



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER

AUSTRALIAN MARKETING INSTITUTE

# ANNUAL CONFERENCE & AWARDS FOR MARKETING EXCELLENCE

13-14 OCTOBER 2010 · SOFITEL MELBOURNE



**MARKETING**  
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AUSTRALIAN MARKETING INSTITUTE  
**ANNUAL CONFERENCE**  
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#### Australian Marketing Institute

The Australian Marketing Institute is the country's peak organisation for marketing professionals, representing practitioners nationally across all marketing functions and industries.

Since its establishment in 1933, the Australian Marketing Institute has evolved to meet the changing needs of marketers. Through its unified voice the Australian Marketing Institute has established strong links with business, academia and government to become the voice of the marketing profession.

The Australian Marketing Institute's leadership role in advancing the marketing profession has resulted in the Certified Practising Marketer (CPM) accreditation as a practising benchmark; the establishment of a Code of Professional Conduct; and the move toward defined practicing standards for marketers.

For more information about Australian Marketing Institute professional, corporate or student membership, or the CPM Program contact:

Australian Marketing Institute  
Membership Services  
GPO Box 5295  
Sydney NSW 2001  
Tel: 1300 737 445  
Fax: 1300 131 468  
Email: [membership@ami.org.au](mailto:membership@ami.org.au)  
Website: [www.ami.org.au](http://www.ami.org.au)



## Welcome to the 2010 Annual Conference



Consider the recent past: economic downturn, cashflow in decline.

### We need to reduce costs. Marketing? Why not!

This dialogue is sometimes heard in C-suites when times get tough. But as we have seen over the past two years, and as demonstrated by research, enterprises that have held the line with marketing investment emerge stronger and more competitive. **Marketing Strikes Back**, the Australian Marketing Institute 2010 conference, will help make that case by showcasing superior marketing and its role in value creation.

For 2010, our major annual conference will be a one-day intensive event, with top marketers from Australia and overseas, followed by an outstanding masterclass. Making the conference a one-day event is a recognition of the time pressures in today's business world, but it will be a day packed with interest and information.

From the UK, **Ray Poynter** has been at the interface between insight, technology and innovation for the last thirty years. Ray will be sharing his insights into the forces shaping marketing today and how you can stay at the cutting edge of marketing practice. Acclaimed social and business forecaster **Charlie Nelson** will track developments in the broader social and business environment to help you identify opportunities and threats for marketers.

**Marketing Strikes Back** - an event not to be missed.

I hope to see you there.

**Roger James** *FAMI CPM*  
Chairman, Australian Marketing Institute

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AWARDS FOR  
 MARKETING  
 EXCELLENCE

**Awards for Marketing Excellence**

The annual Australian Marketing Institute Awards for Marketing Excellence are presented to organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. The program rewards outstanding examples of marketing programs within a wide range of budgets and industries in accordance with best practice criteria in each of the following categories:

- Brand extension; Brand revitalisation;
- Consumer insight; Corporate social responsibility; Education; Experiential and brand experiences; Green marketing; Incentive marketing;
- Internal marketing; Loyalty programs;
- Marketing communications (B2B); Marketing communications (B2C);
- Multimedia and interactive;
- New brand; New product/service launch; Relationship marketing;
- Social marketing; Sponsorship.

Full category descriptions are at [www.ami.org.au/awards](http://www.ami.org.au/awards)

The winner of the prestigious 2010 Australian Marketing Institute Marketing Program of the Year is selected from the national category winners. This award is made to the entry judged as the most outstanding marketing program across all categories. This is the highest accolade in marketing within Australia and provides outstanding profile and exposure to the achievements of the winning organisation.

The 2010 Awards will be presented at a Gala Dinner on 13 October at the Sofitel Melbourne. Entry to the Awards Dinner is included in the conference registration. Additional tickets are available for the Awards Dinner at \$160 each or table of ten for \$1300.

