was to build and maintain the profile of the brand, especially in those markets where the firm was establishing a presence and at a time when it was preparing for public listing on the Australian Stock Exchange. In 2007, Slater and Gordon became the world's first listed law firm. After a period of rapid growth within Australia, Slater and Gordon embarked on global ambitions, commencing operations in the UK in 2012.

In July 2013, Kalle accepted a secondment to Slater and Gordon UK to lead the marketing, media and client experience teams and support the growth plans for the business across the UK. After several years of rapid expansion, Slater & Gordon now has 1,400 staff in 80 offices across Australia and 3,800 people in 27 offices in Britain.

Kalle has a Bachelor of Arts and Graduate Diploma in Marketing. She has been a board director with Fronditha Care since 2010.



**MARK SCHENK**  
*Director*  
Anecdote

Mark and the team at Anecdote are focussed on helping restore humanity to the workplace.

He helps multinationals, large corporates and government agencies bring their strategies to life using the natural power of stories.

Mark explores employee engagement, customer experience, culture and values using our story-listening approaches.



**WILL WILSON**  
*Business Development Manager, Market Demand*  
Telstra

Will Wilson has been involved in a number of high growth businesses within Telstra over the last 6 years. As Business Development Manager for the Collaboration and Contact Practice, he is responsible for helping customers solve problems, or create competitive advantage, through the use of technology. Will's passion is in customer advocacy and disruptive innovation.

Will studied International Business and is a former Director of the Australian Institute of International Affairs.



**DALE BRYCE**  
*Director Customer Strategy & Market Development*  
Entrua

As a services marketer with more than 20 years' international experience, Dale provides a comprehensive and authoritative view of client expectations and behaviours and how best to maximise client retention, acquisition and profitability. He is a member of the executive team at specialist power & water consulting firm Entrua, with responsibility for integrating strategy, sales and marketing.

In leading a national sales team, Dale himself choreographs major pursuits and bids, engages with clients and acts as their voice within the business. In his career Dale has established a number of independent client insights programs designed to improve organisational client focus and drive action planning for client, practice, project and bid teams.



**MEL ANDERSON**  
*Head of Information and Insights*  
Grant Thornton Australia

Mel has more than 10 years' experience working in, with and for professional service firms of all shapes and sizes focusing on client insights, client engagement and performance improvement.

Mel's background, as Director: Benchmarks at Beaton Research + Consulting and Client Insights Manager at Allens prior to her role at Grant Thornton, has seen her design and build dozens of client feedback programs, conduct hundreds of client interviews and analyse thousands of quantitative client feedback scores while always focusing on the 'so what'.

Mel's passion is about insights and how they can be leveraged to drive action and improvement. Mel believes there is no value in information without insights.





**ALEX PATON**  
*Business  
Development  
Manager*  
Jacobs

Alex has 25 years' experience in professional services business development, marketing and public affairs, working with Jacobs. He regularly challenges his colleagues to put themselves in the shoes of the client, and helps them develop compelling value propositions that better positions the firm to win work. Through the use of proven listening techniques, Alex regularly obtains high quality feedback on performance that can later be used in the work winning process. In addition to his role at Jacobs, Alex is also a Director of Sustainable Business Australia.



**NICK WHITEHEAD**  
*Head of Market  
Development*  
Viocorp

Nick has more than 10 years' experience across the globe helping some of the leading professional services firms including Allens, KWM, Herbert Smith Freehills, Gilbert & Tobin and Deloitte transform their audience engagement using online video.

With a particular focus on using video to enhance the business development and internal communications capabilities of professional services, Nick is adept at navigating the challenges of introducing technology innovation into client organisations and is passionate about helping firms get adopt video across all their digital channels.



**STEVEN WHITE**  
*Head of Marketing  
Communications*  
King & Wood  
Mallesons

Steve is the Head of Marketing Communications at King & Wood Mallesons. He joined the firm in the lead up to the launch of the brand in March 2012, working as part of a team dedicated to building the brand and marketing platform. Before joining KWM, Steve had extensive experience on both corporate and agency side, working with multinational brands to develop their brand strategy, enhance their market presence and grow new revenue streams.

