

SWITCH

YOUR THINKING

AUSTRALIA & NEW ZEALAND 2016 CONFERENCE PROGRAM



AP SMA Australia & New Zealand Conference
27-28 October 2016
Swissotel, Sydney

#APSMASWITCH
#AP SMA2016



www.apsma.com.au/2016ANZConference

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PRESIDENT'S WELCOME



On behalf of the APSMA Board, please let me welcome you to the 2016 APSMA Australia and New Zealand Conference.

The ANZ Conference is the biggest event on the APSMA calendar and it keeps building every year. In 2015, we welcomed more than 300 delegates, 36 speakers and 13 sponsors and trade booth participants. This year, we fully expect to surpass these numbers, and deliver the most successful APSMA event ever.

The growing support for the conference mirrors the ever increasing engagement with APSMA from our community more broadly. Asia Pacific membership has grown to record highs; we have added a new chapter in Shanghai, our first foray into Mainland China; we have signed a new affiliate agreement with the Association of Proposal Management Professionals (APMP) who you'll see more of later in the conference with

the APMP President, Matt Lovegrove presenting, and in June this year, we put on our 4th annual Asia conference, an event which is rising in prominence and popularity with close to 250 delegates from places as far afield as the US, UK, Beijing, Shanghai, Singapore, Kuala Lumpur and even, Australia.

We've tapped into all of the insights and knowledge of our diverse and far reaching regional chapters and global affiliate networks to build the conference this year and we hope you'll agree that we are bringing you a program which is engaging, highly relevant and innovative.

Please join with me and let's SWITCH on for a fabulous two days of networking and learning.

Alex Grell
APSMA President

CONFERENCE VENUE

Swissotel Sydney
68 Market Street, Sydney

COCKTAIL PARTY VENUE

El Camino Cantina
The Rocks, Sydney

SWITCH

YOUR THINKING

CONFERENCE PLANNING GROUP



Lucia Halliburton



Michelle Prior



Lisa Nixon



Naomi Barber



Katie
Bennett-Stenton



Sarah Blackburn



Fleur Cameron



Katrina Lamaro



Christa McLintock



Richard Scott



Sue Seymour

SWITCH

YOUR THINKING

MAKING THE SWITCH !

On the back of the largest and most successful APSMA Conference ever in 2015, this year the APSMA Conference Planning Group (CPG) took on a unique and sizeable challenge. We first met in February, a group of die-hards from 2015 plus some newcomers, and we set ourselves the challenge of building a better, more relevant, more insightful conference than ever before. Only time - and the feedback of our members - will tell if we've managed to take the APSMA conference to the next level this year.

In 2016, with the theme SWITCH, the conference focuses on the knowledge, skills and behaviours which we, as professional services marketers, need to switch on, switch out or switch up to meet the challenges of our current environment.

We're tackling disruption, in its various forms. We're looking at new technologies, new markets, new behaviours and new approaches to the ever present pricing challenge.

And, we are grateful to you, the APSMA community, for again supporting our largest member event of the year.

The CPG and the APSMA Board also thank those senior members of the profession who have acted as mentors and advisors, giving us the benefit of their experience and wisdom to build the conference program.

Finally, thank you to the ever-energetic Conference Planning Group, APSMA President Alex Grell and our wonderful General Manager Michelle Prior. Your energy, creativity and commitment to APSMA and this conference is invaluable.

Naomi BarberDLA Piper
Katie Bennett-Stenton...Deloitte
Sarah BlackburnGHD
Fleur CameronHerbert Smith Freehills
Katrina LamaroGHD
Christa McLintockHerbert Smith Freehills
Richard ScottDeloitte
Sue SeymourArup

Thank You



Lisa Nixon
2016 Conference Chair
APSMA Board Member
BBS Communications
Group



Lucia Halliburton
2016 Conference Chair
APSMA Board Member
Victorian Government
Solicitor's Office

CONFERENCE APP

DOWNLOAD THE APP TO INTERACT AND WIN PRIZES

1. Download the APP

Download the Concep Attend app for iPhone, iPad, or Android by searching for **“Concep Attend”** in the respective store for your device.

*Make sure you have your app store password handy, as it will be required for download.

2. Load your event

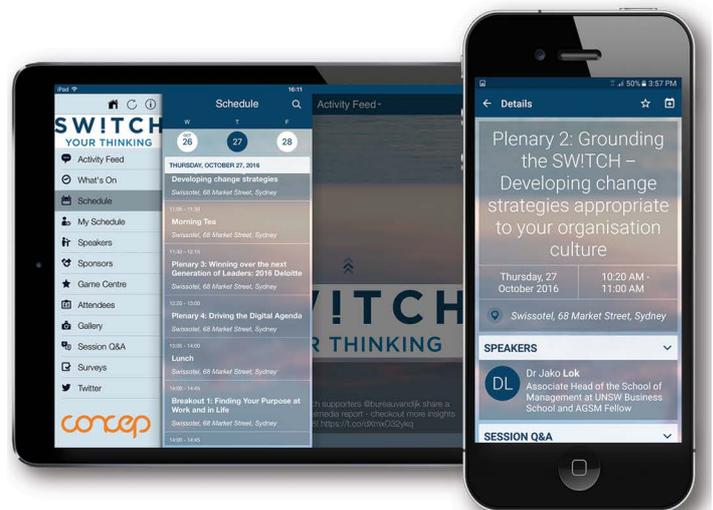
Once you have downloaded the app, simply tap the “Event ID” button and enter **“switch”**

When the event description comes up, tap to **“Get Event Info”** to unlock the event.

3. Login to the event

Username: email address you registered for the APSMA ANZ Conference with

Password: switch



CONFERENCE PROGRAM

PRE-CONFERENCE

WEDNESDAY 26 OCTOBER

5:00pm ANNUAL GENERAL MEETING
Grant Thornton, Level 17, 383 Kent Street, Sydney

6:30pm BOARD & CMO CONFERENCE DINNER
Australian National Maritime Museum
2 Murray Street, Darling Harbour, Sydney

DAY ONE

THURSDAY 27 OCTOBER

8:30am REGISTRATION

9:15am WELCOME
Alex Grell | *AP SMA President*

PLENARY 1

9:30am Tim Harcourt | *The Airport Economist*

Around the world in 30 minutes - what's next for the global economy

Some thoughts from The Airport Economist

"The US Fed has signalled a rate rise, China runs out of reform puff, Brexit engulfs Europe and closer to home Australia is negotiating a new trade deal with Indonesia to add to the deals with China, Japan and South Korea. What does that all mean for business and consumers in Australia and how they position themselves in the Asian Century?"

