



Icon

NEXT STEP PROGRAM 2017
VICTORIA



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If you have any queries regarding the **Next Step** program, including payment, session times or locations, please contact **ICON HQ**

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WELCOME TO THE 2017 NEXT STEP PROGRAM

The Next Step program is specifically designed to help develop the next wave of marketing and business development talent in our industry. Real insights, case studies and specific skills development are core to the program, with content created and delivered by senior practitioners from across the professions.

At just \$600 for ICON members (\$800 for non-members), we encourage people to enrol in the entire series of five sessions to extract the maximum benefit. Of course individual workshop or seminar attendance is also possible. **This year for the first time, full program registrants will also be enrolled in our mentoring program for no extra cost.**

ICON is dedicated to the personal and professional development of sales, marketing and business development teams through the exposure to market-leading practices and people.

We hope you enjoy this year's Victoria Next Step program and benefit from the program as you take your career to the next level.

SESSION 1 WEDNESDAY 21 JUNE 2017

8.00am – 9:30am | Minter Ellison,
Level 23, Rialto Towers 525 Collins Street

CONQUERING CRUCIAL CONVERSATIONS

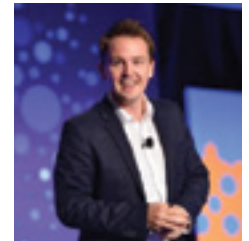
It is rare to find someone who is comfortable with and skilled at having difficult conversations. Those that master this elusive skill though, are able to perform when the stakes are highest and can transform precarious situations into opportunities for building stronger relationships and better outcomes. In this session, we unpack the neuroscience and psychology of crucial conversations and translate these insights into practical advice for planning and leading the conversations that matter most.

By the end of the session you will:

- unpack a five step neuroscience model that can help us plan conversations without triggering a defensive response in others
- learn how to use the 'Three Stories Technique' for beginning a difficult conversation with confidence and sensitivity
- walk out with extra confidence and commitment to have the conversations that matter most.

OUR SPEAKER

Shaun Kenny Consultant at People of Influence



Shaun Kenny is co-founder of People of Influence. He is one of Asia Pacific's most in-demand speakers, trainers and conference facilitators having delivered close to 1,000 sessions to over 100,000 people in the last 7 years.

Shaun is an authority on harnessing the power of influence. An economist by training, he translates the latest insights of behavioural economics and neuroeconomics into practical tools that professionals can use for immediate impact.

He holds a Bachelor of Economics and a Masters of International Business, both from Sydney University. Outside of work, Shaun is a husband to his wonderful high school sweetheart, a father to a beautiful baby boy and a gorgeous girl and a keen (yet vertically challenged) basketball player.

Click [here](#) to view Shaun's LinkedIn profile

SESSION 2 WEDNESDAY 12 JULY 2017

8.00am – 9:30am | Minter Ellison,
Level 23, Rialto Towers 525 Collins Street

BUILDING YOUR CAREER PATH: THE GOOD, THE BAD AND THE UGLY PANEL DISCUSSION

A career in professional services business development, marketing, communications and sales can be both exciting and challenging. However, it's not always smooth sailing.

In this session, we get the low down on the good, the bad and the ugly of what it's truly like to work in the professional services environment from three senior professionals who will share experiences and insights from their careers and equip you with advice and practical tips to help you navigate through your career.

Join us at this session, where our panel will share experiences and insights from their careers working in Australia and overseas and equip you with advice and practical tips to help you navigate through this early stage of your career.

You are sure to benefit from this session where senior professionals, who thrive in the industry, will tell you what they had wished they had known from the outset of their careers. There will be an opportunity to ask questions, so come prepared.

OUR SPEAKERS

Amber Burgess
Senior Client Growth Manager
at Minter Ellison

Click [here](#) to view Amber's
Linkedin profile



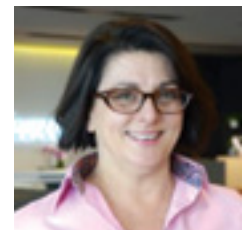
Mike Chambers
Executive Manager,
Legal and Commercial Counsel
at NAB

Click [here](#) to view Mike's
Linkedin profile



Danielle Bond
Marketing & Communications
Leader at Aurecon

Click [here](#) to view Danielle's
Linkedin profile



SESSION 3 WEDNESDAY 9 AUGUST 2017

8.00am – 9:30am | Minter Ellison,
Level 23, Rialto Towers 525 Collins Street

LIFE WITHOUT A CAPABILITY STATEMENT

Firms invest thousands of dollars of time preparing capability statements and pitches to convince new or existing clients to choose them for a piece of work. How does this investment of time and money stack up in terms of return on investment? Often it does not. Firms that are most successful at pitching often have built relationships with clients or prospective clients way before the opportunity to pitch lands on their desk. They also leverage strong relationships with existing clients to effectively grow their share of wallet rather than pursue new client relationships.

