

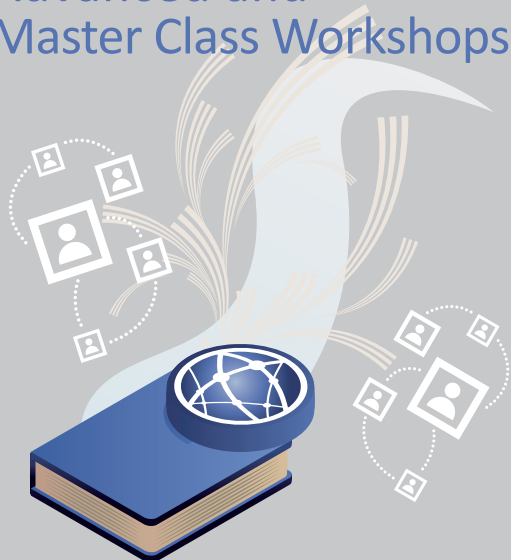
# Advanced and Master Class Workshops



Book three participants and your fourth participant attends free of charge!



# Advanced and Master Class Workshops



## 2010 Advanced and Master Class Workshops

The 2010 Advanced and Master Class Workshops program from the Australian Marketing Institute has been specifically designed for the following participants:

- Middle to senior marketers and management to broaden or refresh their knowledge base
- Professionals who work in related business areas who need to extend their understanding of marketing

The Advanced and Master Class workshops are designed to deliver relevant, impactful and challenging sessions that reflect the changing local and global workplace. Every workshop is delivered by senior industry practitioners with both domestic and international consulting experience who can meet the requirements of participants with engaging, interactive and current materials.

Each workshop qualifies for a maximum of eight (8) hours structured professional development for each day of attendance, under the Professional Maintenance Program (PMP) of the Certified Practising Marketer (CPM) Program.

### Workshop Locations

Brisbane - Cliftons Brisbane - 288 Edward Street, Brisbane QLD 4000 - Tel: 07 3231 0999

Melbourne - Cliftons Melbourne - Level 1, 440 Collins Street, Melbourne VIC 3000 - Tel: 03 9993 9999

Sydney - Cliftons Sydney - Level 8, 190 George Street, Sydney NSW 2000 - Tel: 02 9250 0999

### About the Australian Marketing Institute

The Australian Marketing Institute (AMI) is the membership body for professional marketers. Its key objectives are to provide representation and professional development for marketers and to advance the practice of marketing as a critical value-adding activity.

The Australian Marketing Institute, as the voice of the marketing profession, has established strong links with business, academia and government.

Membership of the Australian Marketing Institute offers you the opportunity to further your professional development through attendance at targeted training seminars and access to the latest developments in the profession.

### National Workshop Attendance

To ensure that the 2010 workshop program is accessible to members nationally, a 50% discount rate is available for Australian Marketing Institute members who wish to attend a workshop not scheduled within their home state based on the 2010 scheduled workshop calendar. This reduced rate is in recognition of the additional travel and accommodation costs if a preferred scheduled workshop is only offered in another state.

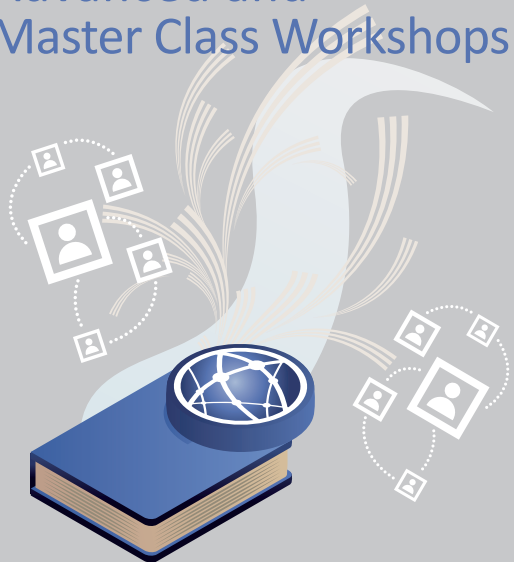
### Customised Workshops

The Australian Marketing Institute also offers a customised workshop program. Working with industry experienced facilitators; a tailored workshop can be developed to suit an organisations key learning requirements. The outcome is a learning experience that integrates the overall business culture and delivers results in line with the organisations plans.

For more information about the Australian Marketing Institute, National Workshop Attendance or Customised Workshops visit the Australian Marketing Institute website at [www.ami.org.au](http://www.ami.org.au) or email [events@ami.org.au](mailto:events@ami.org.au)



# Advanced and Master Class Workshops



## 2010 Advanced and Master Class Workshops Overview

The new 2010 Advanced and Master Class Workshops program introduces a range of topics designed to meet the changing requirements of senior marketing and management professionals. These workshops provide an opportunity for continuing professional development and career advancement.

### Workshop Format

Participants are involved in interactive workshops with a diverse group of attendees who will be guided through the topic area by the facilitator. There will be considerable interaction, opportunity for networking and sharing of workplace experiences. Participant involvement and feedback is encouraged and at the end of the final session an evaluation is completed and a certificate of completion is awarded.

### Workshop Notes

You will receive a comprehensive set of notes on the relevant topic.

### How to Register

Tel: 1300 737 445  
Email: [events@ami.org.au](mailto:events@ami.org.au)  
Complete the Registration Form at the back of this brochure  
and Fax: 1300 131 468  
or Post: Australian Marketing Institute  
GPO Box 5295 Sydney NSW 2001  
Individuals may register online at [www.ami.org.au](http://www.ami.org.au)

### Advanced Workshops



**Consumer Trends** | page 4

This workshop will examine some of the rapidly changing consumer trends and help participants identify marketing strategies to take advantage of these changes in customer behaviour.



**Finance for Marketers** | page 5

Participants will be provided with a key insight into, and understanding of, the financial skills needed to better manage marketing activities. It will focus on how marketers can develop and present persuasive cases, based on sound financial analysis, to support marketing activities.



**Innovation and Marketing** | page 6

This highly interactive workshop is for anyone who wants to learn more about turning ideas into successful innovations, by looking at the sources of ideas that become successful innovation and also the processes used to turn ideas into commercial successes.



**Market Research for Marketers** | page 7

This practical workshop is designed to re-visit the application of research techniques in marketing planning and evaluation. It will assist in decision-making on research options and in the valid interpretation of research results.



**Measuring Marketing Performance** | page 8

This workshop aims to extend participants' skills and knowledge in measuring and managing marketing performance and will address the measurement of marketing, with particular reference to the research that underpins marketing metrics.

### Master Class Workshops



**Brand Management** | page 9

Participants will be equipped with the core knowledge and skills necessary to successfully and profitably manage a brand. After attending the workshop, participants will be able to successfully define, measure, position, revitalise and track their brand.



**Driving Marketing Strategy** | page 10

The aim of this intensive master class workshop is to extend participants' skills and knowledge in the latest techniques to develop and deliver growth oriented marketing strategies.



**Product Positioning** | page 11

This Master Class workshop will help you position your product, service or company in the market for maximum results. Learn how to develop, articulate and drive a successful positioning strategy.

**Book three participants and your fourth  
participant attends free of charge!**

# Advanced and Master Class Workshops



## Consumer Trends

### Advanced Workshop

Facilitator: Colin McLeod

This workshop will provide participants with a better understanding of some of the emerging trends in consumer behaviour. While many of the topic areas will be familiar to participants, they all represent areas where successes have been few and where many organisations have not yet been able to take advantage of these new trends.

By looking at the trends in more detail and understanding some of the underlying dynamics that create and evolve these trends, participants will be better placed to identify and respond to changes in consumer markets.

The workshop will be interactive and “hands on” with participants provided with the opportunity to share their experiences with each of these key trends, and the key learning’s from their own experience.



### Advanced Workshop Outline

#### The Impact of the Global Financial Crisis

- Short term versus long term impact on consumer behaviour
- Everyone wants to provide their customers with value - but what does this mean in the new economy?
- Some things have changed forever - how should marketers respond?
- What opportunities for marketers have emerged as a result of the GFC?

#### Generations and Brands

- Boomers, X, Y and now Z - what are the differences?
- Different generations - why they see the world differently and its importance for marketers
- Cross generational differences in assessing brands

#### The Influence of Social Media

- The role of social media in consumer decision making
- How social media influences perceptions of brands
- Who is managing brands successfully online?
- How do we measure the success online?
- Why some advertising is worth a lot more (and a lot less) online

#### Sustainability

- We know it is important, but how important is sustainability to customers?
- Why customers will and won’t pay more for sustainable products
- What are the emerging trends in sustainability?
- What do your customers and potential customers want you to do?

### Who should attend this workshop

Senior marketing and communication professionals or group brand, product or marketing managers who need to have an understanding of the emerging trends related to consumer behaviour.

Participants may work in advertising or media agencies but are looking at obtaining an insight into these emerging trends in behaviour.



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 8 hours  
professional development



### Consumer Trends 2010 Workshop Dates

Sydney: 23 June  
Melbourne: 25 August  
Brisbane: 17 November

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.

# Advanced and Master Class Workshops



## Finance for Marketers

### Advanced Workshop

Facilitator: Paul Whitelaw

This one day interactive workshop will provide participants with a key insight into, and understanding of, the financial skills needed to better manage marketing activities. In particular, it will focus on how marketers can develop and present persuasive cases, based on sound financial analysis, to support marketing activities.