For his take on these issues in the world economy and what they mean for us, please join The Airport Economist" himself, Tim Harcourt for a big picture session on global economic events.

PLENARY 2

10:20am Nick Wailes | *Professor, Associate Dean Digital & Innovation, UNSW Business School*
session summary coming soon...

11:05am MORNING TEA

PLENARY 3

11:30am **Winning over the Next Generation of Leaders – Deloitte Millennial Survey**

Paul Dobson | *Risk Advisory, Sustainability Services, Deloitte*
 Shailesh Tyagi | *Risk Advisory, Sustainability Services, Deloitte*

As the presence and influence of Millennials in our global workforces increases, understanding their values and beliefs as employees, consumers and investors is becoming increasingly important. We know that Millennials will take on more and more senior management positions in the coming years, and their personal values will, no doubt, have an important influence on the decisions they make.

The annual 2016 Deloitte Millennial Survey – Winning over the Next Generation of Leaders interviewed 7,700 Millennials across 29 countries (including Australia). This year it shows this cohort (born post 1984) of tertiary educated, fully employed individuals emphasises the importance of business behaving ethically, and demonstrating a commitment to helping improve society, as well as needing to be measured by more than just their financial performance.

PLENARY 4

12:20pm **Digital Round 2: What's next for marketing communications?**

Amanda Gome | *Head of Notable Media, former head of Digital and Social, ANZ*

The first stage of the digital and social revolution has upended marketing and comms, leaving leaders and companies feeling massively disrupted.

Get ready for round two. Industry veteran Amanda Gome explains the next stage of the digital revolution, how to stop feeling left behind and start leading, find new customers, stakeholders and opportunities, and help drive a Digital DNA mindset.

1:05pm	LUNCH	
	BREAKOUT 1	BREAKOUT 2
2:00pm	<p>Inbound Marketing for Professional Services</p> <p>Ryan Bonnici HubSpot Asia Pacific and Japan</p> <p>In today's market having a personalised content strategy is essential to enhance client experience, increase engagement, identify new opportunities and ensure business growth. This session will provide you with techniques and tips on the fundamentals of inbound marketing including:</p> <ul style="list-style-type: none"> • Forming an effective on-page and off-page content strategy • Increasing your audience reach through personalised content • Creating personas to better target your ideal prospective client • Nurturing leads and keep existing clients engaged with real time content 	<p>Finding Your Purpose at Work and in Life</p> <p>Rupert Bryce <i>Organisational Psychologist, Performance Strategies</i></p> <p>The challenges, distractions and stressors of contemporary workplaces and lives make it sometimes difficult to navigate a path of purpose and balance.</p> <p>This interactive session, led by Rupert Bryce of Performance Strategies will help you understand how to set and maintain your path at work and in life, covering:</p> <ul style="list-style-type: none"> • Understanding the thinking traps that derail us from our purpose • Building self-awareness and insight through conscious practice • Moving from intention to action by 'outing' your path and being accountable • Building psychological flexibility and emotional agility to strengthen your resilience
	BREAKOUT 3	BREAKOUT 4
3:00pm	<p>SWITCH On – Social Media and Personal Brand</p> <p>Katie Bennett-Stenton <i>National Marketing Lead for Energy and Resources, Deloitte Australia</i></p> <p>You help drive the market profiling of senior leaders in your organisation to create tangible client leads and profile their expertise to potential and existing clients. But are we not leaders within our own firm and industry? What are you doing about developing an individual profiling plan through social media?</p> <p>Katie will provide insights and practical advice on developing your own personal value proposition and profiling plan to help you increase your online gravitas and digital savvy. She will also provide an update into measuring engagement with easy analytics tools.</p> <p>Not only valuable personal development, this session is also easily translated to help coach your senior stakeholders in this space and invaluable way of updating your suite of social media skills.</p>	<p>SWITCH Your Thinking – Be vulnerable featuring virtual reality case study</p> <p>Juli Anderson <i>Principal Creative – Australia, New Zealand & Global Cities, AECOM</i></p> <p>Ever had what you knew was a truly brilliant idea? An idea you knew that would reach out and connect with your clients in a way that traditional marketing and communications just couldn't? Could others see the brilliance of your vision and get on-board?</p> <p>In this session, Juli Anderson shows us how an experienced creative builds connections and trust with senior stakeholders and gets others to switch their thinking about what might initially seem a crazy idea.</p> <p>From the highs of the Sydney VIVID festival to the lows of failed ideas...and back through the lens of a virtual reality case study...this session is packed full of valuable lessons and snapshot new technologies to see a vision realised.</p>

3:45pm AFTERNOON TEA

PRESENTATION 1

4:05pm **Collaboration vs Cross-selling: Insights from our research work with Harvard, and why the difference matters to clients**Dan Lavis | *BD Director, Asia Pacific, ObjectiveManager*

Cross-selling and collaboration are buzz word regularly thrown around in professional services firms around the world. And yet there is an important – and distinctive – difference that play a significant role in the depth of a firm’s client relationships, the number of partners servicing any given client account, and an account’s profitability.

For the past six months we have been working with Harvard Distinguished Fellow Heidi Gardner on a research study around smart collaboration. For several years, Heidi and her team have held countless interviews with buyers of professional services – and they have empirical evidence that not only do clients want firms to collaborate more and cross-sell less, but that firms that collaborate better have more satisfied clients make more money. And yet so many firms still don’t seem to have worked this out.

In this session Dan will offer share some of the insights he and the ObjectiveManager team have learned from Heidi and her team. He will also offer some practical suggestions for those that are wanting to take their firm on a journey away from the traditional cross-selling model to better and smarter collaboration.