Wednesday 13 October 2010

8.00 am	Registration
8.30 am	<b>Roger James</b> <i>FAMI CPM</i> , Chairman, Australian Marketing Institute <a href="#">Opening Address from the Conference Chair</a>
	Keynote Presentations
8.45 am	<b>Ray Poynter</b> , Managing Director, The Future Place, UK <a href="#">Monsters from the Id? – Keeping Up with the Unchained Voices of 2 Billion Networked Consumers</a>
9.30 am	<b>Charlie Nelson</b> , Social Forecaster and Managing Director, Forseechange <a href="#">Consumer Spending: Forecasting Patterns and Optimising Advertising</a>
10.15 am	Morning Tea Morning Breakout Sessions
Room 1	Stream A: B2B - Business to Business
10.50 am	<b>David Redhill</b> , Partner and Chief Marketing Officer, Deloitte Australia <a href="#">Learning from the Market in Triple Time: Deloitte's Unique Approach to B2B Selling</a>
11.30 am	<b>Keith Bishop</b> , General Manager, Marketing Strategy and Secretary of IP Steering Committee, OneSteel <a href="#">B2B Branding and IP Value Management</a>
Room 2	Stream B: B2C - Business to Consumer
10.50 am	<b>Ed Falconer</b> , National Manager, Customer Loyalty and Engagement, Myer <a href="#">Why Loyalty Program? The Myer One Program</a>
11.30 am	<b>Darren Ryan</b> , General Manager Consumer Marketing, Canon Australia <a href="#">The Integral Role for Marketing in Sustained Strategic Business Outcomes</a>
12.15 pm	Lunch Afternoon Sessions
1.30 pm	<b>Robert Rath</b> , Chief Executive Officer, Sensis China <a href="#">Marketing's Great Wall of China</a>
2.10 pm	<b>Melanie McMillan</b> , Principal, The Brand Business <a href="#">Building and Protecting Brand and Reputation to Drive Business Performance</a>
2.50 pm	<b>Madeleine Fitzpatrick</b> , Vice President and Director of Marketing, McDonalds Australia <a href="#">Brand Trust</a>
3.30 pm	Afternoon Tea Afternoon Plenary Sessions
4.00 pm	<b>Mark Lollback</b> , Group General Manager Marketing, ANZ <a href="#">Risk Leadership – Playing it Safe is Risky</a>
4.40 pm	<b>Donald Holdsworth</b> , Managing Director, Matchpower Australia <a href="#">Mobilising Brand Advocates</a>
5.25 pm	Close of Day 1
5.30 pm	Networking Drinks in the Exhibition Space (1hr)
7.00 pm	Pre-Dinner Drinks in the Exhibition Space
7.30 pm	Australian Marketing Institute <a href="#">Awards for Marketing Excellence Gala Presentation Dinner</a> Grand Ballroom, Sofitel Melbourne



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Conference Venue  
and Accommodation

**Sofitel Melbourne**

The Sofitel Melbourne is at the Paris end of Collins Street, in the heart of the city's premier shopping, dining and theatre precinct.

This award winning hotel has 363 luxuriously appointed rooms, featuring floor to ceiling windows with breathtaking city views and is convenient to the cricket ground and tennis centre.

Guests can enjoy both fine dining in Cafe La and the relaxed atmosphere of Sofis Piano Bar or The Atrium on level 35.

**Sofitel Melbourne**

25 Collins Street  
Melbourne VIC 3000  
Tel: 03 9653 0000

Email: [H1902-res@accor.com](mailto:H1902-res@accor.com)  
Website: [www.sofitel.com](http://www.sofitel.com)

Special accommodation room rates have been negotiated with the Sofitel Melbourne:

Room only: \$295 per night

Room with breakfast: \$325 per night

Reservations should be made directly to the venue. Please quote "Australian Marketing Institute Conference".



