



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

FOUNDATION WORKSHOPS

2011 PROGRAM

	PRINCIPLES OF MARKETING		PRINCIPLES OF DIGITAL MARKETING	
		MARKETING FOR PROFESSIONAL SERVICES		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS				NEW IN 2011 SEGMENTATION FOR COMPETITIVE ADVANTAGE
	PRINCIPLES OF MEDIA RELEASE WRITING	PRINCIPLES OF PUBLIC RELATIONS		BUSINESS AND PUBLIC RELATIONS WRITING
	NEW IN 2011 MEDIA RELEASE WRITING EXTENSION			PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS

FOUNDATION WORKSHOPS

2011 PROGRAM



The Australian Marketing Institute's 2011 Foundation Workshops program includes two 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 business environment. 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 peak 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 workshops, network events, conferences, seminars and access to online resources.

NATIONAL WORKSHOP ATTENDANCE

To ensure that the 2011 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 2011 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 organisation's strategy. Individual workshops within the 2011 Foundation Workshops program can be customised along with other areas of importance for an organisation.



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

The Old Woolstore
Apartment Hotel
1 Macquarie Street
Hobart TAS 7000
Tel: 03 6235 5355

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

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 or email events@ami.org.au

Introduction to Marketing Concepts



PRINCIPLES OF MARKETING | page 4

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



PRINCIPLES OF 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 FROM 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 marketing performance and organisational productivity.



SEGMENTATION FOR COMPETITIVE ADVANTAGE | page 9

An in-depth look at understanding which of the identified customer segments should be targeted.

Communication and Project Management



BUSINESS AND PUBLIC RELATIONS WRITING | page 10

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



PRINCIPLES OF PUBLIC RELATIONS | page 11

An intensive workshop aimed to equip participants with introductory level public relations as a critical component of marketing communications.



PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS | page 12

Learn about the synergies of a project orientation and implementing marketing strategies and tactics 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.



PRINCIPLES OF MEDIA RELEASE WRITING | page 13

This workshop is designed for those in marketing and communications with little or no experience in media release writing.



MEDIA RELEASE WRITING EXTENSION | page 14

Provides intensive hands-on development of media release writing to equip participants to effectively target media.



WORKSHOPS OVERVIEW

The expanded 2011 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

Complete the Registration Form at the back of this brochure

Fax: 1300 131 468

Post: Australian Marketing Institute
GPO Box 5295 Sydney NSW 2001

Email: events@ami.org.au

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

Book three participants and your fourth attends free of charge!



PRINCIPLES OF MARKETING

Facilitator: Andrew Mashman

This two 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 DATES

- Sydney: 14 - 15 March
- Melbourne: 21 - 22 March
- Brisbane: 5 - 6 May
- Sydney: 19 - 20 May
- Perth: 9 - 10 June
- Adelaide: 25 - 26 July
- Melbourne: 8 - 9 August
- Sydney: 29 - 30 August
- Melbourne: 3 - 4 November
- Sydney: 7 - 8 November



WHO SHOULD ATTEND

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.



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 from Strategy to Tactics workshop

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

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



PRINCIPLES OF DIGITAL MARKETING

Facilitator: Beth Powell

This one day intensive workshop introduces participants to digital marketing. Learning outcomes include understanding the shift in traditional marketing caused by digital technology, an appreciation of integrated digital and traditional marketing campaigns, introduction to consumer behaviour online, an introduction to search engine marketing, email marketing, mobile marketing and the application of various social media tools for marketing.

This workshop uses a variety of content from facilitator presentation, small group activities and discussion, video and text based materials. Current digital marketing issues are discussed and analysed across industries represented.

Information presented includes case studies, current research, and practical hands-on tips. Participants have the opportunity to learn from each other with discussion of experiences encouraged.



WORKSHOP OUTLINE

Digital Marketing in Context

- What is digital marketing?
- Understanding the impact of technology on marketing practice
- What opportunities does the power shift to consumers provide for marketers?

Digital Push and Pull strategies

- Advantages and disadvantages of Push
- Advantages and disadvantages of Pull
- Strategic use of each

Introduction to Search Engine Optimisation

- Definitions
- Tips for search engine optimisation
- Web tools to assist search engine optimisation

Introduction to Search Engine Marketing

- Definitions
- Tips for effective search engine marketing

Introduction to Email Marketing

- Email marketing strategy
- Tips for effective email marketing

Introduction to Mobile Marketing

- The mobile marketing market
- Strategy for mobile marketing
- Tips for effective mobile marketing

Introduction to Social Tools

- Introduction to the concept of social referral
- Introduction to the primary social media tools for business
- Introduction to strategy for use of social tools
- Measurement of social media for marketing



WORKSHOP DATES

- Perth: 28 April
- Sydney: 10 May
- Brisbane: 17 May
- Sydney: 21 June
- Hobart: 26 July
- Melbourne: 16 August
- Melbourne: 20 September
- Adelaide: 27 September
- Brisbane: 4 November



WHO SHOULD ATTEND

This is an introductory workshop suitable for those in marketing, marcomms or business development roles, consultants, event managers, stakeholder managers, fundraising managers, small to medium e-business operators or marketing contract managers.