PLENARY 5

BREAKOUT 5

4:25pm **The Pricing Panel – SWITCH to more Professional Pricing**Moderator: Colin Jasper | *Jasper Consulting*Panelists: Libby Maynard | *Head of Pricing and Legal Project Management, Clayton Utz*
Anna Wilson | *Consultant, Frontier Economics*

While pricing has always been an essential part of the marketing mix (remember the 4Ps?), historically professional service firms have driven pricing through practice groups, management or finance. This is changing. Increasingly marketing and business development professionals are being called upon to provide guidance on pricing within their firms in both formal and informal scenarios.

This session will specifically address the most common pricing scenarios we face, as voted by conference attendees on the day.

Making Real a Virtual Opportunity: Virtual Reality and Professional ServicesNick Busietta | *Managing Director, Liminal 360*

In this session, Nick Busietta former tech lawyer turned Virtual Reality entrepreneur will give you an update on Virtual Reality where it is now and where it is headed, the major tech players and platforms that can be leveraged to create Virtual Reality experiences for a range of purposes.

Most importantly you will walk away with valuable tips on;

- The impact of immersive tech on professional service industries and client demands
- How to collaborate and tender jointly with tech providers to create innovative client solutions
- How this new frontier of virtual reality may translate into work opportunities for your experts

5:25pm DAY 1 WRAP-UP

6:00pm COCKTAIL PARTY
El Camino Cantina – The Rocks, Sydney

DAY TWO

FRIDAY 28 OCTOBER

8:30am DAY TWO REGISTRATION

9:15am WELCOME AND RECAP

PRESENTATION 2

9:25am "If you don't know me by now!" The importance of targeted marketing

Stewart Rasmussen | *Head of Client Services, APAC, HighQ*

Stewart Rasmussen will discuss why we need to take time to get to know our target audience before marketing to them. We are in the age of information overload, which means that generic marketing material is no longer an effective call to action.

Using technology, Stewart will discuss and demonstrate how we take some very simple steps to begin implementing a targeted marketing campaign, which consists of content being generated not by the marketing department, but the business itself.

PLENARY 6

9:45am The SW!TCH Scenario - Dealing with Disruption

James Dellow | *Consultant and Researcher, Chief Technology Solutions*Tim Griffin | *International Marketing and Business Development, Seyfarth Shaw Australia*Katie Miller | *Innovation Counsel, Victorian Government Solicitor's Office*

It's the year 2021 and not all professional service firms have survived.

Your profession has been truly globalised and the regulatory environment vastly different. A large portion of your workforce are contractors and never even enter your physical premises. Your clients measure you by not only the sum of your parts, but how well your own parts collaborate with your competitors and adjunct services.

Over the past five years only those with the skills to manage in a Volatile, Uncertain, Complex and Ambiguous (VUCA) environment have thrived.

Come and hear from a team of senior thought leaders from across business development, technology and technical advisory who give their deep perspective and practical tips on managing and thriving in a VUCA environment.

Expect to walk away with new insights, a level of comfort with change and a toolkit to help your stakeholders succeed in the brave new disrupted world.

10:35am MORNING TEA

INTERACTIVE WORKSHOP - 90 MINS

11:00am **How to leverage Relationship Selling in a Procurement-driven World**Keith Dugdale | *The Business of Trust*

According to beatonbenchmarks™ research, 80% of clients of professional services firms are willing to choose a more expensive firm based on demonstrated value rather than price. Join us for this (length) breakfast session with Keith Dugdale, co-author of *Smarter Selling: How to grow sales by building trusted relationships*, as we look at how you can position your firm, and get your sellers to position themselves, to more easily win profitable work based on value, not price.

During the session you will discover how to:

1. Make sure you are dealing with the person at the client end who is not as focussed on price
2. Understand the type of relationships your firm needs to build which negate a focus on price
3. Identify the value that prospective clients are looking for
4. Get a meeting with the right person about the right subject (no capability statements required)

Hopefully by the end of the session you will walk away with a few new ideas to implement immediately in your own firm to help win more non-price driven work.

12:30pm LUNCH

PLENARY 7

BREAKOUT 6

1:15pm **Ethical Leadership**

Professor Robert Wood | *Director Centre for Ethical Leadership UNSW, Fellow AGSM, UNSW*

Many a leader has had to confront unethical behavior on their watch and had to ponder the question of “why did they do it?” Too often the answer locates blame fully with the staff member at the centre of the unethical actions, while ignoring other factors that might bring the role of the leader into consideration. Culture, systems and processes and how they contribute to ethical action are the responsibility of the leader. Culture norms and morally hazardous systems, particularly incentive systems, significantly increase the risk of unethical action. Many leaders of high personal integrity fail the test of systemic integrity. They confuse having a set of strong personal values with ethical leadership and lack the ethical frameworks for converting values into ethical action. Strategies for increasing ethical behavior, based on a recent study of the finance industry will be discussed.

Tech Tools of the Trade

Kathryn Koch | *Marketing Director, The Business of Trust*

We’ve all heard of Survey Monkey, Wordle and Teamwork but what about Slack, Todoist and ClickFunnels? Join Kathryn Koch at this session as she showcases the latest online tools that will help you personally, and as a team, to get more organised and generate more leads for your firm.

PLENARY 8

BREAKOUT 7

2:05pm

Building a Bid: Winning Sydney Light Rail Case Study

Nicholas Wall | *Director Development, Australia, New Zealand and South East Asia, ACCIONA Infrastructure Australia*

Public infrastructure projects internationally are becoming larger and more complex. Generally, the larger and more complex projects are privately funded and delivered through special purpose vehicles. The bidding process on these projects involves millions of dollars of bid money at risk. The preparation involved in winning these large scale tenders begins well before the documents arrive, pulling together careful and strategic planning mixed with the right people and some luck. ACCIONA, since moving into the Australian market, has participated in six complex PPP projects and has been successful in five including Sydney Light Rail, Toowoomba Second Range Crossing, East West Link and Mundaring Water Treatment Plant.