There will be a particular emphasis on the key financial decision making tools such as ROI, NPV and DCF and how marketing activities affect these. The workshop will comprise a lecture, discussion sessions, and computer based simulations. Participants will be required to bring their own laptops (notebooks).

All participants will receive an excel spreadsheet that contains a series of pro forma models and budgets that link the marketing mix to the key financial measures. During the workshop participants will use these spreadsheets to explore and test these relationships.



### Advanced Workshop Outline

#### Accounting is the Language of Business, but Finance sets the Conversation

- The role of budgets, forecasts and financial analysis
- Understanding the language and logic used in financial decision making

#### You can't Manage what you don't Measure. What are the Key Finance Measures, how do they work and what do they tell us?

- Why we use financial measures?
- What do financial measures measure?
- How are financial measures calculated?
- How to manipulate financial measures?

#### All Marketing Decisions Drive the Bottom Line and the Key Financial Measures

The links between:

- strategic marketing decisions
- operational marketing decisions
- revenues and expenses
- financial performance

#### Developing "Isometric" Models and Budgets

How to build an excel spreadsheet that incorporates:

- strategic marketing decisions
- operational marketing decisions
- revenues and expenses
- financial performance measures

#### Using Financial Measures to Assess the Marketing Mix

- Interactive, computer based session exploring how the financial performance of the firm is affected by variations in the marketing mix

#### Using Financial Measures to Assess Marketing Campaigns

- Interactive, computer based session exploring how a marketing campaign can be evaluated in terms of the financial performance of the firm

#### Using Financial Measures to Assess Brand Health

- Interactive, computer based session exploring how the health of a brand can be assessed using financial measures

### Who should attend this workshop

Senior Marketers and CMO's who need to justify marketing budgets and expenditures to Senior Managers, especially Finance Managers. Importantly, the workshop will be particularly helpful for Marketing or Brand Managers who want to understand the decision making processes that drive financial, rather than marketing decisions.

**Please bring your laptop computer to this workshop.**



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professional development



### Finance for Marketers 2010 Workshop Dates

Melbourne: 7 June  
Sydney: 27 October

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.



# Advanced and Master Class Workshops



## Innovation and Marketing

### Advanced Workshop

Facilitator: Colin McLeod

This highly interactive workshop is for participants who want to learn more about turning ideas into successful innovations, by looking at the sources of ideas that become successful innovations and also the processes used to turn ideas into commercial successes.

Marketers are continually faced with the need to both respond to innovations such as new forms of media, as well as find ways to turn their own ideas into successful innovations. However, most marketers and organisations struggle with innovation. Participants in this workshop will get a better understanding of the opportunities for innovation and a better understanding of ways to address the challenges that inevitably follow from wanting to do new things.

The workshop will be interactive and use a variety of lecture materials, group discussions, video material and case studies to produce a lively discussion and debate around a challenging but critical topic for all marketers.

### Advanced Workshop Outline

#### Why is Innovation Difficult?

- Is the innovation story really that bad? What is the record on innovation
- Successes and failures - what can we learn?
- What types of innovation succeed most / fail most?

#### Sources of Innovation

- How can organisations quickly identify new ideas that have the potential to be successful innovations?
- How do we assess innovation opportunities?
- What does an “innovative organisation” look like?

#### Innovation as a Process

- How do good ideas get turned into successful innovations?
- How should good ideas get evaluated?
- What stops good ideas from becoming successful innovations?
- How should we deal with barriers to innovation success?

#### Innovation Today

- Have we left any good ideas “on the table?”
- Are we overlooking obvious opportunities for successful innovation?
- Are there new ideas that have innovation potential that we can start working on today?

### Who should attend this workshop

Senior marketing and general management professionals who may oversee or are responsible for introducing innovation across the organisation or introducing new services or products to market.

Participants may be specialists in other disciplines but require an understanding of how innovation can be utilised in non-traditional areas within an organisation.



Australian Marketing Institute  
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professional development



### Innovation and Marketing 2010 Workshop Dates

Melbourne: 25 June  
Sydney: 14 September

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.



# Advanced and Master Class Workshops



## Market Research for Marketers

### Advanced Workshop

Facilitator: Roger James

This is a practical one day workshop designed to re-visit the application of research techniques in marketing planning and evaluation. It is designed to assist marketers in decision-making on research options and in the valid interpretation of research results.

In this workshop, participants will review the status and impact of different levels of research information and how to interpret them, covering both primary and secondary data and qualitative and quantitative research methods. Participants will consider hypothetical case studies and a research exercise to demonstrate advanced techniques in market research.

### Advanced Workshop Outline

#### Data, Information, Knowledge

- The limits of the application of research

#### Revisiting Primary and Secondary Data

- Check what you can find out before commissioning an expensive research program

#### Qualitative and Quantitative Methods

- When is it OK to make marketing decisions based solely on focus group results?

#### Interpreting Complex Data Sets

- Making inferences and drawing conclusions supported by the data

#### Research Techniques for Planning - Setting up the Marketing Plan

- Introduction and case studies

#### Research Techniques for Evaluation

- Introduction and case studies

#### Multivariate Techniques for Greater Insight

- Research exercise using choice modelling

#### Summarising

- Bringing it all together

### Who should attend this workshop

Professionals in marketing or related roles involved in planning or evaluation of products or services.

This workshop would also be suitable for participants who wish to refresh their market research knowledge.



Australian Marketing Institute  
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professional development



### Market Research for Marketers 2010 Workshop Dates

Sydney: 9 June

Melbourne: 15 September

This workshop begins at 8.45 am and ends at 4.30 pm.

For your convenience, all catering is provided.

Workshop notes will be provided on the day.

# Advanced and Master Class Workshops



## Measuring Marketing Performance

### Advanced Workshop

Facilitators: Roger James and Tim Heberden

This is a one day intensive workshop which aims to extend participants' skills and knowledge in measuring and managing marketing performance. Measurement is fundamental to the management of any enterprise, whether planning, executing or evaluating.

This workshop will address the measurement of marketing, with particular reference to the research that underpins marketing metrics.

Participants will cover the theoretical frameworks with a practical emphasis and includes case study exercises and working with the Australian Marketing Institute's marketing metrics website.



### Advanced Workshop Outline

#### Marketing as a Value-Adding Process - Developing and Managing Market-Based Assets

- Brands and brand related assets
- Customer and customer related assets
- The concept of brand equity

#### Intervention Points in the Marketing Cycle

- New product development - pre-launch/post-launch
- Distribution/channels
- Marketing communications: ATL / BTL
- Sales promotion
- Sales activities
- Loyalty programs
- Direct marketing
- E-marketing

#### Marketing Metrics Categories

- Financial metrics
- Brand-based metrics
- Innovation metrics
- Employee-based metrics

#### Fundamentals of Marketing Metrics

- Evaluating Inputs - activities and measures
- Evaluating effectiveness of conversion
- Evaluating output/outcomes

#### Marketing Mix Case Studies

- Hypothetical cases – small group exercises

#### Marketing Metrics Dashboard

- Web-based exercises in dashboard development

### Who should attend this workshop

Middle to senior marketers and managers who have the responsibility for planning and evaluating marketing performance.

This workshop would also be suitable for those participants who wish to augment their knowledge in marketing performance measurement.



Australian Marketing Institute  
Certified Practising Marketer Program:  
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professional development



### Measuring Marketing Performance 2010 Workshop Dates

Sydney: 28 June  
Melbourne: 21 July  
Brisbane: 12 October

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.



# Advanced and Master Class Workshops



## Brand Management

### Master Class Workshop

Facilitator: Mark Ritson

This 1-day master class workshop will equip participants with the core knowledge and skills necessary to successfully and profitably manage a brand. After attending the workshop, participants will be able to successfully define, measure, position, revitalise and track their brand. The session will provide a world class, applied overview of the key challenges of brand management in the 21st Century. It will provide the participant with a significant strategic edge over your competitors and also add significant value to your personal equity within your organisation.

The master class workshop will combine a mixture of Harvard Business School Case discussion, MBA level applied lecture, group exercises, and video case work to provide an illuminating and applied vision of best practice brand management.

### Master Class Workshop Outline

#### Brand Equity

- Using consumer research to define your brand
- The importance of brand heritage
- Financial models of brand valuation
- Employer branding

#### Brand Research

- The importance of projective research
- Measuring brand awareness
- Measuring brand Associations
- Perceptual Mapping
- How to track your brand like a pro

#### Brand Building

- The hallmarks of a strong brand
- The key organisational benefits of a stronger brand
- The key steps in building a stronger brand

#### Brand Positioning

- How to be disruptive in your brand strategies
- How to get organisational buy in for your brand strategy

#### Brand Management

- Sales vs Marketing
- Short term vs long term objectives

### Who should attend this workshop

This master class workshop is specifically designed for marketers and senior managers who have direct responsibility for one or more brands within their organisation. The content of the workshop is relevant for consumer brands, service brands, not-for-profit brands and B2B branding.

While some knowledge of marketing basics would be useful, the workshop is designed as a stand-alone module and is therefore an ideal introduction for senior managers with no marketing background who need to understand the basics of brand building. The workshop will also prove useful for staff from communications or research agencies keen to add value to their clients' brand strategies.



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 8 hours  
professional development



### Brand Management 2010 Workshop Dates

Melbourne: 2 June  
Sydney: 30 August

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.



# Advanced and Master Class Workshops



## Driving Marketing Strategy

### Master Class Workshop

Facilitator: John Roberts

This is a 1-day intensive master class workshop which aims to extend participants' skills and knowledge in the latest techniques to develop and deliver growth oriented marketing strategies.