As part of the Australian leadership team, Steve's key areas of responsibility are focused on innovating and enhancing the KWM brand experience. This includes developing marketing strategy to drive an integrated campaign program via the firm's digital and content delivery channels, creating signature client experiences through strategic sponsorships and industry associations, and advising and supporting the firm on its digital transformation journey. Most recently this has involved the design and roll-out of the firm's online TV channel KWM ON.

Globally, Steve works closely with the Global Managing Partner and Global Head of BD & Marketing to design and implement new expressions of the brand to grow and amplify the KWM conversation in the market. This has included the firm's key differentiator, "AQ", through the roll-out of a thought leadership and commercial insights platform, and also the development of the firm's first fully integrated global website in early 2015.



**SONIA ADAMS**  
*Client Liaison*  
GHD

After five years as CMO for GHD, Sonia has spent the past two years in direct client contact as the CRM for GHD's biggest global client, Transport for NSW. Her new role described as Client Liaison has a focus on sales acceleration in the New South Wales infrastructure market.

Sonia has led GHD's pursuit of the Western Sydney Airport opportunity for more than two years. Sonia is also leading the development of GHD's Aerotropolis strategy in western Sydney and the pursuit of inland rail opportunities.





**PHILIP MCDUGALL**  
*Chief Creative Officer*  
Precinct

Philip spent his early working years in his native New Zealand creatively directing some of the country's largest corporate communications programs and sponsored events.

He moved agency-side, with a decade in Australia designing brand experiences for global players Sony, Microsoft, L'Oreal, McDonald's and adidas alongside local champions Optus, NRMA and Qantas.

Three years in New York saw Philip working on award-winning, worldwide product launches for Samsung and Volkswagen – the former being the largest Times Square event ever held outside of New Year's Eve celebrations.

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**NICK JOHNSON**  
*Senior Manager*  
RP

Nick Johnson is a strategic planning and environment professional specialising in infrastructure scoping, environmental approvals, on-site management during construction and commissioning.

He is working on the Western Sydney Airport and the Newcastle Light Rail projects.

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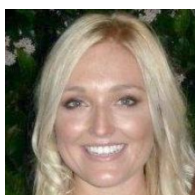


**DAVID KINNIBURGH**  
*Australia Market*  
*Leader Transport*  
GHD

David Kinniburgh is GHD's Pursuit Sponsor for Western Sydney Airport.

He was formerly GHD's Sydney Office Manager.

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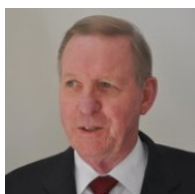


**SOFIE MASON-JONES**  
*Principal*  
*Environmental Planner*  
Worley Parsons

Sofie Mason-Jones is an EIS and due diligence report manager with Worley Parsons.

Sofie was the project manager of the Sydney Region Aviation Capacity Study – Greenfield Site Location Study.

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**JOCK MURRAY**  
*Chairman*  
Latrobe Magnesium  
Ltd

Jock Murray is the former Director-General of the NSW Department of Transport. He was Director Transport, Sydney Olympic Games.

He spent 27 years in the Australian Army and is a former Executive Consultant with GHD, Ashurst and King & Wood Mallesons.

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*Director*  
Omni Tanker  
Holdings Pty Ltd



**SUSAN STEWART**  
*Global  
Communications and  
Change Leader  
Woods Bagot*

Susan Stewart has worked in professional services firms for more than 15 years focusing in areas of communications, strategy, marketing, business development and change management.

Susan currently works at leading global architecture firm, Woods Bagot as the Global Strategic Communications and Change Manager. In her role, Sue works closely with leadership to articulate and implement the organisational vision and develop integrated and aligned change and communications initiatives.

Sue previously worked at Ernst & Young as a Senior Manager in Communications and as a Communications and Change Management Consultant. She has a Masters in Communication Management and is particularly interested in organisational culture and the evolving role of communications specialists.