Nick will draw on his experience from the successful bid for Sydney light Rail to explore the elements to a winning bid, from pre-positioning, building client intelligence, navigating relationships, developing win strategies/messaging, building teams and more.

Storytelling, Soul Searching and Selling the Dream - Thought Leadership in a Services Marketplace

Lisa Nixon | *Director, BBS Communications Group*

There was a day when 'Death by PowerPoint' was the worst scenario facing business audiences. Today, however there is a new danger... Suffocation by Storytelling!

As businesses have awoken to the power of storytelling, customers are now faced with a tsunami of content, not all of which is useful, helpful or sometimes, even remotely relevant.

In this session, former journalist now corporate communications advisor, Lisa Nixon will present the case for passionate and focused storytelling as a brand building tool. She will explore how professional services can embrace storytelling as a means to achieve differentiation, market leadership and enduring customer engagement.

2:50pm AFTERNOON TEA

PLENARY 9

3:05pm **The Journey from Positioning to Purchase**Moderator: Keith Dugdale | *The Business of Trust*Panelists: Matt Lovegrove | *Asia-Pacific Business Development Leader - People Advisory Services, EY*Lauren Scott | *Head of Clients and Markets Resources, Corrs Chambers Westgarth*Claudia Teal | *Director Workforce Enablement, Services and Wealth, Westpac*

Regardless of your views on the procurement process and involvement in professional services sales, the profession is here to stay and is playing an increasingly pivotal role in the sales and purchase process. Hear from an expert panel comprising an in-house procurement specialist, marketing director and head of sales as to the journey of pre-positioning for sale of services, the creation of awareness and influence, the procurement process and then ultimately the decision.

PLENARY 10

3:55pm **Unlocking Business Value through Transforming Customer Experience**Jessica Hamilton | *Marketing Executive, Global Business Solutions - Australia and New Zealand, IBM*

Lessons learned from more than 15 years' experience leveraging customer experience to build brands, engage audiences, influence behaviour, promote loyalty and create advocates

A look to the future with examples of how brands are harnessing the potential of cognitive technology to re-define customer experience.

4:45pm DAY 2 WRAP-UP AND CLOSE

5:00pm CLOSING DRINKS
Lobby, Swissotel

CONFERENCE SPEAKERS



Tim Harcourt
*JW Nevile Fellow
in Economics*
**UNSW Business
School**

Tim Harcourt, *The Airport Economist*, is the J.W. Nevile Fellow in Economics at the Australian School of Business at the University of New South Wales (UNSW). Tim was also, the first chief economist of the Australian Trade Commission (Austrade), for over a decade.

Tim is an active commentator in the Australian and international media on economic and trade issues and appears regularly on TV and radio shows including ABC Breakfast, ABC Weekend Breakfast, ABC Lateline, The Business, The World, on Sky News, Sky Business News, Sunrise, Kochie's Business Builders, Bloomberg, CCTV, BBC and CNBC Asia.

Tim is the author of six books on the international economy. His best known book *The Airport Economist* is a business bestseller and has been translated into several languages around Asia.



Nick Wailes
*Professor,
Associate
Dean Digital &
Innovation*
**UNSW Business
School**

Professor Nick Wailes, Associate Dean (Digital & Innovation), is responsible for leading the digital transformation of the UNSW Australia Business School, he is also Director AGSM Online. Nick will expand the work he is already doing in the digital space to enhance the student learning experience across the Business School through new technologies.

Prior to Nick's appointment as Associate Dean (Digital & Innovation) he was Director of the MBT and AGSM Online; he also has extensive experience gained while Director of the MBA program at the University of Sydney.

His research has focused on technology and organisational change. He has also conducted research in international and comparative human resource management and strategic management.



Paul Dobson
*Risk Advisory,
Sustainability
Services*
Deloitte

Paul is the National Lead Partner in the Deloitte Sustainability team with over 15 years of assurance and advisory experience.

Paul has extensive experience working with complex sectors including energy, mining, manufacturing and property with a particular focus on carbon, energy and sustainability services.



Shailesh Tyagi
*Risk Advisory,
Sustainability
Services*
Deloitte

Shailesh is a Partner and the National Lead for the Energy and Resources sector in the Deloitte Sustainability team.

He has more than 15 years of experience in a wide range of sustainability services with a particular focus on climate change, energy and environmental compliance services in energy, oil and gas and mining sectors.



Amanda Gome
*Head of Notable
Media, former
head of Digital
and Social*
ANZ

As a CEO, senior executive, entrepreneur, publisher and business journalist, Amanda has been at the forefront of Australian media and communications for more than 25 years; leading change through disruptive digital and social technologies.

The former business journalist left Fairfax in 2005 and with angel investment started one of Australia's first digital media businesses SmartCompany and Start Up Smart. She was CEO of Private Media, the owner of Crikey. And was former publisher of BRW and SmartInvestor.

After two years as ANZ's Head of Social and Digital Media, she started Notable Media to help CEOs, executives and entrepreneurs negotiate the new digital landscape. She trains them to be social leaders, visible, influential, comfortably engaging in social media and helps take their companies social, working with governance and risk, sales teams and marketing to ensure the business is capturing new opportunities.

Amanda is also adjunct professor at RMIT University and a graduate of the Institute of Company Directors.



Ryan Bonnici
**HubSpot Asia
Pacific and Japan**

Ryan Bonnici is the Marketing Director at HubSpot Asia Pacific & Japan. He's an experienced digital marketing leader having held similar roles at Salesforce, ExactTarget, Microsoft and Qantas Airways. For more frequent updates, follow him on Twitter: @ryanbonnici



Rupert Bryce
*Organisational
Psychologist*
**Performance
Strategies**

Rupert Bryce is the Managing Director of Leadership and Coaching firm Performance Strategies with extensive experience as a coaching and performance Psychologist in workplaces. He is currently working with CEOs and senior executives of companies and throughout his career as a coach has worked with over half of the ASX Top 50. Rupert is also Chairman of Human Ventures, an innovative social enterprise that delivers capacity building programs to bring change to ingrained social and community issues.