This workshop will cover a practical framework for driving marketing strategy through an understanding of the firm's position, and a systematic set of techniques to identify and realise market potential.

The program's simple but comprehensive framework allows senior marketing managers to use their existing approaches in a more integrated way, while filling gaps in their current planning methods.

### Master Class Workshop Outline

#### A Framework for Market Strategy

- Elements of Marketing Strategy
- The eight tests of a successful strategy
- Techniques for Internal Analysis
- Techniques for External Analysis
- Portfolio planning tools

#### Leveraging Market Based Assets

- Branding strategies
- Leveraging customer value
- Growth through the value chain
- Non adjacent growth strategies
- Proving marketing profitability

#### Option Generation and Evaluation

- Measuring product life cycles
- Identifying sources of growth
- Techniques to protect market position
- Evaluating strategic options
- The Strategic Option Check List

### Who should attend this workshop

Those in senior marketing or management positions who need to identify sources of growth, defend existing income streams, and leverage the marketing-based assets of the organisation.



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### Driving Marketing Strategy 2010 Workshop Dates

Brisbane: 27 July  
Sydney: 25 August  
Melbourne: 2 September

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.



# Advanced and Master Class Workshops



## Product Positioning

### Master Class Workshop

Facilitator: Mark Ritson

This 1-day master class workshop will help you position your product, service or company in the market for maximum results. The workshop examines countless examples of positioning success and failure through applied case studies and examples and will answer all the key questions associated with developing, articulating and driving a successful positioning strategy. Before you start investing in your marketing tactics, make sure your positioning is right.

This workshop will provide intensive, practical advice on the do's and don'ts of world class positioning.

### Master Class Workshop Outline

#### Understand the Challenge of Consumer Needs

- Why segmentation matters for positioning
- Why targeting is even more important than segmentation
- Using the right research to feed your positioning strategies

#### The Role of Core Competence

- Understanding your perceived strengths and weaknesses
- Using perceptual mapping to assess your current position in the mind of the market

#### Differentiation versus the Competitor

- Why most companies define the competition incorrectly
- Getting up the ladder to emotional benefits that truly differentiate you

#### How to Articulate Positioning the Right Way

- Why triangles and circles don't work
- The game of "Chinese Whispers"
- Three word positioning statements

#### Refreshing a Tired Brand

- Why repositioning so rarely works
- How to successfully revitalise a brand

#### Getting the Organisation Onboard

- Why "announcing" the new positioning strategy is the last thing you want to do
- Brand engagement
- Building brand from the inside out

### Who should attend this workshop

This master class workshop is specifically designed for marketers who have direct responsibility for a product, brand, service or company that they want to position or re-position in the market.

Are you a marketer with a product that lacks the correct position? Are you in charge of a corporate brand that lacks clarity? Do you manage a not-for-profit marketing function and want to improve the way you are perceived? Or are you simply keen to learn more about one of the most pivotal and badly executed steps in marketing strategy?



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### Product Positioning 2010 Workshop Dates

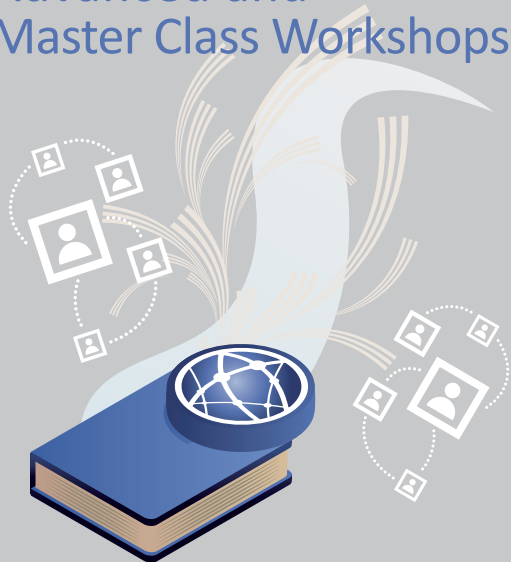
Melbourne: 12 August  
Sydney: 8 September

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

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## Advanced and Master Class Workshops



## Facilitators for the 2010 Advanced and Master Class Workshops

Every workshop is delivered by senior industry practitioners with both domestic and international consulting experience who are currently involved in the disciplines being taught. That way you can be assured of relevant, practical and up-to-date coverage of the topic.



### Certified Practising Marketer

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 practising standards for marketers.

### Colin McLeod BA, MBA, PhD, AMAMI CPM

Colin is an Associate Professor at Monash University and the Executive Director of the Australian Centre for Retail Studies at the University.

Colin joined the University from the Australian Football League where he was Head, Research and Innovation, having previously been General Manager – Marketing, Communications and Public Affairs. Colin was Executive Director, Marketing and Brand Management at Goldman Sachs JBWere, following several years as Group Marketing Manager for Telstra's Mobiles division.

His academic career has included appointments at the University of Melbourne, the Melbourne Business School and the Haas School of Business at the University of California-Berkeley and honorary appointments as a Senior Associate of the Judge Business School at the University of Cambridge.

Colin holds a BA, an MBA and a PhD, with the Commercialisation of Innovation as the topic of his doctoral thesis, and he continues to publish in academic journals. Colin is a Director of a number of private companies involved in technology development and has also been a successful business owner with revenue growth at an average of 50% a year for nine consecutive years.

### Paul Whitelaw BBus (Acc)(Dist), BBus (Catering & Hotel Mgmt)(Dist), MBus (Finance), CertBusStudies (Mktg), AMAMI CPM

Paul is a Senior Lecturer in the School of Hospitality, Tourism and Marketing at Victoria University. He is a qualified accountant and has a master's degree in finance. However, he also has a keen interest in marketing, especially strategic marketing that is based upon sound research. As a consultant, Paul has conducted market demand and feasibility studies for more the \$6bn worth of hospitality and tourism developments for national and international investment companies. In his spare time, Paul also undertakes a variety of market research projects for local, state and national governments.

### Roger James QPMR, FAMI CPM

Roger is Chairman of the Australian Marketing Institute. He is also a Director of Brand Finance (Australia) and CEO of Roger James and Associates, a marketing, research and communications consultancy. In his work for the Institute he has been closely involved in the development of marketing performance measures. His professional background encompasses research, marketing strategy and business plan development as well as specialised work on brands and brand development.

Roger is the Australian representative on the ISO Working Party on developing an International Standard for brand valuation. Roger has extensive experience in developing marketing performance materials for the Australian Marketing Institute's marketing metrics project.

## Australian Marketing Institute Membership

For more information about joining the Australian Marketing Institute contact:

Membership Services

GPO Box 5295 Sydney NSW 2001

Tel: 1300 737 445

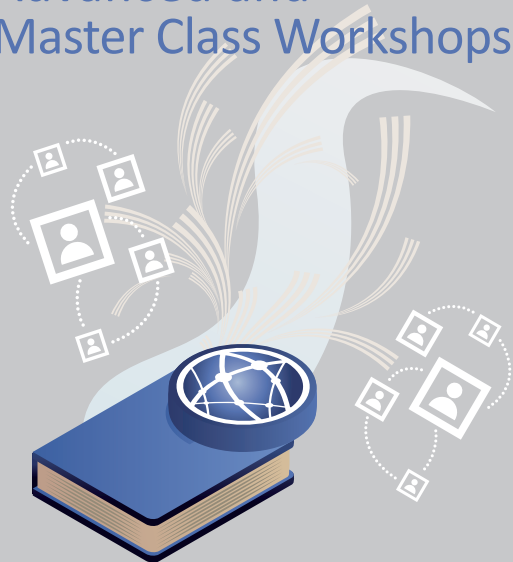
Fax: 1300 131 468

Email: [membership@ami.org.au](mailto:membership@ami.org.au)

Website: [www.ami.org.au](http://www.ami.org.au)



# Advanced and Master Class Workshops



## Facilitators for the 2010 Advanced and Master Class Workshops

Every workshop is delivered by senior industry practitioners with both domestic and international consulting experience who are currently involved in the disciplines being taught. That way you can be assured of relevant, practical and up-to-date coverage of the topic.

### Tim Heberden CA, MBA, AFAMI CPM

Tim is Managing Director of Brand Finance (Australia). He has advised leading companies in Australia, Asia and Europe on marketing performance evaluation, and lectures on the subject at the University of Sydney. Tim has extensive experience of valuing brands for the purposes of corporate strategy, financial reporting and M&A. He is a Certified Practising Marketer, Chartered Accountant and has an MBA.

### Mark Ritson PhD Marketing (Lancaster), AMAMI CPM

Mark is one of the world's leading marketing instructors and an expert on branding. He has a PhD in Marketing and has taught Brand Management at several of the world's best business schools. His MBA brand management course has won him best teacher honours at London Business School, Sloan MIT and Melbourne Business School - where he is currently an Associate Professor of Marketing. His most recent article on branding appeared in Harvard Business Review last October and his weekly column on branding in the UK's Marketing magazine won him the *Columnist of the Year* in the 2009 British Press Awards.

Mark is also an accomplished practitioner with global consulting experience with many of the world's largest brands. His clients have included McKinsey, Pepsico, Baxter, Sephora, Marks & Spencer, Ericsson, Krug Champagne and De Beers. For the last eight years he has worked as a brand consultant for LVMH, the world's largest luxury brands group, in Paris.