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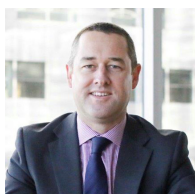
**DAVID REDHILL**  
*Chief Marketing  
Officer  
Deloitte Australia*

David Redhill has worked in journalism, creative writing, design, marketing, branding, photography and music for more than 30 years in Australia, Spain, the US and UK. In 2011-12, he was recognised by the Australian Marketing Institute as Australian Marketer of the Year, the first time a professional services marketer had won this award.

David is currently a partner and Chief Marketing Officer at Deloitte Australia. He is a series editor of Deloitte's white paper series *Building the Lucky Country; business imperatives for a prosperous Australia* and is a member of the firm's global marketing, brand, and digital transformation councils. He is also a member of the Advisory Council with the University of NSW Faculty of Art & Design.

David's career includes stints at Landor Associates, BEA Systems and PWC and has encompassed technology multinationals and startups, professional services networks, media, and creative and communications agencies. His stories and images have been published in the Financial Times, the Times of London, The Guardian, Journal of Brand Strategy, Design Week and Creative Review (UK); The Australian and Sydney Morning Herald (Australia); La Vanguardia (Spain) and the New York Times, Chicago Tribune and San Francisco Chronicle (USA), along with various magazines and online sites. His documentaries and music have featured on radio in several countries and his photography has been exhibited in Spain, the UK and Australia. David's awards include a New York Telly for Video Creative Direction and a Gold Quill for Excellence by the IABC.

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**RICHARD SCOTT**  
*Business  
Development  
Director  
Deloitte Private*

After eight years leading the business development and marketing teams at mid-tier law firms, Richard joined Deloitte in 2015. As Business Development Director in the Deloitte Private business, he has a strong focus on the sales process and exceptional client relationship management. Prior to professional services Richard held marketing and business development roles at a retail cooperative and a large member association.

On the APSMA Board for four years, Richard has held the role of Secretary for the past two years, and in 2012 and 2013 was the Chair of the Conference Planning Group.



**JULIE CUTLER**  
*Head of Marketing*  
**KPMG**

Julie is the Director of Marketing at KPMG, a position she has held since October 2012. In this role she is responsible for all aspects of the firm's marketing program, leading a team of talented marketers working across the firm's client facing divisions, industries and local markets, brand & marketing communications and digital marketing.

A career marketer, prior to joining KPMG Julie held a variety of senior marketing roles at Westpac, Bank of Melbourne and National Australia Bank working across all facets of the marketing function from product development and segment management through to advertising, research and sales management.



**KATE DUNTON**  
*Head of Marketing*  
**AECOM**

Kate is passionate about professional services marketing and in her 16 years has worked in senior roles in law, accounting and engineering in Melbourne, Sydney, London and less traditionally – Ghana. Client service is her thing and she's enjoying working with her team supporting AECOM on its journey to becoming a truly client-focussed organisation. Sometimes it's a joy, sometimes it's hard going. Kate has three children, works four days a week. She sustains herself with tea and chocolate.



**MALCOLM HARRINGTON**  
*Head of Business Development and Marketing*  
**Duncan Cotterill**

Malcolm Harrington is Head of Business Development and Marketing for mid – market New Zealand firm, Duncan Cotterill. He joined Duncan Cotterill in 2010.

Prior to this, Malcolm worked in business development management roles for Baker McKenzie in the Asia Pacific region and London. He started his career in professional services with Addleshaw Goddard in London.



**LOUISE WILKINSON**  
*Director, Business Development, Communications & Marketing*  
**Maddocks**

Louise began her career in sales and account management positions for global technology giants IBM and Honeywell. She also worked in the property sector prior to moving into the professional services more than 20 years ago.

Louise initially joined Maddocks at the turn of the millennium as the Director, Business Development & Marketing. During this period, Louise was part of the executive team responsible for repositioning the Maddocks' brand including its transition from Maddock Lonie & Chisholm to Maddocks, as well as embedding a strong client-centric focus across the firm.

Opportunities abroad took Louise to Hong Kong, where she led Asia Pacific Business Development, Communications and Marketing teams for both DLA Piper and 'Big 4' accounting firm EY. In 2013, Louise returned to Maddocks where she is currently responsible for advising the partners in all aspects of the firm's brand, clients and market-facing strategy.