Rupert has significant practical experience to help clients overcome stumbling blocks and self-limiting behaviours in the workplace. Rupert is able to draw on evidence based psychological tools such as solution focused coaching to build thinking skills, insight and self awareness in his clients.



Katie Bennett-Stenton
*National
 Marketing Lead
 for Energy and
 Resources*
Deloitte Australia

Katie is the National Marketing Lead for Energy and Resources at Deloitte Australia with 20 years' marketing and business development experience across professional services. This is complimented by the business she set up, ran and ultimately sold selling gourmet baby food.

As Energy and Resources Marketing Leader, Katie creates and drives marketing strategies aligned to the business strategy and priorities. Katie owns and develops marketing and business development plans to ensure full execution whilst leading a team across a diverse portfolio incorporating ASX200 and Fortune 500.



Juli Anderson
*Principal Creative
 - Australia, New
 Zealand & Global
 Cities*
AECOM

Juli has worn many hats in her life...as a creative, a director, a designer, an event manager, a social media ambassador, a project manager, a developer, a producer and an editor to name a few.

She has a background in marketing, communications and design.

For the past ten years Juli has worked to build AECOM's brand by developing, planning and executing bold creative content and brand campaigns.

Juli understands that like a good hat, a brand has the potential to make an impact. However, in order to make the most impact it needs to look sharp, and more importantly, it needs to communicate a remarkable story.

Juli's creativity combined with strategy means she takes a holistic approach bringing exploratory thinking and a skillset in diverse marketing channels and a focus on ROI to every brand project.

These days she is most often drawn to brand experience projects with a focus on collaborative design to create positive change. She is interested in cutting-edge technology and innovative digital platforms to deliver engaging brand activations that provide unique experiences to connect people, fill spaces and bring brands to life whilst meeting business needs.



Dan Lavis
*BD Director,
 Asia Pacific*
ObjectiveManager

Dan Lavis is the Asia Pacific Business Development Director for ObjectiveManager, an innovative software company dedicated exclusively to the professional services sector that helps professional service firms and their people collaborate better and change the way they work in order to improve performance and stay focused on the implementation of strategy, key client programs and industry and practice group plans.

Launched in the UK four years ago, ObjectiveManager is dynamic SaaS company that now works with almost 50 firms around the world including Dentons, Norton Rose Fulbright, RSM, Bird & Bird, Pinsent Masons and Shearman & Sterling. In response to increasing demand outside of the UK, ObjectiveManager recently expanded globally by opening offices in Sydney and Los Angeles. Dan is responsible for ObjectiveManager's growth in the Asia Pacific region.

With over 15 years' experience in senior marketing roles in law firms, accounting firms and management consulting firms, Dan has evolved his career path to combine his lifelong passion for innovation and technology (aka 'inner geek') with his skills and industry knowledge to help firms use technology to transform and innovate not only their business processes and procedures, but also the everyday behaviours of partners and people.



Colin Jasper
**Jasper
Consulting**

Colin has over 20 years' experience in business-to-business services markets. He has spent a decade in senior business planning and strategic marketing roles for some of Australia's largest business-to-business service organisations. Colin has also worked as a strategy consultant at a leading professional services consulting firm, progressing to the role of Managing Principal.

Colin has consulted to some of Australia's largest and most respected service organisations in industries as diverse as accounting, education, engineering, food services, healthcare, hospitality, legal, professional associations and transport.

Colin was Program Director of the Australian Graduate School of Management's (AGSM) Business-to-business pricing program and has lead numerous public and in-house pricing programs.



Libby Maynard
*Head of Pricing
and Legal Project
Management*
Clayton Utz

Libby is an accomplished executive manager and consulting partner with over 25 years in professional service firms. She has been the General Manager of business development and marketing at a major Australasian law firm, practised as a lawyer and advised numerous professional services firms on strategic business management and business development during her time as a management consultant.

Both in-house and as a consultant, Libby has helped many clients win and retain business and win significant competitive bids to corporates and government. She has also trained and coached at all levels in legal, engineering, accounting, patent attorney and consulting firms and in financial services to enhance skills in managing major opportunities, have conversations to win business, and to price and manage projects in a way that both delivers and captures value.

Libby is an experienced non executive director and has sat on a variety of non-profit boards. In 2011 Libby was awarded a Fulbright Scholarship to visit the USA to research the evaluation of non-profit organisational performance.



Anna Wilson
Consultant
**Frontier
Economics**

Anna is an economist who specialises in network regulatory issues. She currently heads up the transport practice and during her time at Frontier she has worked for companies, regulators and policy makers across retail, water and transport industries. Anna has significant experience in assessing and developing structural regulatory reforms and access pricing regimes to enable private sector participation. She has also applied economics to help solve a variety of policy and behavioural questions such as how to improve the way infrastructure is funded or how best to encourage people to use public transport.

Anna has worked at Frontier in both Australia and Europe. This gives her clients easy access to international experience and enables the insights and lessons learned from other sectors to inform her clients' strategies.

When not at work, Anna loves to spend time at the beach with her family, mostly waiting for a wave.



Nick Busietta
*Managing
Director*
Liminal 360

Nick is a major projects IT lawyer, psychology graduate and co-founder of Liminal 360. He is obsessed with the idea that combining human psychology with the power of virtual reality is a natural progression for the human mind.

Nick applies seven years of commercial legal experience and an academic background in cognitive psychology to deliver profound, immersive and deeply human experiences to Liminal 360 customers.



Stewart
Rasmussen
*Head of Client
Services, APAC*
HighQ

Stewart has worked in the legal IT space since 2009, across both the UK and Australia. He has most recently joined HighQ to assist the growing APAC client community to implement innovative client facing services.

With a degree in computer science, Stewart is able to work with both traditional and also modern web-based technologies and is able to communicate across all facets of the client, from strategy to delivery.



James Dellow
*Consultant and
Researcher*
**Chief Technology
Solutions**

James is a human-centred designer – applying user-centred design, visual thinking and corporate ethnographic techniques to his work – and a technology strategist (although he’s always worked with the business, not in the IT department). He gets involved end-to-end in projects – from user research to solution architecture and helping people to get the most out of the technology available to them.