In this session, Marlo Osborne-Smith will share strategies and techniques on how to position your stakeholders and create deep relationships with clients that will hopefully bypass the need for a capability statement or pitch and enable you to build deep and wide ranging relationships across in-house client teams

OUR SPEAKER

Marlo Osborne-Smith
Head of Clients at APAC Herbert
Smith Freehills



Marlo Osborne-Smith is the Head of Clients, APAC for Herbert Smith Freehills. In this role, Marlo leads the HSF Australian CRM team in supporting the firm's most significant clients through coaching, account management and enhancing the client experience. She sits on the firm's Clients & Sectors leadership team and also has responsibility for managing two major client accounts.

Marlo has worked in the legal industry for nearly two decades having kicked off her career as an Articled Clerk at Arthur Robinson & Hedderwicks, now Allens. During her career, Marlo has been fortunate enough to work for several top tier law firms including Freshfields and spent six years living and working in Asia.

In her 'spare' time, Marlo enjoys spending time with her family, including kids Chloe and Sam. She is also fond of food, wine and exercise – not necessarily a great combination!

Click [here](#) to view Marlo's LinkedIn profile

SESSION 4 WEDNESDAY 13 SEPTEMBER 2017

8.00am – 9:30am | Minter Ellison,
Level 23, Rialto Towers 525 Collins Street

HOW TO FORM A STRATEGIC MINDSET, STARTING AT YOUR DESK

If you believe that strategic thinking is only for senior executives, think again. These days it can, and must, happen at every level of an organisation. It's one of those unwritten parts of all job descriptions and it all starts by changing your mindset.

So what specific steps can you take to form a strategic mindset and be more strategic in your current role? In this session Gary Smythe and Lucia Halliburton will focus on what the key abilities are that will assist you in demonstrating your strategic prowess, and how you can develop them.

OUR SPEAKERS

Gary Smythe
Industry Marketing Director
at Deloitte

Click [here](#) to view Gary's
Linkedin profile



Lucia Halliburton
Business Development Manager -
Professional Services at Victorian
Government Solicitor's Office

Click [here](#) to view Lucia's
Linkedin profile



SESSION 5 TUESDAY 10 OCTOBER 2017

8.00am – 9:30am | Minter Ellison,
Level 23, Rialto Towers 525 Collins Street

GETTING SH*T DONE: PROJECT MANAGEMENT AND ACHIEVING A GOOD BRIEF

Business development and marketing teams often have to juggle multiple tasks and keep everyone happy at the same time. Project management is an art and a skill that can make it easier to deliver results and manage time and expectations more effectively.

During this session Michael West, Project Services Manager, will talk about a simple way to scope a project, establish a plan, and identify risks at the outset in a manner that will allow you to deliver better results. This session will be interactive, and will help you to familiarise yourself with project terminology and techniques that you can use in a project or just to manage large tasks. These tasks or projects could include managing a key event, managing a major marketing campaign, setting up a key client program or redesigning a website.

OUR SPEAKER

Michael West
Project Services Manager at
Level Crossing Removal Project,
Technical Advisory Services



Michael is an experienced project manager and mechanical engineer with over ten years' experience in the infrastructure, mining, oil and gas and construction industries. He has worked on projects from concept through to construction and from both consultancy and client-side. Michael is currently a member of the Joint Venture Leadership Team of the Level Crossing Removal Program Technical Advisory Project.

Click [here](#) to view Michael's LinkedIn profile

MENTORING

The ICON mentoring program is designed to provide a platform through which industry mentors can provide professional advice and support to aspiring professional services marketers.

The program encourages mentees to:

- Identify goals and create strategies to achieve these goals
- Receive advice and networking opportunities
- Confront and discuss existing challenges
- Identify their next challenge

Mentors will benefit from:

- Developing their own leadership skills while helping others to develop theirs
- Learning from mentees' innovative ideas and concepts
- Developing creative solutions to challenges presented by the mentee
- Helping to shape the careers of marketers within professional services
- Giving back to the professional services sector which they have been part of for many years

There are both immediate and long term benefits for mentees:

- Strategies and tools for achieving career aspirations
- A stronger sense of professional self
- Increased self esteem and confidence
- Improvement in existing skills and development of new skills
- An insight into leadership and management roles
- Increased networking opportunities

PROGRAM TIMING AND STRUCTURE

The program will run from July – December 2017 with one scheduled meeting each month (for a total of six meetings) or more if mutually agreed between the mentor and mentee. The suggested length of each meeting is one hour, and can be arranged at a time and date suitable for the mentor and mentee. We suggest catching up at a café over coffee. Additional communication may include phone or email interaction, depending on what is agreed upon by both parties.

NEXT STEP PROGRAM

How to enrol

Joining Next Step is easy – visit the ICON website where you can access our secure online registration and payment facility.

We will confirm your registration by email and send you a reminder one week prior to each session.

www.iconapac.com/current-events

PRICING

The Next Step program is competitively priced with the entire series of five sessions offered at the price of:

\$600 member full program (including mentoring)

\$800 non-member full program

Individual sessions can also be purchased for:

\$130 member individual session
(price offers incentive to book full program)

\$160 non-member individual session



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