# OUR SPONSORS



McLoughlinBall

## McLoughlin Ball

McLoughlinBall is a specialist recruitment firm run by professional services marketers for professional service marketers. We place marketing, BD and communications executives within the professional services industry at every level.

Our philosophy is extremely simple - we provide an exemplary personal, ethical and informed service with absolute discretion and the utmost dedication to our clients and candidates alike.

McLoughlinBall was founded in 2006 and we have grown from strength to strength, working across Australia, New Zealand and Asia. We also work with overseas candidates wishing to either return to Australia or develop their career here. We have an intimate understanding of the professional services industry, the partnership structure and the players within it. This knowledge and insight enables McLoughlinBall to be able to refer the most appropriate level and salary, and that can only benefit clients and candidates alike.



## AGSM @ UNSW Business School

At AGSM, we believe in helping great people achieve great things. As Australia's leading graduate school of management, AGSM @ UNSW Business School attracts the visioneers – those who aren't afraid to dream big, think imaginatively and put ideas into action.

Recognised internationally for the rigour, relevance and unique learning experience provided to our students and participants, AGSM programs are highly ranked both internationally and in Australia and are AACSB and EQUIS accredited. Through our programs we help ambitious professionals prepare for the challenges of a rapidly changing world, and with access to our 16,000 strong global alumni community, you'll build a powerful professional network – one that will open doors that could transform your future.

We are part of UNSW Business School and provide general management, executive and leadership development programs across Australia and online. Choose from one of our three MBA programs –our flagship full-time MBA, the part-time MBA (Executive) or our completely online, specialised MBA offering, the MBAX, or study the GCCM (Graduate Certificate in Change Management) online. You can also bring our rigorous Executive Education programs in-house to give your current and future business leaders the capabilities they need to put ideas into action, or join one of our shorter, industry-relevant Open Programs and connect with other high-calibre executives.



## Tikit

Tikit eMarketing is the no.1 e-marketing application used by leading law firms worldwide\*. We're excited to share with you how our new edition moves the power of responsive template design firmly into your hands. Not only will it save you time and money, it'll help you present your best digital presence to the world and track the results too!

Tikit is one of the world's largest, and most established providers of specialist technology solutions and services to hundreds of legal and professional service firms around the globe. We're a proud part of the BT group.



## Principals

We build brands people can believe in.

Everyone wants to believe. In the companies we work for, in the companies we do business with, in the products we buy and the companies behind them. It's as natural as taking a deep breath.

Cut through to conviction

Instilling belief, the foundations of trust, is not automatic. It requires a sound strategy and communications that cut through the mundane. And it demands conviction and sustained effort.

It assumes that business leaders are clear about what they want their brand to stand for and that everyone who works in a business knows their responsibility in providing service – and thus in brand building.

For professional service firms, that's doubly the case, as your reputation is as much dependent on the impact of each and every service interaction as it is on your look and feel.

Every touchpoint. Every one.

The language and tone of voice you use and what that says about you. The way you provide advice. The way you talk to clients. How you provide online updates. How you provide continuing professional education to clients. The depth and insightfulness of your thought leadership programs. And, of course, the quality and stand out of your visual identity and look and feel in marketing communications.

When all of the above are working together, you can genuinely say you're your brand is doing its job. Your brand identity reflects what you stand for. You are a business that talent wants to work for. You provide a brand experience that lives up to your ambitions and fulfils client expectations.

You are a brand that people will believe in.

We advise businesses on what they stand for and how they bring it to life - in communications, in visual identity and in brand experience.

## LEXOLOGY®

## Lexology

Lexology is a fully customisable news-feed of law firm client alerts, articles and blogs delivered free of charge to the desktops of senior business lawyers worldwide on a daily basis. If you would like to receive your own tailored news-feed simply register your details at Lexology.





## Bureau Van Dijk

Bureau van Dijk provides intelligence on companies across the globe. Our tailored solution will enrich your business development processes with valuable insights so you know what a company does, how big it is, how it's performing, who owns it and who the decision makers are. With BvD's specialist professional services platform you can identify prospects with certain geographic exposures, sector activities and financial positions that make them ideal targets for client intake, whilst guarding against conflicts of interest. Furthermore, our data can blend with your own existing CRM & PMS systems to help your client-facing team achieve increased efficiency and accuracy when sourcing opportunities, ultimately increasing your revenue.