James enjoys working with a diverse range of clients and different industries, but remains passionate about social innovation using technology. These days he also gets involved in projects creating strategies for digital workplaces and activity-based working.

Never afraid to get his hands dirty, he can occasionally be found coding and prototyping too. James has particular experience with collaboration solutions, like Atlassian Confluence and Jive Software.



Tim Griffin
*International
Marketing
and Business
Development*
**Seyfarth Shaw
Australia**

Tim has strategic business development and marketing experience gained in both corporate and professional service environments. He demonstrates success in the development of profitable long-term key client relationships and business partnerships.

His specialties include defining strategic direction and target markets, value propositions and key client programs, profile building and pursuit, negotiation and closing of large accounts including tenders.



Katie Miller
*Innovation
Counsel*
**Victorian
Government
Solicitor’s Office**

Katie supports lawyers delivering legal services through the legal aid system, with an emphasis on quality, fairness and innovation in services.

Katie is the Immediate Past President of the Law Institute of Victoria. As President, she was the sixth woman, second youngest person and first government lawyer to hold the role since 1859. Katie championed the cause of change within the legal profession and encouraged lawyers to adapt to change and digital disruption through innovation and greater use of technology. Her advocacy culminated in the report *Disruption, Innovation and Change: The Future of the Legal Profession*. She was also the public face of the LIV, with regular media appearances.

Katie is an LIV Accredited Specialist in Administrative Law and chair the LIV Accredited Specialisation Board. She is an Executive Member of the Victorian Chapter of the Australian Institute of Administrative Law, a Graduate of the Australian Institute of Company Directors and an avid Western Bulldogs member.



Keith Dugdale
The Business of Trust

Keith is a successful author, business coach and international speaker on client relationships and building trust in business. He is the co-author of the best-selling *Smarter Selling: How to grow sales by building trusted relationships* published by Financial Times Prentice Hall, which has now been translated into five languages including Chinese and Russian. He is the co-developer of the ENGAGE training program which has been delivered to more than 10,000 people worldwide, directly resulting in hundreds of millions of dollars in sales.

For more than 30 years, Keith's career focus has been on relationships between people in business, primarily in a sales environment. This has led him to a career with positions varying from head of training and development for PwC China to a business development and sales coach in Australia. Having learned the consulting ropes whilst at PwC, Keith set up his own consulting business in 2004 running sales training and coaching, and now works closely with professional services and business-to-business organisations all over the world, helping them to improve the trust they have in their relationships both internally and externally.

Keith is currently working on his second book. When he's not helping people learn how to build trust, he can be found brewing his own beer or skiing in Whistler.



Professor Robert Wood
Director UNSW,
Centre for Ethical Leadership UNSW

Professor Wood is the Director of the Centre for Ethical Leadership (CEL), Professor at the Australian Graduate School of Management and Honorary Professor at the Florey Institute of Neuroscience and Mental Health. Professor Wood has designed, developed and delivered programs for senior managers and provided advice in many Australian and overseas corporations.

He conducts research into problem solving and learning, unconscious bias, cognitive functions, leadership and diversity. Working with the CEL, he provides expertise on workplace flexibility, adaptive leadership, ethical decision making, gender equality, unconscious bias and diversity and inclusion. Professor Wood is a Fellow of the Australian Graduation School of Management.



Kathryn Koch
Marketing Director
The Business of Trust

Kathryn is a senior services marketer, specialising in client relationships and experience, and sales coaching and development. Kathryn has extensive experience working across Australia and New Zealand, and is passionate about helping companies differentiate themselves in the market through client partnerships, trust and outstanding client service.

Kathryn is also the Founding Director of The Goodnight Society, an organic and sweatshop free sleepwear company, which launched in 2014, not to mention a lover of handy tech tools.



Nicholas Wall
*Director
Development,
Australia, New
Zealand and
South East Asia*

ACCIONA
Infrastructure
Australia

Nicholas is a highly experienced construction executive. He has multidisciplinary experience working on both the delivery and development of significant infrastructure projects around the world.

As a Director of ACCIONA Infrastructure, Nicholas is currently leading all new business opportunities for the infrastructure business in Asia Pacific. As the regional lead on all new business for ACCIONA Infrastructure, Nicholas operates on the Joint Venture Board on all new major projects. This includes the Sydney light Rail PPP (Australia), Toowoomba Second Range Crossing PPP (Australia), Puhoi to Warkworth PPP (NZ) and upcoming metro projects in Sydney, Melbourne, Singapore and the Philippines.



Lisa Nixon
Director
BBS
Communications
Group

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.



Matt Lovegrove
*Asia-Pacific
Business
Development
Leader - People
Advisory Services*
EY

Matt is an experienced, senior Business Development and Bid executive with over 20 years' experience within the Information, Communications and Technology (ICT) and Professional Services industries, both in Australia, as well as Europe and Asia.

Matt's current role, as the Asia-Pacific Business Development Leader for EY's People Advisory Services practice, sees him working with amazing clients to develop and deploy their talent, in all its forms, to build a better working world. He enables business success through people - from talent acquisition, to talent deployment (including global mobility), to talent retention through reward and compensation planning, through HR performance improvement.

Matt is passionate that selling, sales management, bidding and client management is a profession and a science (as opposed to a 'black art') and should be treated as such.

Most importantly, Matt is a father of two young boys, and husband to Penelope.



Lauren Scott
*Head of Clients
and Markets
Resources*
**Corrs Chambers
Westgarth**

Lauren is the Head of Clients & Markets Resources at Corrs Chambers Westgarth, Australia's leading independent law firm. In this role, Lauren leads the team who enhance, implement and champion the tools, techniques and infrastructure required to support a high performing business development function. To achieve this, Lauren draws upon almost 15 years' experience in the professional services sector, working within global law firms in both Australia and the UK.

Lauren has led the global pitch functions at Allen & Overy and Clifford Chance, and upon returning to Sydney, the Australian pitch team at DLA Piper. Lauren is also an experienced client development manager and a strategic communications manager. Over the course of her career, Lauren has developed a passion for best practice, a solid background of coaching and influencing senior stakeholders, and an appreciation of the sometimes competing dynamics between the art of client persuasion and the harsh reality of the purchasing process.



