



Asia-Pacific Professional Services Marketing Association

## Next Step Program 2016 VICTORIA

The 2016 Next Step Program  
is proudly sponsored by



Next Step Program 2016  
**VICTORIA**



If you have any queries regarding the [Next Step](#) program, including payment, session times or locations, please contact [APSMA HQ](#)

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# From the President



## Alex Grell

Welcome to the 2016 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 \$450 for APSMA members (\$750 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.

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

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

Kind regards

Alex

A handwritten signature in black ink, appearing to read "Alex Grell".

## Next Step Program 2016 VICTORIA

# Session 1 Wednesday 11 May 2016

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

## What you wish you had known – panel session

We're kicking off our 2016 Next Step program with a panel discussion featuring four of Melbourne's finest professional services marketing, business development and communications experts.

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.

We hope you can join us!

## Our speakers



**Lisa Hayes**

Marketing and BD Manager at Arnold Bloch Leibler and former APSMA committee co-chair

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



**Peita Elkhorne**

Director at Xcelerate Consulting Pty Ltd

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



**Chris Blakeley**

Client Relationship Manager at Herbert Smith Freehills

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



**Dale Bryce**

Director Customer Strategy & Market Development at Entura and former APSMA President

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

## Next Step Program 2016

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## Session 2 Tuesday 7 June 2016

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

# Tendering 103: Winning work

There is no silver bullet for winning business, but there is best practice.

At this session, we will remind you of the skills that are essential for proposal development. Representatives from our partner, Association for Proposal Management Professionals (APMP) will advance your understanding of creating:

- Client focused masterpieces
- Persuasive executive summaries
- Key messages and win strategies - and how to implement these into your bid response.

## Our speakers



**Matt Lovegrove**

Asia-Pacific Business Development Leader - People Advisory Services at EY

Matt has over 19 years experience within the ICT and Professional Services industries, both in Australia, as well as across Europe and Asia. His current roles are the Asia Pacific Business Development Leader for EY's Human Capital practice and Chair of APMP.

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



**Natalie Murray**

Associate Director, Global Transactional Services at Westpac

For almost six years Natalie has been a bid manager at Westpac Institutional Bank, working with 100 or so sales professionals across Asia-Pacific to develop compelling responses to tenders, as well as proposals, large and small, for some of the largest corporate and government customers in our region.

Passionate about promoting the bid profession, Natalie has been closely involved with the APMP Australia and New Zealand Chapter since 2010. She has served on the committee since 2013, and led the conference organising committee for our Chapter's successful first conference held in Melbourne in March 2016.

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

APMP knows tenders. They are the global authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations.

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# Session 3 Tuesday 12 July 2016

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

## Business writing

Effective business writing skills are a key competency for any professional. This session will provide you with practical tools and techniques to advance your writing skills and maximise your efficiency in producing documents. We will touch on:

- Knowing your audience and purpose
- Structuring correspondence for action
- Common business communications: emails, letters, memos and reports
- Clear writing for effective expression
- Editing

## Our speakers



**Anna Cramer**

Marketing &  
Communications Manager  
at GHD

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



**Sharne Thomas**

Major Bids & Pursuits  
at GHD

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

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## Session 4 Tuesday 9 August 2016

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

# All about the dollar\$: financial and business acumen

Being unfamiliar with business and financial terminology can be challenging. The fourth instalment of our next step program will teach you the basics of business and finance fundamentals in the context of the professional services environment, including interpreting business and financial documents, utilisation, discounts and write-offs.

This knowledge will be invaluable in your career and allow you to positively affect the profitability of your firm.

## Our speaker



**Cherry Birch**

Director and Founder at  
Financial Training Australia

Cherry Birch has 25 years international experience in the financial services sector and in consulting. Cherry started her career as a Chartered Accountant and now runs a company called Financial Training Australia where she works with her clients to train non-financial professionals with her break through “hands on” financial training to give staff a clear understanding of business finance and fundamentals.

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

## Next Step Program 2016 VICTORIA

## Session 5 Wednesday 14 September 2016

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

# Building your professional network

Learning how to network effectively is a critical component of your professional success. For most, networking doesn't come naturally and can seem overwhelming but those who excel in building meaningful relationships will hold a competitive advantage.

In our final Next Step Session for the year, Guy Britt will share core principles to help you feel more confident and enthusiastic, explore and leverage your existing network and importantly, extend your network and build meaningful professional relationships.

## Our speaker



**Guy Britt**

Head of Communications at Asia-Pacific at Ashurst

Guy has over 12 years' experience in corporate communication and stakeholder engagement.

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

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# Next Step program

## How to enrol

Joining Next Step is easy - visit the APSMA 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.apsma.com.au/current-events](http://www.apsma.com.au/current-events)

## Pricing

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

**\$450.00 for APSMA members**

**\$750.00 for Non-members**

Individual sessions can also be purchased for:

**\$110.00 for APSMA members**

**\$160.00 for Non-members**

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