## Copyright Agency

The Copyright Agency is the peak Australian body for licensing the rights to copy and communicate published content and other copyright material. We offer a range of annual and pay per use licences to suit every size and type of business, from SMEs through to large corporates. Our licences give companies the freedom to share and reuse published material, both in hard copy and digital format, throughout their business with only a few exceptions. The licenses are easy to use and administer, and aim to assist businesses to minimise their risk of copyright infringement.



## Thomson Reuters ELITE

Thomson Reuters Elite offers an end-to-end Enterprise Business Management Solution that allows law firms and professional services organisations to run all operational aspects of their firms, including business development, risk management, client and matter management, and financial management.



## Viocorp

Viocorp provides brands, corporate, enterprise and government organisations with a suite of solutions that reach and engage their internal and external audiences with online video. Viocorp's technology allows the audience to consume video content across any device: iPad smartphones, tablets and desktops – anywhere in the world.

Our Flagship product, Viostream, is an intuitive cloud solution allowing organisations to create, publish, manage and distribute online video content.

Sophisticated analytics tools help our clients to measure viewer engagement, effectiveness and the impact of their online video strategy. Viocorp also provides secure, reliable live webcasting and video content production services.

Based in Sydney, with more than 10 years' experience, our customers choose us because we deliver high quality results coupled with local expert support and security.





## Concep

Concep is a provider of empowerment marketing technology and services to corporate and professional firms globally. Concep is a trusted long-term partner to more than 200 firms globally, delivering enterprise-wide email marketing and mobile business development technology and supporting services. We believe that technology, creative, strategy and most importantly people are the fundamental elements to successful marketing. Our desire is to partner with firms who believe in the value of marketing and strive to ensure their investment delivers the desired return, ultimately building real value in their brand.



## OM 360

We believe in the power of communication.

Just as for many belief systems the sound of om resonates within all things, we believe communication resonates throughout real business value.

OM is an integrated brand, strategy and culture agency with a regional footprint in Australia. Our core offerings include 360 degree brand-communication, transformational change and bespoke events.

We partner with clients to deliver real value by transforming, engaging and building deeper, long-term relationships with audiences and stakeholders who make a difference.

OM's clients are across diverse sectors, including professional and financial services sector, public sector, luxury and retail sector, educational sector health and aged care sector, as well as the arts and culture sector.



## Flight Centre

Flight Centre Business Travel - Concierge Service is a unique travel agency offering personalised service and a wide range of travel products. From airport parking and local transport cards to restaurant reservations, theatre tickets, sporting events and more, we can look after APSMA's members travel needs.

We will provide support throughout every stage of your holiday, from passport checks and arranging visas before you go, to access to a Brisbane-based, 24-hour emergency assistance team while you are away. When APSMA members book with Travel Concierge your are never your own.

What really sets Travel Concierge apart from other travel agents is our mobile consulting service that offers APSMA members the opportunity to book a consultation to speak with one of our travel managers onsite - all we really need is a place to set up our laptop! Of course, we also offer phone and email consultations so booking with Flight Centre Business Travel - Concierge Service is always convenient.

# BOARD MEMBERS



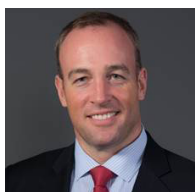
**DALE BRYCE**  
*President*

Dale has been an active member of APSMA for more than 15 years. He was elected Association President in October 2013. As President he chairs a Board of Directors dedicated to the provision of a professional development and engagement network for sales, marketing, business development and communications practitioners working for the leading professional services firms in Asia Pacific.

He also leads customer strategy and market development as part of the executive team at consulting engineering firm Entura. At Entura, he integrates the strategy, marketing and sales functions, and in doing so, choreographs major pursuits and bids himself, engages with clients and acts as their voice within the business. His career includes stints with Sinclair Knight Merz (now part of Jacobs), King & Wood Mallesons, the Port of Melbourne Corporation and Lloyd's Register in London.