### John Roberts BA (Hons), MCom (Melb), MSc PhD (MIT), FAIM FAMI CPM FAMSRS FAIA

John holds a joint appointment as Professor of Marketing at the Australian National University and London Business School. His research has won the American Marketing Association's John A. Howard Award for the top doctorate in the US, its William O'Dell Award for the most influential article published in the previous five years, and its Advanced Research Techniques Forum Best Paper Award. He sits on the Editorial Boards of the *Journal of Marketing Research*, *Marketing Science* and the *International Journal of Research in Marketing*.

## Workshops and Facilitators at a glance

### Advanced Workshops

Consumer Trends - Colin McLeod  
Finance for Marketers - Paul Whitelaw  
Innovation and Marketing - Colin McLeod  
Market Research for Marketers - Roger James  
Measuring Marketing Performance - Roger James and Tim Heberden

### Master Class Workshops

Brand Management - Mark Ritson  
Driving Marketing Strategy - John Roberts  
Product Positioning - Mark Ritson

# Advanced and Master Class Workshops



## 2010 Calendar

### June

2	MELBOURNE		Brand Management
7	MELBOURNE		Finance for Marketers
9	SYDNEY		Market Research for Marketers
23	SYDNEY		Consumer Trends
25	MELBOURNE		Innovation and Marketing
28	SYDNEY		Measuring Marketing Performance

### July

21	MELBOURNE		Measuring Marketing Performance
27	BRISBANE		Driving Marketing Strategy

### August

12	MELBOURNE		Product Positioning
25	MELBOURNE		Consumer Trends
25	SYDNEY		Driving Marketing Strategy
30	SYDNEY		Brand Management

### September

2	MELBOURNE		Driving Marketing Strategy
8	SYDNEY		Product Positioning
14	SYDNEY		Innovation and Marketing
15	MELBOURNE		Market Research for Marketers

### October

12	BRISBANE		Measuring Marketing Performance
27	SYDNEY		Finance for Marketers

### November

17	BRISBANE		Consumer Trends
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## Government Marketing and Communications Conference

1-3 September 2010, Marriott Resort Surfers Paradise

The Government Marketing and Communications Conference is hosted each year by the Australian Marketing Institute and includes over 300 marketing and communications specialists from a range of state, federal and local government agencies. Each session is specifically targeted for an audience of senior public sector marketing and communications staff. This is the only conference produced by a not-for-profit industry association specifically for government marketing and communications.

## Annual Conference

13-14 October 2010, Sofitel Melbourne

The Australian Marketing Institute Annual Conference responds to challenges faced by marketers and to the changing environment of more demanding consumers, evolving media, and the growth of marketing communications as a targeted dialogue rather than an undifferentiated fanfare.

The Annual Conference presents the latest thinking on a wide range of business and marketing topics, with strong emphasis on the 'marketing value' proposition and as a natural consequence, the trend to greater focus on measures of marketing effectiveness and accountability. This conference showcases marketing success and how to achieve it through best practice and effective implementation of new techniques and communications.

## Awards for Marketing Excellence

13 October 2010, Sofitel Melbourne

The annual Australian Marketing Institute Awards for Marketing Excellence are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices, having regard to the particular circumstances of different industries, budgets and the diversity of marketing programs.

The Awards have evolved over the years in response to new developments in marketing theory and practice to reflect the growing appreciation of the critical role of marketing as the vital source of value creation for a business.

For more information about the Australian Marketing Institute, conferences or the Awards for Marketing Excellence visit the Australian Marketing Institute at [www.ami.org.au](http://www.ami.org.au) or email [events@ami.org.au](mailto:events@ami.org.au)

# Advanced and Master Class Workshops



AUSTRALIAN MARKETING INSTITUTE



CERTIFIED PRACTISING MARKETER

Please write clearly and use a ballpoint pen to complete this form.

## How to Register

Tel: 1300 737 445  
 Email: [events@ami.org.au](mailto:events@ami.org.au)  
 Individuals may register online at [www.ami.org.au](http://www.ami.org.au)

Complete this form and Fax: 1300 131 468  
 or Post: Australian Marketing Institute  
 GPO Box 5295 Sydney NSW 2001

## Your Details

TITLE	FIRST NAME		
LAST NAME			
ORGANISATION			
POSITION			
ADDRESS			
CITY	STATE	POSTCODE	
TEL			
MOBILE			
EMAIL			

## Group Bookings

Book 3 participants and your 4th participant attends free of charge (for same workshop registrations only).

<b>DELEGATE 1: AMI MEMBER? YES NO CPM MEMBER? YES NO</b>			
TITLE	FIRST NAME		
LAST NAME			
EMAIL			
<b>DELEGATE 2: AMI MEMBER? YES NO CPM MEMBER? YES NO</b>			
TITLE	FIRST NAME		
LAST NAME			
EMAIL			
<b>DELEGATE 3: AMI MEMBER? YES NO CPM MEMBER? YES NO</b>			
TITLE	FIRST NAME		
LAST NAME			
EMAIL			
<b>DELEGATE 4: AMI MEMBER? YES NO CPM MEMBER? YES NO</b>			
TITLE	FIRST NAME		
LAST NAME			
EMAIL			

Australian Marketing Institute ABN 30 000 026 586. 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 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.  
**NATIONAL WORKSHOP ATTENDANCE:** To ensure that our 2010 workshop program is accessible to members nationally, a 50% discount rate is available for members who wish to attend a workshop not scheduled within their home state during 2010. This offer is limited to the first 4 members per workshop and applies to 1-day Advanced and Master Class Workshops only.  
**INSURANCE:** Registration fees do not include personal, travel or medical insurance of any kind. Delegates are advised when registering for the workshop 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.  
**DISCLAIMER:** The information contained in this publication is correct at the time of printing. The Australian Marketing Institute reserves the right to alter or delete items from the program as circumstances dictate and takes no responsibility for any errors, omissions and changes.

## Choose Your Registration

### Advanced Workshops

**1-DAY WORKSHOPS** (inc GST): CPM \$850 | AMI MEMBER \$950 | NON MEMBER \$1150  
 INTERSTATE\* CPM \$425 | INTERSTATE\* AMI MEMBER \$475 \* If attending as part of the National Workshop Attendance please mark delegate's box below with an asterisk \*

		DELEGATE NUMBER			
		1	2	3	4
<b>CONSUMER TRENDS</b>					
SYDNEY	23 JUNE				
MELBOURNE	25 AUGUST				
BRISBANE	17 NOVEMBER				
<b>FINANCE FOR MARKETERS</b>					
MELBOURNE	7 JUNE				
SYDNEY	27 OCTOBER				
<b>INNOVATION AND MARKETING</b>					
MELBOURNE	25 JUNE				
SYDNEY	14 SEPTEMBER				
<b>MARKET RESEARCH FOR MARKETERS</b>					
SYDNEY	9 JUNE				
MELBOURNE	15 SEPTEMBER				
<b>MEASURING MARKETING PERFORMANCE</b>					
SYDNEY	28 JUNE				
MELBOURNE	21 JULY				
BRISBANE	12 OCTOBER				

### Master Class Workshops

**1-DAY WORKSHOPS** (inc GST): CPM \$850 | AMI MEMBER \$950 | NON MEMBER \$1150  
 INTERSTATE\* CPM \$425 | INTERSTATE\* AMI MEMBER \$475 \* If attending as part of the National Workshop Attendance please mark delegate's box below with an asterisk \*

<b>BRAND MANAGEMENT</b>					
MELBOURNE	2 JUNE				
SYDNEY	30 AUGUST				
<b>DRIVING MARKETING STRATEGY</b>					
BRISBANE	27 JULY				
SYDNEY	25 AUGUST				
MELBOURNE	2 SEPTEMBER				
<b>PRODUCT POSITIONING</b>					
MELBOURNE	12 AUGUST				
SYDNEY	8 SEPTEMBER				

## Payment Details

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

CREDIT CARD NUMBER

EXPIRY DATE

NAME ON CARD

SIGNATURE

**Book three participants and your fourth participant attends free of charge!**

# Advanced and Master Class Workshops

## Advanced Workshops



### Consumer Trends

Sydney: 23 June  
Melbourne: 25 August  
Brisbane: 17 November



### Finance for Marketers

Melbourne: 7 June  
Sydney: 27 October



### Innovation and Marketing

Melbourne: 25 June  
Sydney: 14 September



### Market Research for Marketers

Sydney: 9 June  
Melbourne: 15 September



### Measuring Marketing Performance

Sydney: 28 June  
Melbourne: 21 July  
Brisbane: 12 October

## Master Class Workshops



### Brand Management

Melbourne: 2 June  
Sydney: 30 August



### Driving Marketing Strategy

Brisbane: 27 July  
Sydney: 25 August  
Melbourne: 2 September



### Product Positioning

Melbourne: 12 August  
Sydney: 8 September

For further information about Australian Marketing Institute  
2010 Program including workshops, conferences and calendar of events:  
1300 737 445 | [events@ami.org.au](mailto:events@ami.org.au) | [www.ami.org.au](http://www.ami.org.au)

# Foundation Workshops



3 NEW  
workshops  
in 2010!

**Book three delegates** and your fourth delegate attends free of charge!



## 2010 Foundation Workshops

The Australian Marketing Institute's 2010 Foundation Workshops program includes three new workshops. This program is specifically designed for:

- Marketers to broaden or refresh their skills
- Individuals who work in related business areas who need to extend their knowledge of marketing or are considering a career change

The workshop model is designed to deliver short, sharp and engaging sessions that reflect the changing workplace. Every workshop is delivered by an industry professional who can meet the needs of participants with engaging, interactive and current materials.

Each workshop qualifies for a maximum of eight (8) hours structured professional development for each day of attendance, under the Professional Maintenance Program (PMP) of the Certified Practising Marketer (CPM) Program.