Thursday 14 October 2010

10.00 am	Registration
10.25 am	Introduction by Colmar Brunton
10.30 am	<b>Masterclass</b> <a href="#">Using Social Media to Engage and Consult with Customers</a> Presented by: <b>Ray Poynter</b> , Managing Director, The Future Place, UK
	This masterclass will give participants a practical insight into how a variety of organisations are using social media to engage and consult their customers. The masterclass is being led by Ray Poynter, author of the recently published <i>Handbook of Online and Social Media Research</i> , whose dialogues on his blog, LinkedIn, Facebook and Twitter are widely followed around the globe. Ray will start the class with an overview of how brands are finding conversations, listening to them, and then joining them - using examples from around the world and from Australia.
	The day will then hear from presenters who are doing this day-by-day, in Australia, showing how connections, communities, and social media can be put to work for brands and organisations. Because this is a masterclass, there will be plenty of time for discussions and to learn from fellow attendees.
11.20 am	Discussion and Q&A Guest Presentations
11.30 am	<b>Iggy Pintado</b> , Director of Marketing, Sustainability and Innovation, UXC Connect <a href="#">The Connected Marketer</a>
12.00 pm	<b>Brett Clulow</b> , Manager, Group Creative Marketing, Virgin Blue <b>Steve Cierpicki</b> , Sector Head - Services, Colmar Brunton <a href="#">Drawing insight from 2.0 and Traditional Research Approaches: How Virgin Blue do it</a>
12.30 pm	Lunch
1.30 pm	<b>Denise Ulbrick</b> , Research Strategy and Policy, Tourism Victoria <b>Carolyn Taig</b> , Research Director, Colmar Brunton <a href="#">Tourism Victoria's Online Community</a>
2.00 pm	<b>Prashant Hari</b> , Technical Services Innovation Specialist, Colmar Brunton <a href="#">Global Social Media Trends</a>
2.30 pm	Discussion
3.00 pm	Afternoon Tea and Networking

The Australian Marketing Institute is pleased to acknowledge the support of Colmar Brunton in hosting this masterclass





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## Conference Presenters



**Keith Bishop**, General Manager, Marketing Strategy and Secretary of IP Steering Committee, OneSteel

Keith is currently responsible for One Steel's strategic marketing, sustainability, marketing capability/ talent development, corporate branding and intellectual property.



**Ed Falconer**, National Manager, Customer Loyalty and Engagement, Myer

The MyerOne program has over 3.6mil members. As a data and insight rich business - Ed's focus is to ensure Myer delivers value to customers by understanding and responding to their needs.



**Donald Holdsworth**, Managing Director, Matchpower Australia

Don is an expert marketing line manager, consultant and advisor, business development coach and an organisational, brand, market and product development strategist.



**Madeleine Fitzpatrick**, Vice President and Director of Marketing, McDonalds Australia

At McDonald's, Madeleine has responsibilities for setting the direction of sustained business growth, producing best in class marketing campaigns, and leading the Australian marketing team.



**Mark Lollback**, Group General Manager Marketing, ANZ

Mark's extensive career in marketing across many global organisations has seen him relaunch and improve product quality of new brands, and successfully execute promotional strategies.



**Melanie McMillan**, Principal, The Brand Business

Melanie has 20+ years experience in brand, communication and marketing, strategy development and implementation for major public and private sector organisations in Australia and abroad.



**Charlie Nelson**, Social Forecaster and Managing Director, Forseechange

Charlie has worked in market research and forecasting for over 35 years. His accurate services are achieved with advanced modelling techniques and a deep understanding of consumer behaviour.



**Ray Poynter**, Managing Director, The Future Place, UK

For the last 30 years Ray has been at the interface between insight, technology, and innovation. His widely respected blog ([thefutureplace.typepad.com](http://thefutureplace.typepad.com)) explores marketing and societal issues.



**Robert Rath**, Chief Executive Officer, Sensis China

Based in Beijing, Robert manages Sensis' partnerships with China's largest real-estate and home furnishing and improvement websites and was previously General Manager of Sensis Interactive.



**David Redhill**, Partner and Chief Marketing Officer, Deloitte Australia

David has worked in branding, marketing, and journalism and has been published in local and international journals. David is also currently a member of Deloitte's global brand council.



**Darren Ryan**, General Manager Consumer Marketing, Canon Australia

Darren has a strong understanding of supplier and retail relationships. He is currently actively involved with key retailers in helping to build value into the categories for Canon and their retail partners.

## Masterclass Presenters

**Ray Poynter**, Managing Director, The Future Place, UK

Together with

**Steve Cierpicki**, Sector Head - Services, Colmar Brunton

**Brett Clulow**, Manager - Creative Marketing, Virgin Blue

**Prashant Hari**, Technical Services Innovation Specialist, Colmar Brunton

**Iggy Pintado**, Director of Marketing, Sustainability and Innovation, UXC Connect

**Carolyn Taig**, Research Director, Colmar Brunton

**Denise Ulbrick**, Manager, Research Strategy and Policy, Tourism Victoria

For additional details regarding conference and masterclass presenters visit the conference website at [www.ami.org.au/2010annual](http://www.ami.org.au/2010annual)



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**Your Details**

Please use a separate form for each delegate. This form may be photocopied.