Dale is also a karate purple belt, keen to grade to brown belt.

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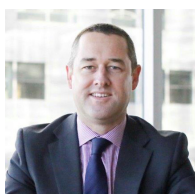
**ALEXANDER GRELL**  
*Vice President*

Alex has been involved with APSMA for almost four years serving on both the Hong Kong Committee and the Board of Directors. As Vice President, Alex retains overall responsibility for APSMA chapters in Asia and is leading the expansion into China with the newly formed Shanghai chapter. Alex is also the Board sponsor for the annual Asia conference.

Alex is the Asia Pacific Pursuits Leader for EY based in Hong Kong and has been with EY for nearly six years. He has more than 18 years' professional services sales and major pursuits campaign management experience and has forged a career spanning private companies, public companies, a private company through IPO, a partnership and not-for-profit organisation across Europe, Asia and Australia.

Alex is a keen sportsman and fanatical follower of football, rugby and cricket.

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**RICHARD SCOTT**  
*Secretary*

Richard has served on the APSMA Board for four years, having previously been involved with the APSMA Victorian Committee and the APSMA Australia Conference Planning Group. He has held the role of Secretary for the past two years and in 2012 and 2013 was the Chair of the Australia Conference Planning Group.

After eight years leading the business development and marketing teams at mid-tier law firms, Richard joined Deloitte in 2015 as Business Development Director in the Deloitte Private business. He has a strong focus on the sales process and exceptional client relationship management. Prior to working in professional services sector, Richard held marketing and business development roles at a retail cooperative and a large member association.

Outside of Deloitte, Richard spends time with his young family, at the Box Hill Tennis Club, is a self-confessed bad surfer and enjoys attending the odd music gig.



**KRISTIAN JOYCE**  
*Treasurer*

Kristian serves as APSMA Treasurer, a role he has held since 2013 and is responsible for APSMA's financial health. Based in Singapore, Kristian currently leads Allen & Overy's business development and marketing team across the ASEAN region. Prior to joining Allen & Overy in 2011, Kristian enjoyed several business development roles at Freehills, spanning more than a decade.

With more than 15 years' experience working in the professional services industry and having sat on APSMA's NSW committee from 2010 to 2011, Kristian enjoys good relationships with many professional services marketers and has a solid understanding of the professional development and peer liaison needs of APSMA's membership base.

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**LINETTE DEVIGAN**  
*Director*

OM's co-founding director Linette Devigan specialises in leading transformative communication and brand development programmes, including events management, sponsorships, brand strategy and digital marketing, for clients across industry sectors including professional and financial services and natural resources (mining and oil & gas).

Linette was appointed Head of Marketing at BDO(WA) in 2010. She was a member of BDO's national marketing team and also lead the delivery of Natural Resources and Forensics for BDO in Australia. Prior to this she managed marketing and communication programs for a Big 4 organisation, as well as for state government and other multi-national corporate bodies. She has also consulted to a number of major natural resource organisations, including Woodside and Alcoa.

She is a Director on the Board of APSMA as well as a longstanding member of the APSMA Perth committee. She regularly guest lectures on marketing and communication at University of Western Australia's Business School.

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**LUCIA HALLIBURTON**  
*Director*

Lucia served seven years as an active member of the APSMA Melbourne committee and is a mentor on the Victorian APSMA Mentoring program. Lucia was appointed to the Board in 2014 and is the Board Sponsor for the APSMA Masterclass Program.

Lucia is an experienced services marketer whose skills in sales, marketing and client management were established in the medical and not-for-profit sectors prior to joining the professional services sector a decade ago. At the Victorian Government Solicitor's Office (VGSO), Lucia is responsible for driving a business development and innovation culture in a public sector legal office of approximately 130 lawyers.

Prior to joining the VGSO, Lucia was responsible for managing key clients, running client pursuits and tenders across the government, pharmaceutical, financial services, insurance and retail sectors in both large national and mid-sized commercial law firms.

When not at work, she makes school lunches, helps entrepreneurial friends with their plans for world domination and spends way too much time reading her Twitter feed and the works of Jane Austen.