### About the Australian Marketing Institute

The Australian Marketing Institute (AMI) is the membership body for professional marketers. Its key objectives are to provide representation and professional development for marketers and to advance the practice of marketing as a critical value-adding activity.

The Australian Marketing Institute, as the voice of the marketing profession, has established strong links with business, academia and government.

Membership of the Australian Marketing Institute offers you the opportunity to further your professional development through attendance at targeted training seminars and access to the latest developments in the profession.

### National Workshop Attendance

To ensure that the 2010 workshop program is accessible to members nationally, a 50% discount rate is available for Australian Marketing Institute members who wish to attend a workshop not scheduled within their home state based on the 2010 scheduled workshop calendar. This reduced rate is in recognition of the additional travel and accommodation costs if a preferred scheduled workshop is only offered in another state.

### Customised Workshops

The Australian Marketing Institute also offers a customised workshop program. Working with industry experienced facilitators; a tailored workshop can be developed to suit an organisations key learning requirements. The outcome is a learning experience that integrates the overall business culture and delivers results in line with the organisations plans. Individual workshops within the 2010 Foundation Workshops program can be customised for an organisation, along with additional topics such as Green Marketing or Website Project Management.

For more information about the Australian Marketing Institute, National Workshop Attendance or Customised Workshops visit the Australian Marketing Institute website at [www.ami.org.au](http://www.ami.org.au) or email [events@ami.org.au](mailto:events@ami.org.au)

### Workshop Locations

Adelaide - Cliftons Adelaide - Level 1, 80 King William Street, Adelaide SA 5000 - Tel: 08 8233 0999

Brisbane - Cliftons Brisbane - 288 Edward Street, Brisbane QLD 4000 - Tel: 07 3231 0999

Hobart - Wrest Point - 410 Sandy Bay Road, Sandy Bay TAS 7005 - Tel: 03 6221 1719

Melbourne - Cliftons Melbourne - Level 1, 440 Collins Street, Melbourne VIC 3000 - Tel: 03 9993 9999

Perth - Cliftons Perth - Mezzanine Level, Australia Place, Corner St George's Terrace and William Streets, Perth WA 6000 - Tel: 08 9480 0999

Sydney - Cliftons Sydney - Level 8, 190 George Street, Sydney NSW 2000 - Tel: 02 9250 0999

Sydney Olympic - Novotel Sydney Olympic Park - Olympic Boulevard, Homebush NSW 2127 - Tel: 02 8762 1111



## 2010 Foundation Workshops Overview

The expanded 2010 Foundation Workshops program introduces topics to meet the changing requirements of the marketing profession. These workshops provide an opportunity for continuing professional development and career advancement.

### Workshop Format

Participants are involved in interactive workshops with a diverse group of attendees who will be guided through the topic area by the facilitator. There will be considerable interaction, opportunity for networking and sharing of workplace experiences. Participant involvement and feedback is encouraged and at the end of the final session an evaluation is completed and a certificate of completion is awarded.

### Workshop Notes

You will receive a comprehensive set of notes on the relevant topic.

### How to Register

Tel: 1300 737 445  
 Email: [events@ami.org.au](mailto:events@ami.org.au)  
 Complete the Registration Form at the back of this brochure  
 and Fax: 1300 131 468  
 or Post: Australian Marketing Institute  
 GPO Box 5295 Sydney NSW 2001  
 Individuals may register online at [www.ami.org.au](http://www.ami.org.au)

### Introduction to Marketing Concepts

[Principles of Marketing | page 4](#)

Understand the theory, learn the jargon and discuss the practical applications.

[Introduction to Digital Marketing | page 5](#)

Increase your understanding of the shift in traditional marketing caused by digital technology and how best to harness digital marketing for your organisation.

### Advanced Understanding of Marketing Concepts

It is recommended that participants have a basic knowledge of marketing concepts and have attended the above Principles of Marketing workshop.

[Effective Marketing Plans: Strategy to Tactics | page 6](#)

Leverage your marketing knowledge to create effective marketing plans.

[Marketing for Professional Services | page 7](#)

Marketing has traditionally been a very tangible product based concept and this workshop looks at the intangibles of marketing services B2B and B2C with a relationship focus.

[Social Media Applications for Business | page 8](#)

Learn to successfully use social media and new web technologies to enhance your organisation.

### Communication and Project Management

[Business and Public Relations Writing | page 9](#)

Improve your marketing communications to clients, customers, website, media and other stakeholders.

[Principles of Public Relations | page 10](#)

An intensive workshop aimed to equip participants with introductory level public relations.

[Project Management Skills for Marketing Professionals | page 11](#)

Learn about the synergies of a project orientation and marketing deployments by understanding the technical and sociocultural aspects of project management.

### Advanced Understanding of Communications

It is recommended that participants have a basic knowledge of marketing or communications concepts and have attended the Business and Public Relations Writing workshop.

[Media Release Writing | page 12](#)

This workshop is designed for those in marketing and communications who need to advance their media release writing skills.

**Book three delegates and your fourth delegate attends free of charge!**

# Foundation Workshops



## Principles of Marketing

This 2-day intensive workshop looks at the principles that underpin marketing as a philosophy or concept: specifically customers, segmentation, positioning, the 7 p's, the marketing environment and communications. These issues are discussed in conjunction with the examples that participants bring to the room.

These workshops utilise a variety of content from discussion and group brainstorming to video and text based materials. The power in this workshop is the facilitated discussion with the diverse participants around the topic area. Jargon is decoded and current marketing issues discussed.

Participants receive a comprehensive set of notes on the topic, examples and other related resources including topic podcasts.

### Workshop Outline

#### What is Marketing

- Understand the role of marketing in the organisation
- The Marketing Orientation or Philosophy

#### The Marketing Mix

- Introducing the Marketing Mix

#### Current Issues in Marketing

- Products or Services?
- Current campaigns and issues for marketers

#### Marketing Environment

- Internal and external environments
- Change in the environment

#### Marketing Research

- Types of information
- Information sources

#### Segmenting, Targeting and Positioning

- How segmentation helps understand customers
- Attractiveness and needs of segments

#### Consumers

- B2C - retail consumers and decision makers
- Organisational customers - B2B

#### Positioning through the 7 P's

- Products and Services - the solution
- Price or Value
- Place or Distribution
- Process - from a customers point of view
- Physical Evidence - how do we look to customers?
- People - how can people add value to customers?
- Promotion or Communication - how to talk to customers

#### Planning

- An introduction to the Effective Marketing Plans: Strategy to Tactics workshop

### Who should attend this workshop

Participants are likely to have moved into a marketing role from other non-marketing roles in the organisation or have studied marketing, communications or other related disciplines in the previous five years but require a refresher.

This workshop provides the opportunity to compare and confirm their understanding with peers in their field.

Middle and senior management whose organisations are considering moving into a marketing orientation should also consider this workshop.



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 16 hours  
professional development



### Principles of Marketing 2010 Workshop Dates

Sydney: 15 - 16 March  
Melbourne: 22 - 23 March  
Brisbane: 6 - 7 May  
Sydney: 24 - 25 May

Adelaide: 19 - 20 July  
Melbourne: 9 - 10 August  
Sydney Olympic: 2 - 3 September  
Sydney: 8 - 9 November

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.  
Workshop notes will be provided on the day.

# Foundation Workshops



## Introduction to Digital Marketing

This 1-day intensive workshop will assist participants to develop the skills to understand and implement an integrated marketing campaign. It will provide a good understanding of the range of digital channels and key success factors for the employment of each.

Participants will learn the fundamental principles of marketing communications in the social network environment. Common social network tools will be introduced in a marketing context and participants will learn how these tools can be integrated into your organisations' marketing strategies.

This workshop will examine best practice email marketing and introduce the 'how to' of search engine marketing. Learning outcomes include understanding the shift in traditional marketing caused by digital technology, how to integrate digital channels with 'traditional' marketing channels and understanding consumer behaviour online. Also, best practice search and email marketing and practical understanding via applications of various 'social marketing' tools.

The workshop takes a hands-on approach to learning and involves analysis of case studies and practical application.



### Workshop Outline

#### Defining the Digital Environment

- Overview of the evolution of customer and business relationships
- Introduction to key terms
- Understanding what consumers do online

#### Measurement and Monitoring

- Objective setting
- Using online monitoring tools
- Design for improved measurement

#### Social Media Tools in a Marketing Context

- Common social networking tools: how to use them in the marketing context
- Locating and getting involved with your "community"
- Branded online communities

#### Introduction to Digital Marketing Channels

- Keyword search advertising
- Best practice email marketing
- Mobile

### Who should attend this workshop

Typical participants are marketing, marcomms or business development professionals including consultants, event managers, stakeholder managers, fundraising managers, small to medium e-business operators or marketing contract managers. You may have no formal marketing training or have traditional marketing experience and are looking to update your skills.



Australian Marketing Institute  
 Certified Practising Marketer Program:  
 This workshop constitutes 8 hours  
 professional development



### Introduction to Digital Marketing 2010 Workshop Dates

Sydney: 24 March  
 Melbourne: 19 August  
 Brisbane: 4 November

This workshop begins at 8.45 am and ends at 4.30 pm.

For your convenience, all catering is provided.

Workshop notes will be provided on the day.

# Foundation Workshops



## Effective Marketing Plans: Strategy to Tactics

This 2-day intensive workshop looks at how marketing strategy can be developed and captured in the marketing plan. Discover what's driving the organisation and how to align resources with the opportunities in the marketing environment. In groups, a strategic marketing template is worked through to develop a tactical marketing plan.

