

# ICON MELBOURNE FORUM 2017



## PRESIDENT'S WELCOME



**On behalf of the ICON Board, I would like to welcome you to the ICON Melbourne Forum 2017.**

As trusted advisors within your organisations, stakeholders look to you for insight into many things – on clients, emerging opportunities, sales strategies, social media, disruption, innovation, and business development.

With this in mind we have put together a forum program designed to help you help your organisation to achieve success.

We are so pleased to have experts from within our own industry, generous enough to share their insights into how we can excel in the ever changing professional services environment.

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.

Alex Grell  
President  
ICON

## THURSDAY 15 JUNE 2017

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**FORUM VENUE**

Herbert Smith Freehills  
Level 42, 101 Collins Street  
Melbourne

**COCKTAIL PARTY VENUE**

Mon Bijou  
187 Flinders Lane  
Melbourne

10:30am **REGISTRATION**

10:55am **WELCOME**

11:10am **PLENARY 1 MAKING PROFESSIONAL SERVICES FIRMS RELEVANT IN THE AGE OF AI**

**Dr Bob Murray** Fortinberry Murray

Many professional service firms are rushing into irrelevance. They seem to have the idea that they must either rush into technology or die. But this is a false assumption.

In this session Dr Bob Murray will show you a different way to remain relevant and to leverage what the successful professional service firms do best. Dr Bob will guide you through the latest research in HumanScience™ and show you how to get clients and teams invested in the relationship with you and your firm. He will also show you how to use powerful influence and persuasion tools linked to the neurogenetic reward system.

The session will be highly interactive, very practical and, as always with Dr Bob, great fun.

12:00pm **PLENARY 2 THE PRICING PANEL**

**Colin Jasper** Jasper Consulting, **Libby Maynard** Clayton Utz,  
**Anna Wilson** 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 forum attendees on the day.

12:45pm **LUNCH**

1:35pm **PLENARY 3 SUPERCHARGE YOUR MARKETING WITH STORIES**

**Mark Schenk** Anecdote International

Storytelling is a lot more than just marketing hype. It's a powerful tool that can really help our marketing and sales efforts deliver exceptional business results. This interactive presentation will show why stories work and how they can be used mindfully and deliberately as part of our communication toolkit.

2:25pm

**BREAKOUT 1  
APPLYING DESIGN THINKING TO  
ACCELERATE INNOVATION AT  
YOUR ORGANISATION**

**Shay Namdarian** Collective Campus

One of the most common reasons that corporate innovation projects fail is due to building services or products that nobody wants. Design Thinking takes a human-centred approach to create innovative products and solutions that your customers actually want. This session will provide an overview of the key stages of design thinking while exploring the common challenges encountered when embedding design thinking in organisations, as well as the strategies to overcome them.

**BREAKOUT 2  
CRISIS AND REPUTATION  
MANAGEMENT**

**Darren Behar** SenateSHJ

This session will focus on the latest research into crisis and reputation management, including the latest results from SenateSHJ's own reputation research of Executive and Board views around Australia.

We will consider a model for staying ahead of the game – and being crisis ready. And we will explore why trust matters as a solid starting point for protecting reputations.

We will also assess the particular challenges of preparing for and managing a crisis as this relates to both traditional and social media.

3:10pm

**AFTERNOON TEA**

3:35pm

**PLENARY 4 CREATING A CULTURE OF INNOVATION**

**Kris Larsen** KPMG

Fostering innovation is at the top of many corporate agendas today as companies strive to take advantage of new technologies, differentiate themselves from their competitors and find new sources of growth.

Core to this is the desire to establish a more innovative culture that embraces new thinking, focus on the customer, willingness to take risks and provide ways to enable those within the organisation who are so inclined.

In this talk, Kris will explore what we mean by a culture of innovation, some of the common challenges faced in professional services, and how KPMG is responding.

4:25pm

**PLENARY 5 COMPETING IN AN AGE OF DISRUPTION**

**Tim Griffin** Seyfarth Shaw

Many of us recognise the need for change and have the desire to become a catalyst for it within our own business, but where does it start? By adopting the right mindset, you can become a catalyst for creativity and a pathway for growth. In this session Tim Griffin will share his experience, insights and practical tips on how you can challenge the status quo and have impact through embracing a disruptive mindset to find new and better ways to do things.

5:00pm

**PLENARY 6 CLIENT PANEL**

**Marlo Osborne-Smith** Herbert Smith Freehills, **Roslyn Moloney** ANZ, **Virginia Porter** National Australia Bank, **Peter de Zwart** Newcrest Mining

Head of Client APAC at Herbert Smith Freehills, Marlo Osborne-Smith 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 experiences, the big issues their industries are facing and reveal what they expect from service providers now and of the future.

5:45pm

**WRAP UP AND CLOSE**

6:00pm

**COCKTAIL FUNCTION**

Please join the ICON team and share a drink to conclude the 2017 forum.

# FORUM PLANNING GROUP



FLEUR CAMERON



KATE FISHER



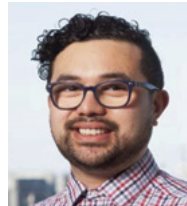
MICHELLE PRIOR



CAITLIN CHAMBERS



SARAH RISTROM



RICHARD TUREI

We would also like to acknowledge the invaluable assistance given to the group by ICON President Alex Grell and Vice President Fraser McNaughton.

## FORUM SUPPORTERS

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



Follow them on Twitter, tweet them some love and remember our forum hashtag.

**#ICONMELB**