Participants may have no formal marketing training or have traditional marketing experience and are looking to update their skills.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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



EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS

Facilitator: Andrew Mashman

This two 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



WORKSHOP DATES

Melbourne: 28 - 29 April

Sydney: 16 - 17 June

Melbourne: 12 - 13 September

Sydney: 19 - 20 September

Brisbane: 17 - 18 October

Adelaide: 27 - 28 October

Sydney: 21 - 22 November

Melbourne: 28 - 29 November



WHO SHOULD ATTEND

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.

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

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



MARKETING FOR PROFESSIONAL SERVICES

Facilitator: Andrew Mashman

This two 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 DATES

Melbourne: 16 - 17 May

Sydney: 18 - 19 July

Brisbane: 5 - 6 September



WHO SHOULD ATTEND

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.



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

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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



SOCIAL MEDIA APPLICATIONS FOR BUSINESS

Facilitator: Beth Powell

This two day intensive workshop introduces participants to the context of social media use for business, strategies for social media application, and a practical introduction to the most common and useful social media tools for business. This workshop will enable participants to:

- Understand the principles of communication in social networking environments
- Understand how social network communication differs from traditional business communication methods and why it matters
- Understand how to use social media tools for increasing workplace productivity
- Know the difference between the most common social networking tools and how they can be used to achieve business goals
- Develop policies and procedures for the use of social media tools in your business
- Understand the principles of 'organisational readiness' for the use of social networking tools including resource requirements and risk reduction strategies
- Understand how to integrate a social media strategy into your organisation's existing communications and marketing strategies
- Know when you should say "no"

Information presented includes case studies, current research, and practical hands-on learning and tips. Participants have the opportunity to learn from each other with discussion of experiences encouraged. This workshop uses a variety of content from facilitator presentation, small group activities and discussion, video and text based materials. Current issues are discussed and analysed across industries represented.

Please bring your laptop computer to this workshop.



WORKSHOP OUTLINE

Social Media in Context

- Exploring technologies' impact on the customer business relationship
- Definitions
- Consumer behaviour online

Introducing the Primary

Social Media Tools

- Facts, stats and demographics
- Strategic business use of different social media tools
- Introducing social media for research
- Hands on practical use of tools
- Case study analysis
- Tactics for engagement

Introducing Social Media

Productivity Tools

- How can using social media tools increase productivity?

- Demonstration and practical use of tools

Social Media Use within Organisations

- Highlighting the issues
- Strategies for risk reduction
- Social media management models
- Getting started

Reputation Management

- Tools for managing online reputation
- Demonstration and practical use of tools

Social Media Monitoring and Measurement

- How can social media be measured?
- Tools to monitor social media activity



WORKSHOP DATES

Sydney: 16 - 17 March

Adelaide: 3 - 4 May

Melbourne: 25 - 26 May

Brisbane: 8 - 9 June

Perth: 7 - 8 September

Sydney: 14 - 15 September

Hobart: 9 - 10 November

Melbourne: 23 - 24 November



WHO SHOULD ATTEND

Marketing and communication professionals who want to increase the effectiveness of their communication programs and integrate social network programs with existing marketing communication activities. Those in marketing, marcomms or business development roles, consultants, event managers, stakeholder managers, fundraising managers, small to medium e-business operators, marketing contract managers, communication managers, Government department managers, HR managers and subject matter experts.

Participants may have no formal marketing training or have traditional marketing experience and want to update their skills.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer

Program: This workshop constitutes 16 hours professional development



SEGMENTATION FOR COMPETITIVE ADVANTAGE



Facilitator: Andrew Mashman

This one day workshop has an in-depth look at understanding which of the identified customer segments should be targeted. Specifically covered is a methodology which will allow participants to evaluate segments using current segmentation profiles to develop a better understanding of which segments are likely to provide better results through targeting than others, both now and at predetermined intervals.

Utilising the Dibb-Simkin Segment Evaluation technique (2006) a list of aspects can be developed to define why a segment maybe more or less attractive to the organisation, enhancing participants' knowledge on who to target now, who to target in the future and what resources might be needed to achieve the end result.

This insight into existing customer profiles can lead to further discussion in the organisation on different segmentation techniques to cut through the competitive noise and formulate a unique and powerful segmentation strategy. Initially the group will discuss segmentation and targeting as well as business capabilities with customers.