Claudia Teal
*Director
Workforce
Enablement,
Services and
Wealth*
Westpac

A procurement leader with over 20 years experience delivering commercial solutions and managing operational transformation across a broad range of industries – including finance and banking, education, airlines, NFP, government and retail – in national, regional and global roles.

Currently Director, Workforce Enablement, Services and Wealth at Westpac Group, Claudia manages a commercial portfolio which services clients in the HR, Talent Acquisition, Professional Services and BT organisation.



Jessica Hamilton
*Marketing
Executive,
Global Business
Solutions -
Australia and
New Zealand*
IBM

In a marketing career spanning more than 15 years, Jess has helped businesses across technology, professional services, tourism, property and infrastructure generate profitable, sustainable growth through designing and delivering creative and impactful brand interactions and outcome driven marketing campaigns focused on the customer experience.

SPONSORS AND EXHIBITORS



McLoughlinBall

McLoughlinBall

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.



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.



HighQ

HighQ provides innovative enterprise collaboration and content management solutions to the world's leading law firms, financial services companies, governments and corporations.

The company's blue chip client base includes over 40% of the global top 100 law firms and some of the largest global financial institutions. HighQ Publisher is a client engagement and content marketing platform designed to enable organisations to transform their institutional knowledge and expertise into engaging personalised experiences for their audiences.



ObjectiveManager

ObjectiveManager is an innovative software company dedicated to the professional services sector that was founded in England in 2012. We use goal-setting software to help professional services firms clearly define business strategies and client, practice group and sector plans and make them visible and actionable – for everyone, every day.

Our sector expertise helped us build software that simplifies the way individual and business goals are managed. By improving transparency and accountability, firms connect talent, strategy and business development behind a common purpose. Which means our software helps turn growth from a boardroom objective into an everyday habit.

ObjectiveManager is a subsidiary of Fulbright Limited.



AGSM @ UNSW Business School

AGSM (The Australian Graduate School of Management) is the part of UNSW Business School in Sydney that offers global top tier general management, executive and leadership development programs.

AGSM's top-tier MBA degrees and Executive Education Short Courses are delivered across Australia and online. AGSM's personally transforming full-time and part time MBA programs are consistently ranked in the top 100 globally.

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.



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.



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.



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.



Precinct

UNLOCKING INSIGHT. INSPIRING CHANGE. UNLEASHING ACTION.

At Precinct we build brands and ignite engagement by unlocking insight, inspiring change and unleashing action.

Our expertise and craft sits across Strategy, Creative, Branding, Design, Campaigns, Communication, Content, Digital, Live Experiences and Investor Relations.

For over 45 years from offices in Melbourne and Sydney, we've partnered with clients both locally and internationally, creating amazing work to engage, influence and inspire a those at the heart of their success: their employees, partners, investors and communities.

We have a proven track record in strategic brand development and identity design, having created, refreshed and realigned many brands.

We apply original thinking, underpinned by a rigorous process. But we're not precious about it. The journey is fully inclusive. We pride ourselves on building strong collaborative partnerships with our clients and are known for being as passionate about your goals, as you are.

We start by getting to know everything about you: your business, your personality, your values, your current brand and then look at the landscape you operate in. From here we develop and design comprehensive brands and systems that are as useful and relevant as they are meaningful.

<http://www.precinct.com.au>

Folk

Folk

Folk is an independently owned, Australian, brand identity and experience design consultancy, specialising in business and government. Our research, strategy and ideas help organisations connect with their audiences more powerfully - improving how our clients are perceived by their internal and external audiences through the brand image they project, the clarity of their communication and the digital experiences they deliver.

We work with Australian and International clients in professional services, banking and financial services, infrastructure, utilities, mining, health and IT, along with NSW and Australian Government agencies.

Folk is a group of 30 creative professionals operating from our converted chocolate factory in Sydney's inner west. Our team includes strategic thinkers, user experience specialists, designers, developers, producers and account services. Founded in 1996, Folk has been recognised in both Australian and International creative awards.

www.thefolk.com



BBS Communications Group

BBS Communications Group is an award winning independent consultancy operating across Australia since 1989.

Our growth over the past 28 years has coincided with the evolution of high level communications practices across the country. While a Brisbane-based company, we have a national and international reach supported by goal-orientated innovation and exceptional client service.

BBS' team of expert communicators is augmented by specialists in stakeholder engagement, business to business marketing, organisational change management, risk management and digital communications.

In the area of stakeholder engagement, BBS is the only consultancy where every member of staff holds an international qualification certified by the International Association of Public Participation (IAP2). Members of our team also have specialist qualifications in change communications, facilitation and digital communications.

Chairman and Chief Executive, Jane Edwards AM established BBS and is today supported by Directors Lisa Nixon and Matthew Hart. Together this team has fostered the creative and professional culture which underpins the business today.

BBS works across five practice areas: Corporate Communications, Community Engagement, Investor Relations, Media Relations and Digital Media.



Liminal 360

Liminal 360 is a virtual reality company based in Melbourne that develops bespoke virtual reality applications and experiences for enterprise clients.

Liminal 360's development team consists of award winning artists, animators and software developers, with pedigrees from some of the most prestigious 3D graphics firms in the world, including Pixar and Animal Logic.

The team specialises in developing immersive, interactive and captivating experiences for all virtual reality platforms, including Google VR, Gear VR, HTC Vive and the Oculus Rift. Liminal's capabilities include simulation, software development, animation, UX and sound design, 3D rendering and data analytics.

Liminal also has a consultancy arm as well as a team of neuroscientists who are developing psychological products in virtual reality.



Essential Solutions Lifestyle Concierge

Essential Solutions Lifestyle Concierge (ES Lifestyle) is a business that was developed after many requests from time poor clients to help them with the day-to-day business and personal life tasks they simply didn't have time to do. We set about developing a concierge service that would offer both our business and private members the solution to this issue in a tight package able to be tailored to each business or individual's needs.