**KIRSTEN HODGSON**  
*Director*

Kirsten joined the APSMA Board in November 2013. She is responsible for reinvigorating the New Zealand chapter and for APSMA communications.

Kirsten is a Director of Kaleidoscope, which offers LinkedIn training, voice of the client programs and pitch/tender strategy and support to professional services firms. She has more than 15 years' business development and marketing experience within the professional services sector having worked in and for law and engineering firms in the UK and NZ.

Her passions include distance running, triathlons and social media.

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**PAUL HUGH-JONES**  
*Director*

Paul has been involved with APSMA for nine years, serving on the board from 2006 to 2009, and again since 2012. Paul is the board sponsor for account management, where board members engage with CMOs of member firms to ensure two way communication and about their needs and APSMA services.

Paul is a partner at Beaton, consulting on client and brand strategy. He has 25 years' international experience in sales and marketing. He has led global brands for Mars, British Airways, and Bacardi. Paul successfully transferred his strategic marketing and client skills from B2C to professional services, as CMO at international law firms Mallesons and Ashurst and now as a consultant to the professions.

Paul loves surfing and running, balanced by eating and drinking.

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**KATRINA LAMARO**  
*Director*

Katrina has been involved in APSMA for the last seven years, having served on the NSW Committee for much of this time. In her more recent role as a Board member, she has been actively engaged in providing support to APSMA's headquarters.

With more than 20 years' professional experience (much of this gained through the professional services and media sectors), Katrina is currently responsible for marketing and brand globally for GHD, working closely with the regional teams and General Manager, Strategy. She also leads the Corporate Marketing and Communications team. Katrina joined GHD in 2011 and prior to this, had senior roles with both Thomson Geer Lawyers and Ashurst (Blake Dawson).

Katrina has a strong appreciation for good red wine and enjoys spending the small amount of free time she has with friends and family.



**JASON MCKENZIE**  
*Director*

Jason has been a member of APSMA since 2000 and served on the Queensland committee for several years before joining the Board of Directors in 2013. Jason is one of two Board sponsors for the Regional Committee Succession Planning Project.

Jason is a partner at Katanya, an international consultancy, specialising in digital strategy and branding. Starting in advertising and publishing and moving into digital marketing and brand management, he has more than 15 years' experience in professional services marketing and prior to joining Katanya, was director of online marketing for PwC's global brand and communications.

Jason is based in Brisbane where he also serves on the committee of Alliance Française de Brisbane and is proud of being part of the re-establishment of the Queensland Literary Awards.

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**FRASER MCNAUGHTON**  
*Director*

Fraser McNaughton has been a member of APSMA for five years having initially joined the NSW Committee before his Board appointment in 2013. In his current role as Director, Fraser is responsible for securing sponsorship for APSMA's varied regional programs.

Fraser is the Director of Business Development at Grant Thornton Australia having joined Grant Thornton after his arrival in Australia. Fraser is an experienced and passionate business development and sales professional who has also worked across financial markets, digital media and insurance industries in the United Kingdom.

Outside of work Fraser enjoys quality time with his family, travel, playing football and watching every sport going.

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**LISA NIXON**  
*Director*

Lisa joined the APSMA Board in 2014 after serving on the Queensland Committee for six years. This year she is Co-Chair of the APSMA Australia and New Zealand Conference Planning Group and is one of two Board sponsors for the Regional Committee Succession Planning Project.

Lisa is a Director of BBS Communications Group which is a multi-disciplinary consultancy working across Australia, New Zealand and the Pacific Region. A former journalist, she has 25 years' experience in media and communications and advises organisations on reputation management, brand marketing, stakeholder engagement and change management.

She's an animal lover who has served on the Board of the RSCPA in Queensland, a classical ballet devotee and an avid cricket watcher.



## EXCLUSIVE ACCESS TO CONTENT

APSMA has partnered with Viocorp, online video platform specialists, to bring members a back catalogue of speakers and seminars.

All sessions from the Conference will shortly be available on APSMA TV and we will be adding more content throughout 2016.

APSMA TV is available to members only through the Viostream platform on the APSMA website. The Viostream platform uses adaptive playback ensuring the best quality play back for end users.

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