Specifically, you will work in groups to develop a strategic marketing plan for an organisation working in environmental consulting (B2B) or the digital entertainment markets (B2C). These lateral thinking exercises allow participants to explore the strategic and tactical possibilities in an open forum, structured around the marketing concept.

The strength of these workshops is in the facilitated discussion with the diverse participants around the topic area i.e. strategy, tactics and planning. Participants will be able to discuss their own organisation's planning needs and issues and can use the workshop to write their own plan in parallel with the structured activity. Participants receive a comprehensive set of notes on the topic, examples and other related resources including topic podcasts.

### Workshop Outline

#### What is Planning

- The planning process
- What is involved in a plan
- Revisiting marketing

#### People in the Planning Process

- Sociocultural issues that can make or break your plan

#### Strategic Planning

- Where does strategy come from?
- Strategy vs tactics
- Planning in the organisation

#### The Marketing Environment

- Change
- Your organisation
- Your customers
- Information/Research

#### The Planning Process

- The generic marketing plan
- Your virtual - no rules organisation

#### The Organisation

- Vision and mission
- Goals and objectives
- Your resources

#### External Analysis

- Which markets, products or services
- Market analysis
- Customer analysis
- Competitive analysis
- Environment analysis

#### SWOT

- Summary of the external analysis
- Critical issues
- SCA and generic strategy

#### The Tactical Marketing Plan

- Goals and objectives for a specific target market
- Positioning through the 7 P's
- Implementation, action and evaluation

#### Make your Plan Live

- Internal marketing
- Launches
- Stakeholders

### Who should attend this workshop

Participants who have responsibility for developing a marketing plan at a product/service/brand level and have organisational KPIs and drivers which must be captured in a plan that will need to be executed both internally and with distribution channels or customers.

It is likely that you or your organisation is seeking a well developed planning protocol.



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 16 hours  
professional development



### Effective Marketing Plans: Strategy to Tactics 2010 Workshop Dates

Melbourne: 22 - 23 April  
Sydney: 17 - 18 June  
Melbourne: 13 - 14 September  
Sydney Olympic: 20 - 21 September

Brisbane: 18 - 19 October  
Adelaide: 28 - 29 October  
Sydney: 22 - 23 November  
Melbourne: 29 - 30 November

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.  
Workshop notes will be provided on the day.



# Marketing for Professional Services

This 2-day intensive workshop looks at business to business and professional services marketing. Issues discussed include relationship and lifecycle management, customer needs and how to build loyalty around largely intangible benefits. Participants discuss their own personal and workplace experiences.

This workshop utilises a variety of content from discussion and group brainstorming to video and text based materials. The power in this workshop is the facilitated discussion with the diverse participants around the topic area i.e. Business Relationships.

Key topics are discussed at length in a format which encourages participation. Current service based marketing issues are discussed and compared across industries represented. Participants receive a comprehensive set of notes on the topic, examples and other related resources including topic podcasts.

## Workshop Outline

### Business Marketing

- Defined
- The challenges and lack of tangibility
- Networks and stakeholders

### Customers and Suppliers

- How do they contribute to the business
- Derived demand

### Understanding Customers

- Customer decision making
- Roles played
- Motivations

### Relationship Driven Marketing

- Customer needs
- Customer value

### Designing the Offering

- Product and service development
- Brand value
- Positioning

### Marketing Mix and Relationship Lifecycle

- Lifecycle stages
- Changing customer needs

### Implementation

- Communication
- Technology as a tool
- Motivating and managing

## Who should attend this workshop

Participants are likely to be working in a service based organisation or a key account management or support role.

Your customers are also businesses so relationships and service levels are critical to your success.

You may have no formal marketing training and are looking for a forum to compare your ideas across industries.



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 16 hours  
professional development



## Marketing for Professional Services 2010 Workshop Dates

Melbourne: 17 - 18 May  
Sydney: 26 - 27 July  
Brisbane: 6 - 7 September

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.

# Foundation Workshops



## Social Media Applications for Business

Business communication is changing and organisations are under pressure from customers and employees to interact online. This 2-day interactive workshop will assist you to develop the skills and safeguards to employ these online business communication tools successfully for increased productivity and greater customer engagement.

You will learn the fundamental principles of communicating in the social network environment, including the benefits and risks for your organisation. We will look at common social network tools such as blogging, Facebook, Myspace, YouTube, Twitter, LinkedIn, Wikis and Flickr and apply them to a business environment. You will learn how these tools can be integrated into your organisation's communication and marketing strategies, for either internal or external client groups.

This workshop will examine risk and organisational policy issues including assessing organisational readiness. The workshop takes a hands-on approach to learning and involves some "telling", group work and practical application – the best style of training to suit adult learners.

### Workshop Outline

#### Principles of Communication in the Social Media World

- Overview of the evolution of customer and business relationships
- Introduction to the Social Media phenomenon
- Focus on brand, how a brand evolves in the social media space
- Understanding the marketing communications power shift and what it means for business
- Focus on transparency and corporate culture change

#### Social Media Tools that Make Sense for Business

- Common social networking tools, their key benefits and how to use them
- Blogs: how to and the advantages and disadvantages of blogging
- Video sharing sites: benefits to business and the process for realising benefit
- Wikis: how to create one and why

#### Who should attend this workshop

Marketing and communication professionals who want to understand how to increase the effectiveness of their communication programs in a changed economic environment and how to integrate social network programs with existing marketing communication activities.

Managers who wish to utilise online communication tools to increase productivity and understand staff management issues in relation to social networking.

#### From Social Media Strategy to Integrated Social Media Plan

- Knowing your customers online
- Identifying relevant online locations
- Tactics for engagement
- Resource planning

#### Introduction to Risk and Reputation Management

- Strategies to manage risk
- Introduction to online reputation management

#### Measurement, Reporting and ROI

- Online tools for measuring engagement and impact
- Reporting in challenging contexts

#### The Realities and Challenges of Implementation

- Appropriate staffing
- Organisational support
- Dealing with scarcity of information
- Compliance and legal constraints



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 16 hours  
professional development



### Social Media Applications for Business 2010 Workshop Dates

Sydney: 16 - 17 March  
Adelaide: 29 - 30 April  
Melbourne: 27 - 28 May  
Brisbane: 8 - 9 June

Hobart: 22 - 23 July  
Sydney: 15 - 16 September  
Perth: 28 - 29 October  
Melbourne: 23 - 24 November

This workshop begins at 8.45 am and ends at 4.30 pm.

For your convenience, all catering is provided.

Workshop notes will be provided on the day.



## Business and Public Relations Writing

This 2-day intensive workshop aims to equip participants with a variety of writing techniques and skills for business and public relations purposes, in particular: media release writing, corporate profiles, producing copy for websites and newsletters.

A wide variety of common PR and business writing materials will be reviewed. Writing style and essential grammar characteristics will be covered and then applied to an assortment of writing tasks. As a group you will analyse a range of stylistic requirements within different written mediums.

Participants receive a comprehensive set of notes on the topic, relevant examples of material for analysis and discussion along with practical experience in implementing learned techniques.

### Workshop Outline

#### Writing for your Target Audience

- Determining readability using various indexes

#### Stylisation

- Application of important style techniques and grammatical considerations

#### Format

- Analysis and discussion of appropriate formats for the medium and its audience
- Importance of layout

#### Media Releases

- Key elements of a release
- Determining what is newsworthy
- Use of direct speech
- Grammatical and style considerations

#### Writing for the Web

- Factors for consideration
- Types of website writing
- Analysis of website content

#### Corporate Profiles

- Target audience considerations
- Examining different corporate profiles
- Style considerations

#### Preparing Articles

- Topics and subjects of interest
- Balance of style
- Writing for your audience
- Article length

#### Annual Reports

- Structure
- Language
- Process

#### Other Writing

- Examination of further writing formats for the business/public relations professional

### Who should attend this workshop

Most marketing and communication professionals will be required to write a variety of articles yet may be missing some of the necessary skills to do it. Participants may simply wish to enhance these skills with specific style and grammatical techniques.

Participants may be also working in a specific area of marketing yet, with multitasking becoming a daily necessity; you find you need to extend your skills to different writing areas. This workshop provides the fundamental principles for applying appropriate style techniques to different writing formats.



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 16 hours  
professional development



### Business and Public Relations Writing 2010 Workshop Dates

Melbourne: 16 - 17 March  
Sydney: 5 - 6 May  
Hobart: 18 - 19 May  
Adelaide: 24 - 25 June

Brisbane: 5 - 6 August  
Sydney: 19 - 20 August  
Perth: 8 - 9 September  
Melbourne: 28 - 29 October

This workshop begins at 8.45 am and ends at 4.30 pm.

For your convenience, all catering is provided.

Workshop notes will be provided on the day.

# Foundation Workshops



## Principles of Public Relations

This 2-day interactive workshop covers the core components within the realm of communications or public relations.

Participants will look at the fundamental components of public relations – definitions, image, reputation and types of public relations. Participants will actively look at the planning and execution of public relations strategies.

In this workshop, participants will also learn how to respond to a client or manager’s brief as well as covering analysis of PR campaigns and how to measure and report on PR campaigns.

In the workshop, you will also look at what makes the news, how to attract media attention, launches, special events and target audience analysis.

Work in media release writing basics, media list building, database management and media release distribution will also be included.