ES Lifestyle offers virtual concierge and administrative assistant services, lifestyle experiences and support. From styling your home to all that is required when moving house, planning a trip and domestic services for your day to day life. These are some of the services provided to discerning individuals and corporate companies all around the world. Through our extensive range of membership services, we allow you to prioritise your diary and outsource your 'to-do' list to our Lifestyle Managers.

We unlock opportunities and unique experiences by promptly fulfilling requests with a passion for delivering an exceptionally high standard of service. Our strong industry connections and vast network of suppliers allows us to plan any aspect of their busy life. From restaurant reservations, entertainment, theatre and sporting event bookings and of-the-minute ticketed events, our strength is to organise anything that you lack the time to do.

We aim to enrich individuals, businesses and corporations to enhance both personal and professional environments with the support and services of a professional lifestyle manager on call.

We take the time to get to know our members, providing a service that is the very best in lifestyle management and will make their life easier by offering personalised services tailored to their lifestyle, needs and pertaining to their tastes.



Maritime Museum

The Australian National Maritime Museum is Australia's national centre for maritime collections, exhibitions, research and archaeology. As Sydney's most visible national cultural institution, we are committed to connecting audiences right across Australia in both urban and regional areas.

From our base, the museum presents a changing program of **stimulating exhibitions and events** to share Australia's maritime history and connect the stories, objects, people and places that are part of our country's narrative. We welcome over 520,000 visitors annually including families and interstate and international tourists. Over 10,000 members support the museum and regularly interact with special events and activities designed to connect our audiences in meaningful and thought-provoking ways.

The museum has one of the largest floating historical vessel collections in the world, featuring the renowned replica of **Captain Cook's HMB Endeavour**, the former **Navy destroyer HMAS Vampire**, the former Navy patrol boat **HMAS Advance** and former Navy submarine **HMAS Onslow**. Docked at our wharves, visitors can climb aboard to explore life at sea.

Our **permanent and temporary exhibitions** and our **National Maritime Collection** explore and represent Australia's close links to the sea covering Indigenous Australian's deep connection to ocean, early exploration, immigration, commerce, defence, adventure, sport, play and identity. From fascinating artefacts, thought-provoking exhibitions and fun activities for kids (and big kids), the museum gives local and international visitors a chance to connect to Australia's maritime past and present in an innovative way.

BOARD MEMBERS



Alex Grell
President

Alex has been involved with APSMA for almost four years serving on both the Hong Kong Committee and the Board of Directors. He was elected Association President in October 2015. As President, Alex chairs a Board of Directors dedicated to the provision of a professional development and engagement network for sales, marketing and communications practitioners working for the leading professional services firms in Asia Pacific.

Alex is the Asia Pacific Pursuits Leader for EY based in Hong Kong and has been with EY for nearly six years. He has over 18 years of 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.



Fraser
McNaughton
Vice President

Fraser 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.



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 over a decade.

With over 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.



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 2 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 with 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, he is a self-confessed bad surfer and enjoys attending the odd music gig.



Lucia Halliburton
Director

Lucia is an experienced professional services marketer whose skills in sales, marketing and client management and strong stomach 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 Lucia is responsible for driving a business development culture and innovation in a public sector legal office of approximately 130 lawyers in a competitive legal market.

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.

Lucia continues to develop her knowledge of the sector through active involvement in the professional services marketing community and spent seven years as active member of the APSMA Melbourne committee.



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 programmes and pitch/tender strategy and support to professional services firms. She has over 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.



Dr Kerry Hudson
Director

A fellow of the Australian Marketing Institute, Kerry has almost 40 years' experience as a senior manager, marketing professional and consultant in the corporate, government and education sectors. Among the senior positions she has held are International Marketing Manager for the CCH Group of Companies; Marketing Director of Computer Law Services; Director, Education Services at the College of Law; Chief Executive Officer of UNSW Global, and Dean and CEO of UWS College. She has also held several Board directorships both within Australia and the Asia Pacific region.

Within the education sector she has been a senior executive with the former NSW Ministry of Education; Deputy Director of Public Affairs at the University of New South Wales; and Director of Innovation and Consulting at UWS. Kerry has also taught and undertaken consultancy work in the areas of marketing, market research, consumer behaviour, organisational development, quality assurance and strategic planning.

Kerry currently manages a consulting business specialising in business development, governance and quality assurance; particularly in an international environment.

On a personal note, she is married to an archaeologist who specialises in the medieval Buddhist period in South East Asia, has two daughters, one granddaughter and would like to have some more grandchildren in the near future. Her interests include surfing, South-East Asian art and a decent red.



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 over 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.



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.



Sunil Patel
Director

As the National Business Development Manager, Russell McVeagh in New Zealand Sunil is responsible for progressing firm-wide business development initiatives and advises on key areas of strategic importance relating to the operation and management of growth to the firm. He became a member of the firm's senior management team in 2009, after joining the firm in 2005.

Prior to working in the professional services sector, Sunil held positions in both New Zealand and the UK, including a national role with a financial services company and Sky Television.

Outside of work his passions include fine wine, travel, skiing and when time allows, cycling.



Penelope Thomas
Director

Penny has been involved in APSMA for over three years, starting as a Committee Member in the Victorian Chapter, before moving to Singapore and joining the committee there. Penny then led the Singapore Chapter as the Singapore Chair for over 18 months, bringing the chapter from the post start-up phase to one of APSMA's most successful new chapters, before joining the APSMA Board of Directors in 2016.

Penny has over 10 years' experience in business development, client engagement, marketing and communications in the professional services sector and has worked for large professional services firms in Australia and Singapore.

Currently based in Singapore, Penny is the Head of Business Development, Asia at Ashurst, a leading international law firm. At Ashurst, Penny is responsible for driving the business development and client engagement strategy for Ashurst's regional offering, across 6 offices in Asia.

Outside of Ashurst and APSMA, Penny is a keen traveller and loves good food, yoga and the occasional triathlon.

APSMA TV

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.

Videos can be viewed across all devices and tracked through detailed reporting capability enabling us to measure the success and reach of our content.





AP SMA Australia & New Zealand Conference
27-28 October 2016
Swissotel, Sydney

#APSMASWITCH
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www.apsma.com.au/2016ANZConference