TITLE FIRST NAME \_\_\_\_\_

LAST NAME \_\_\_\_\_

ORGANISATION \_\_\_\_\_

POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY STATE POSTCODE \_\_\_\_\_

TEL \_\_\_\_\_

MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

**Choose Your Registration**

The CPM rate is for AMI Members who have qualified for and attained Certified Practising Marketer [CPM] Status.

2010 ANNUAL CONFERENCE AND AWARDS FOR MARKETING EXCELLENCE	AMI CPM	AMI MEMBER	NON MEMBER
EARLY 1 DAY * CONFERENCE + MASTERCLASS	[ ] \$895	[ ] \$995	[ ] \$1295
1 DAY * CONFERENCE + MASTERCLASS	[ ] \$995	[ ] \$1095	[ ] \$1395
EARLY 1 DAY * CONFERENCE	[ ] \$695	[ ] \$795	[ ] \$1095
1 DAY * CONFERENCE	[ ] \$795	[ ] \$895	[ ] \$1195
MASTERCLASS ONLY	[ ] \$450	[ ] \$550	[ ] \$650

\*AN AWARDS DINNER TICKET IS INCLUDED IN YOUR REGISTRATION (DOES NOT APPLY FOR 'MASTERCLASS ONLY' REGISTRATIONS). PLEASE CONFIRM YOUR AWARDS DINNER TICKET BY TICKING THIS BOX [ ] AND ADVISE ANY SPECIAL DIETARY REQUIREMENTS:

ADDITIONAL AWARDS DINNER TICKETS  
 AWARDS DINNER: INDIVIDUAL [ ] x \$160 EACH TABLE OF TEN [ ] x \$1300  
 PLEASE INCLUDE A LIST OF NAMES AND ADVISE ANY SPECIAL DIETARY REQUIREMENTS

EARLY REGISTRATION EXPIRY DATE: 15 SEPTEMBER 2010

**Payment Details**

PAYMENT AMOUNT [ \$ ] \_\_\_\_\_

[ ] PLEASE INVOICE MY COMPANY \_\_\_\_\_

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[ ] CREDIT CARD [ ] AMEX [ ] VISA [ ] DINERS [ ] MASTERCARD \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRY DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**How to Register**

Tel: 1300 737 445

Email: events@ami.org.au

Online: www.ami.org.au  
 (Individual registrations only)

or complete the registration form

Fax: 1300 131 468

Mail: 2010 Annual Conference  
 Australian Marketing Institute  
 GPO Box 5295 Sydney NSW 2001

Australian Marketing Institute ABN 30 000 026 586  
 All prices inclusive of GST. This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Please ensure you have provided your email address details. Registrations without payment will not be processed. Delegates must sign the form to validate the registration. Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund, less a \$164 (including GST) service charge, will be made for cancellations in writing (email or fax) up to two (2) weeks prior to the event.

**ONSITE REGISTRATIONS**

Name badges and proceedings can be collected from the registration desk from 8.30 am on each day of the event.

**INSURANCE**

Registration fees do not include personal, travel or medical insurance of any kind. Attendees are advised when registering for the conference and booking travel that a travel insurance policy be taken out to cover loss, cancellation, medical cover, etc for any reason. The Event Managers do not take any responsibility for any attendees failing to insure.

**PRIVACY CLAUSE**

Please note that details of conference delegates may be made available to sponsors and exhibitors at this event for marketing purposes. If you do not wish this to happen, please indicate: [ ] I do not wish to have my details made available to sponsors/exhibitors at this event.

This event may be photographed and filmed for the promotional purposes of the Australian Marketing Institute. The images may be used in publications and websites that are accessible by the general public. If you have any questions please contact the events team at the Australian Marketing Institute via email events@ami.org.au

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AUSTRALIAN MARKETING INSTITUTE CERTIFIED PRACTISING MARKETER PROGRAM

CONFERENCE: 8 hours  
 MASTERCLASS: 5 hours  
 FULL ATTENDANCE at the one day conference and masterclass is a total 13 hours Professional Development