### Workshop Outline

#### Public Relations Fundamentals

- Definitions
- Image
- Reputation
- Types of PR

#### Public Relations Planning

- The public relations management process
- PR planning and execution

#### Briefing Process

- Responding to a client brief
- How to source an effective brief

#### Campaign Analysis and Reporting

- Analysis
- Reporting
- How to measure a PR campaign

#### Media

- What makes the news?
- How to attract media attention
- Launches and special events

#### Target Audience

- Target audience analysis

#### Media Release Writing

- Introduction to media release writing
- Effective strategies for writing a media release
- Layout of a media release

#### Targeting Media

- Knowing who to target and when
- Media list building
- Media database management
- Media release distribution

### Who should attend this workshop

This workshop is designed for marketing professionals whose roles require them to cross over into the public relations arena. Alternatively, the workshop would be suitable for those who have formal qualifications in marketing yet are looking to cross over or are currently crossing over in a communications focused role. Marketing practitioners wishing to make the step up into marcomms would also benefit greatly from this course. Marcomms managers who wish to gain a better understanding of the public relations arena would also find this workshop useful.



Australian Marketing Institute  
 Certified Practising Marketer Program:  
 This workshop constitutes 16 hours  
 professional development



### Principles of Public Relations 2010 Workshop Dates

Melbourne: 25 - 26 May  
 Brisbane: 20 - 21 July  
 Sydney: 11 - 12 November

This workshop begins at 8.45 am and ends at 4.30 pm.

For your convenience, all catering is provided.

Workshop notes will be provided on the day.



## Project Management Skills for Marketing Professionals

This interactive 2-day workshop is designed for busy marketers who have responsibility for bringing new products, services and campaigns to market to get results. Project management skills can improve your marketing actions through co-ordinated, visible and easily communicated project plans developed with a project management philosophy.

This workshop looks at the marketing challenge of bringing new products and services to life, the dynamic environment or marketplace and implementation. Specifically, the benefits of the project management orientation for marketing projects and defining projects from a technical and people (sociocultural) perspective are reviewed.

An introduction is made to Microsoft Project 2007 as a desktop tool to assist your efforts. We also look at Project Web Access and other ways of communicating your challenge 24/7 globally.

This workshop utilises a variety of content from discussion and group brainstorming to computer software.

### Workshop Outline

#### Bringing New Products and Services to Life

- Marketing execution challenges
- Structure and culture

#### Project Management

- Defined
- Technical aspects
- Sociocultural aspects

#### Implementation

- The Sticky Note Project
- Reports, communication and information sharing

#### Project Software

- MS Project 2007 - the tour
- Inputs and outputs
- Make it work for you

#### Computers for Communication

- Online tools for keeping everyone up to speed
- Web Access, Basecamp, Outlook

#### Projects

- Proposals
- Implementation
- Evaluation

#### People in Projects

- Engaging people
- Resources and communication

### Who should attend this workshop

People in marketing or related roles who develop and launch new services and products, manage events and co-ordinate tasks among many stakeholders.

Participants may have training in other disciplines but are looking to understand the role of projects in their organisation and how that can help them compete for resources.

**Please bring your laptop computer to this workshop.**



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 16 hours  
professional development



### Project Management Skills for Marketing Professionals 2010 Workshop Dates

Brisbane: 15 - 16 April

Sydney: 3 - 4 June

Melbourne: 15 - 16 November

This workshop begins at 8.45 am and ends at 4.30 pm.

For your convenience, all catering is provided.

Workshop notes will be provided on the day.

# Foundation Workshops



## Media Release Writing

This 1-day intensive workshop will provide hands on development of media release writing skills equipping participants with the necessary tools to effectively target media.

Learn more about writing for the right media and developing a good hook or angle for your target. Through this workshop, participants will also learn about tailoring their story for different media.

Participants will discover and implement techniques specifically suited to their current role while examining a wide variety of media release writing styles.



### Workshop Outline

#### What is News?

- What elements make a good news story?

#### Elements of Good Media

##### Release Writing

- Addressing the 5 x W's and an H
- Timing
- Media style
- Additional elements for successful media release writing
- Examining the lead

#### Targeting Your Story

- Hard and soft news stories
- Changing your approach to suit your target media

#### Quotable Quotes

- Finding the right person to quote
- The right quotes for the right story

#### Media

- What makes the news?
- How to attract media attention
- Local interest



#### Formatting a Media Release

- Standard media release formats that make your release easier to read

#### Editing

- Avoiding the pitfalls of ineffective media release writing

#### Pictures Tell a Thousand Words

- Know about image formats
- Knowing how best to use your images to complement your story

### Who should attend this workshop

Marketing and communication professionals who need to hone their media release writing skills.

This workshop is perfectly suited for participants who have completed the Business and Public Relations Writing two day workshop. Participants could have a basic understanding of media release writing but would like to enhance their ability to tailor media releases to a specific target media.



Australian Marketing Institute  
Certified Practising Marketer Program:  
This workshop constitutes 8 hours  
professional development



### Media Release Writing 2010 Workshop Dates

Melbourne: 28 July  
Brisbane: 31 August  
Sydney: 25 November

This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Workshop notes will be provided on the day.

# Foundation Workshops



## Certified Practising Marketer

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 practising standards for marketers.



## Emerging Marketers

Emerging Marketers is a national special interest group initiative of the Australian Marketing Institute, designed to cater specifically for the needs of marketing students from tertiary institutions, recent marketing graduates and young marketers with less than five years of experience. The group provides opportunities to network and socialise with other marketing students, recent graduates or emerging marketers at dedicated events.

## Facilitators for the 2010 Foundation Workshops

Participants will only be taught by industry practitioners, who are currently involved in the disciplines being taught. That way you can be assured of relevant, practical and up-to-date coverage of the topic.

### Andrew Mashman BBus (Mkt), MBus (GM), AMAMI CPM

Andrew is a dynamic and hands on facilitator with a capability to align theory with practical usable outcomes. Andrew has a strong knowledge base across the commercial, not-for-profit and government sectors, which helps participants gain the most from these 2 day workshops. Prior to becoming a consultant in Marketing, Projects and Training in 2000, Andrew worked for both US Fortune 500 companies and Australian based entrepreneurs. Andrew is an Adjunct Lecturer with Charles Sturt University and a Certified Practising Marketer with the Australian Marketing Institute.

### Beth Powell BA (Comms), Cert IV Training and Assessment, AMAMI

Beth has worked for the past 20 years in the private, government and not-for-profit sector in the areas of communications and marketing. Beth has had roles as media manager and adviser, journalist, in general and event management and in public relations and business communications consultancies focusing on digital communication. Beth currently lectures in digital media and electronic marketing and is completing a masters degree in digital communication and culture.

### Jo Wallace BA (Asian Studies), Grad Dip Ed, Grad Cert PR Mgt, AMAMI

Jo has extensive experience in public relations and marketing across a diverse range of industries including corporate, not-for-profit, sports, education, environment, fashion and health. Jo has both in-house and agency experience and currently runs her own business in PR, event management, website development, writing and photography. Her writing experience boasts all areas from women's publications, sports websites, editing magazines, annual reports, corporate profiles, newsletters and media releases to name but a few. Jo is an experienced and accredited teacher both in Australia and overseas.

## Australian Marketing Institute Membership

For more information about joining the Australian Marketing Institute 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)



**Book three delegates** and your fourth delegate attends free of charge!



## Foundation Workshops 2010 Calendar

### March

- 15 - 16 SYDNEY Principles of Marketing
- 16 - 17 SYDNEY Social Media Applications for Business
- 16 - 17 MELBOURNE Business and Public Relations Writing
- 22 - 23 MELBOURNE Principles of Marketing
- 24 SYDNEY Introduction to Digital Marketing

### April

- 15 - 16 BRISBANE Project Management Skills for Marketing Professionals
- 22 - 23 MELBOURNE Effective Marketing Plans: Strategy to Tactics
- 29 - 30 ADELAIDE Social Media Applications for Business

### May

- 5 - 6 SYDNEY Business and Public Relations Writing
- 6 - 7 BRISBANE Principles of Marketing
- 17 - 18 MELBOURNE Marketing for Professional Services
- 18 - 19 HOBART Business and Public Relations Writing
- 24 - 25 SYDNEY Principles of Marketing
- 25 - 26 MELBOURNE Principles of Public Relations
- 27 - 28 MELBOURNE Social Media Applications for Business

### June

- 3 - 4 SYDNEY Project Management Skills for Marketing Professionals
- 8 - 9 BRISBANE Social Media Applications for Business
- 17 - 18 SYDNEY Effective Marketing Plans: Strategy to Tactics
- 24 - 25 ADELAIDE Business and Public Relations Writing

### July

- 19 - 20 ADELAIDE Principles of Marketing
- 20 - 21 BRISBANE Principles of Public Relations
- 22 - 23 HOBART Social Media Applications for Business
- 26 - 27 SYDNEY Marketing for Professional Services
- 28 MELBOURNE Media Release Writing

### August

- 5 - 6 BRISBANE Business and Public Relations Writing
- 9 - 10 MELBOURNE Principles of Marketing
- 19 MELBOURNE Introduction to Digital Marketing
- 19 - 20 SYDNEY Business and Public Relations Writing
- 31 BRISBANE Media Release Writing

### September

- 2 - 3 SYD OLYMPIC Principles of Marketing
- 6 - 7 BRISBANE Marketing for Professional Services
- 8 - 9 PERTH Business and Public Relations Writing
- 13 - 14 MELBOURNE Effective Marketing Plans: Strategy to Tactics
- 15 - 16 SYDNEY Social Media Applications for Business
- 20 - 21 SYD OLYMPIC Effective Marketing Plans: Strategy to Tactics

### October

- 18 - 19 BRISBANE Effective Marketing Plans: Strategy to Tactics
- 28 - 29 ADELAIDE Effective Marketing Plans: Strategy to Tactics
- 28 - 29 PERTH Social Media Applications for Business
- 28 - 29 MELBOURNE Business and Public Relations Writing

### November

- 4 BRISBANE Introduction to Digital Marketing
- 8 - 9 SYDNEY Principles of Marketing
- 11 - 12 SYDNEY Principles of Public Relations
- 15 - 16 MELBOURNE Project Management Skills for Marketing Professionals
- 22 - 23 SYDNEY Effective Marketing Plans: Strategy to Tactics
- 23 - 24 MELBOURNE Social Media Applications for Business
- 25 SYDNEY Media Release Writing
- 29 - 30 MELBOURNE Effective Marketing Plans: Strategy to Tactics

# Foundation Workshops



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER

Please write clearly and use a ballpoint pen to complete this form.

## How to Register

Tel: 1300 737 445

Email: events@ami.org.au

Individuals may register online  
at www.ami.org.au

Complete this form and

Fax: 1300 131 468

or Post: Australian Marketing Institute  
GPO Box 5295 Sydney NSW 2001

## Your Details

TITLE	FIRST NAME		
LAST NAME			
ORGANISATION			
POSITION			
ADDRESS			
CITY	STATE	POSTCODE	
TEL			
MOBILE			
EMAIL			

## Group Bookings

Book 3 delegates and your 4th delegate attends free of charge (for same workshop registrations only).

**DELEGATE 1: AMI MEMBER? YES NO CPM MEMBER? YES NO**

TITLE	FIRST NAME		
LAST NAME			
EMAIL			

**DELEGATE 2: AMI MEMBER? YES NO CPM MEMBER? YES NO**

TITLE	FIRST NAME		
LAST NAME			
EMAIL			

**DELEGATE 3: AMI MEMBER? YES NO CPM MEMBER? YES NO**

TITLE	FIRST NAME		
LAST NAME			
EMAIL			

**DELEGATE 4: AMI MEMBER? YES NO CPM MEMBER? YES NO**

TITLE	FIRST NAME		
LAST NAME			
EMAIL			

## Payment Details

AMOUNT PAYABLE [ \$ ]
[ ] PLEASE INVOICE MY COMPANY
[ ] CHEQUE PAYABLE TO AUSTRALIAN MARKETING INSTITUTE
[ ] CREDIT CARD [ ] AMEX [ ] VISA [ ] DINERS [ ] MASTERCARD
CREDIT CARD NUMBER
EXPIRY DATE
NAME ON CARD
SIGNATURE

Australian Marketing Institute ABN 30 000 026 586. 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 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.

**NATIONAL WORKSHOP ATTENDANCE:** To ensure that our 2010 workshop program is accessible to members nationally, a 50% discount rate is available for members who wish to attend a workshop not scheduled within their home state during 2010. This offer is limited to the first 4 members per workshop and applies to 1-day and 2-day Foundation Workshops only.

**INSURANCE:** Registration fees do not include personal, travel or medical insurance of any kind. Delegates are advised when registering for the workshop 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.

**DISCLAIMER:** The information contained in this publication is correct at the time of printing. The Australian Marketing Institute reserves the right to alter or delete items from the program as circumstances dictate and takes no responsibility for any errors, omissions and changes.

## Choose Your Registration

**2-DAY WORKSHOPS** (inc GST): CPM \$750 | AMI MEMBER \$790 | NON MEMBER \$940  
INTERSTATE\* CPM \$375 | INTERSTATE\* AMI MEMBER \$395 \* If attending as part of the National Workshop Attendance please mark delegate's box below with an asterisk \*

		DELEGATE NUMBER			
		1	2	3	4
<b>PRINCIPLES OF MARKETING</b>					
SYDNEY	15 - 16 MARCH				
MELBOURNE	22 - 23 MARCH				
BRISBANE	6 - 7 MAY				
SYDNEY	24 - 25 MAY				
ADELAIDE	19 - 20 JULY				
MELBOURNE	9 - 10 AUGUST				
SYDNEY OLYMPIC	2 - 3 SEPTEMBER				
SYDNEY	8 - 9 NOVEMBER				
<b>EFFECTIVE MARKETING PLANS: STRATEGY TO TACTICS</b>					
MELBOURNE	22 - 23 APRIL				
SYDNEY	17 - 18 JUNE				
MELBOURNE	13 - 14 SEPTEMBER				
SYDNEY OLYMPIC	20 - 21 SEPTEMBER				
BRISBANE	18 - 19 OCTOBER				
ADELAIDE	28 - 29 OCTOBER				
SYDNEY	22 - 23 NOVEMBER				
MELBOURNE	29 - 30 NOVEMBER				
<b>MARKETING FOR PROFESSIONAL SERVICES</b>					
MELBOURNE	17 - 18 MAY				
SYDNEY	26 - 27 JULY				
BRISBANE	6 - 7 SEPTEMBER				
<b>SOCIAL MEDIA APPLICATIONS FOR BUSINESS</b>					
SYDNEY	16 - 17 MARCH				
ADELAIDE	29 - 30 APRIL				
MELBOURNE	27 - 28 MAY				
BRISBANE	8 - 9 JUNE				
HOBART	22 - 23 JULY				
SYDNEY	15 - 16 SEPTEMBER				
PERTH	28 - 29 OCTOBER				
MELBOURNE	23 - 24 NOVEMBER				
<b>BUSINESS AND PUBLIC RELATIONS WRITING</b>					
MELBOURNE	16 - 17 MARCH				
SYDNEY	5 - 6 MAY				
HOBART	18 - 19 MAY				
ADELAIDE	24 - 25 JUNE				
BRISBANE	5 - 6 AUGUST				
SYDNEY	19 - 20 AUGUST				
PERTH	8 - 9 SEPTEMBER				
MELBOURNE	28 - 29 OCTOBER				
<b>PRINCIPLES OF PUBLIC RELATIONS</b>					
MELBOURNE	25 - 26 MAY				
BRISBANE	20 - 21 JULY				
SYDNEY	11 - 12 NOVEMBER				
<b>PROJECT MANAGEMENT SKILLS</b>					
BRISBANE	15 - 16 APRIL				
SYDNEY	3 - 4 JUNE				
MELBOURNE	15 - 16 NOVEMBER				

**1-DAY WORKSHOPS** (inc GST): CPM \$550 | AMI MEMBER \$590 | NON MEMBER \$740  
INTERSTATE\* CPM \$275 | INTERSTATE\* AMI MEMBER \$295 \* If attending as part of the National Workshop Attendance please mark delegate's box below with an asterisk \*

		DELEGATE NUMBER			
		1	2	3	4
<b>INTRODUCTION TO DIGITAL MARKETING</b>					
SYDNEY	24 MARCH				
MELBOURNE	19 AUGUST				
BRISBANE	4 NOVEMBER				
<b>MEDIA RELEASE WRITING</b>					
MELBOURNE	28 JULY				
BRISBANE	31 AUGUST				
SYDNEY	25 NOVEMBER				

# Foundation Workshops



AUSTRALIAN  
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PRACTISING  
MARKETER



## Principles of Marketing

Sydney: 15 - 16 March  
Melbourne: 22 - 23 March  
Brisbane: 6 - 7 May  
Sydney: 24 - 25 May  
Adelaide: 19 - 20 July  
Melbourne: 9 - 10 August  
Sydney Olympic: 2 - 3 September  
Sydney: 8 - 9 November



## Introduction to Digital Marketing

Sydney: 24 March  
Melbourne: 19 August  
Brisbane: 4 November



## Effective Marketing Plans: Strategy to Tactics

Melbourne: 22 - 23 April  
Sydney: 17 - 18 June  
Melbourne: 13 - 14 September  
Sydney Olympic: 20 - 21 September  
Brisbane: 18 - 19 October  
Adelaide: 28 - 29 October  
Sydney: 22 - 23 November  
Melbourne: 29 - 30 November



## Marketing for Professional Services

Melbourne: 17 - 18 May  
Sydney: 26 - 27 July  
Brisbane: 6 - 7 September



## Social Media Applications for Business

Sydney: 16 - 17 March  
Adelaide: 29 - 30 April  
Melbourne: 27 - 28 May  
Brisbane: 8 - 9 June  
Hobart: 22 - 23 July  
Sydney: 15 - 16 September  
Perth: 28 - 29 October  
Melbourne: 23 - 24 November



## Business and Public Relations Writing

Melbourne: 16 - 17 March  
Sydney: 5 - 6 May  
Hobart: 18 - 19 May  
Adelaide: 24 - 25 June  
Brisbane: 5 - 6 August  
Sydney: 19 - 20 August  
Perth: 8 - 9 September  
Melbourne: 28 - 29 October



## Principles of Public Relations

Melbourne: 25 - 26 May  
Brisbane: 20 - 21 July  
Sydney: 11 - 12 November



## Project Management Skills for Marketing Professionals

Brisbane: 15 - 16 April  
Sydney: 3 - 4 June  
Melbourne: 15 - 16 November



## Media Release Writing

Melbourne: 28 July  
Brisbane: 31 August  
Sydney: 25 November

For further information about Australian Marketing Institute  
2010 Program including workshops, conferences and calendar of events:  
1300 737 445 | [events@ami.org.au](mailto:events@ami.org.au) | [www.ami.org.au](http://www.ami.org.au)