Please bring your laptop computer to this workshop.



WORKSHOP OUTLINE

Customers, Opportunities and Organisational Strategy

- Customers and segmentation
- Segmentation status quo
- Organisational capability
- Meeting customers needs

Segment Attractiveness

- Segmentation
- What makes segments attractive
- Looking beyond Dollars
- Aspects of attractiveness
- Rating aspects

Organisational Capability

- What does your organisation excel at?
- What do you struggle with?
- What capabilities are required in the future?
- Aspects of operational capability

Segment Selection

- Mapping the segments
- Estimating the future
- Segment choice
- Communication to stakeholders
- Segmentation opportunities



WORKSHOP DATES

Sydney: 27 June

Melbourne: 10 August



WHO SHOULD ATTEND

Participants will have a good understanding of marketing and be looking for ways to out maneuver your competitors. Participants are likely to have completed the Australian Marketing Institute Effective Marketing Plans from Strategy to Tactics workshop or have responsibility for quantifying target market selection and the communication of that process or outcomes to your organisational stakeholders.

Participants are also asked to bring (where possible) data about your current or potential customers – B2C or B2B at some level – and data about the organisation's strengths and weaknesses.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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



BUSINESS AND PUBLIC RELATIONS WRITING

Facilitator: Jo Wallace

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

This workshop will review a wide variety of common public relations and business writing materials. Writing style and essential grammar characteristics will be covered and then applied to a variety of writing tasks. As a group you will analyse a range of stylistic requirements within different written mediums.

Participants get 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 DATES

- Sydney: 7 - 8 March
- Melbourne: 15 - 16 March
- Brisbane: 29 - 30 March
- Perth: 10 - 11 May
- Hobart: 24 - 25 May
- Adelaide: 21 - 22 June
- Sydney: 16 - 17 August
- Melbourne: 6 - 7 September



WHO SHOULD ATTEND

Participants may be experienced and/or qualified marketing or public relations staff who need to hone their skills as an author. This workshop will help participants write more quickly and more freely. Participants may be already writing fundamental material for their organisation yet wish to enhance these skills with specific style and grammatical techniques.

Participants may be also working in a specific area of marketing yet find they need to extend their skills to different writing areas. Alternatively, participants may have years of experience writing technical documents but simply want to add some style and flair to their copy.



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 medium and audience
- Importance of layout

Media Releases

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

Corporate Profiles

- Target audience considerations
- Readability
- Style considerations

Writing for the Web

- Factors for consideration
- Types of website writing

Preparing Articles

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

Annual Reports

- Structure
- Language
- Legal requirements
- Process

Other Writing

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

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

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



PRINCIPLES OF PUBLIC RELATIONS

Facilitator: Jo Wallace

This two day intensive workshop aims to equip participants with introductory level public relations and covers the core components within the realm of communications. Participants will look at the fundamental components of public relations – definitions, image, reputation and types of public relations and will actively look at the planning and execution of public relations strategies.

In the workshop, participants will also learn how to respond to a client or manager's brief as well as covering analysis of public relations campaigns and how to measure and report on those campaigns. Participants will also look at what makes the news, how to attract media attention, launches and 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 DATES

Melbourne: 7 - 8 June

Brisbane: 15 - 16 November

Sydney: 22 - 23 November



WHO SHOULD ATTEND

This workshop is designed for marketing professionals whose roles require them to cross over into the public relations arena. It is also suitable for those who have formal qualifications in marketing yet are crossing over into a communications focused role.

For those looking to move into a public relations career, this workshop provides them with a solid understanding of the fundamentals. Marketing practitioners stepping into marcomms, or managers and business owners seeking to better understand the public relations arena would also benefit from this workshop.



WORKSHOP OUTLINE

Public Relations Fundamentals

- Definitions
- Image
- Reputation
- Types of public relations

Public Relations Planning

- The public relations management process
- Public relations 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

FOUNDATION WORKSHOPS

2011 PROGRAM



PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS

Facilitator: Andrew Mashman

This interactive two 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.

Please bring your laptop computer to this workshop.



WORKSHOP DATES

Sydney: 7 - 8 April

Brisbane: 2 - 3 June

Melbourne: 17 - 18 November



WHO SHOULD ATTEND

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.



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

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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



PRINCIPLES OF MEDIA RELEASE WRITING

Facilitator: Jo Wallace

This one day intensive workshop aims to equip participants with introductory level media release writing skills. The workshop will provide intensive hands on development of media release writing skills providing 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.



WORKSHOP DATES

Sydney: 3 May
Melbourne: 26 July
Brisbane: 30 August



WHO SHOULD ATTEND

Marketing and/or communication professionals who need to develop their media release writing skills. This intensive one day workshop is perfectly suited to those who have completed the Business and Public Relations Writing two day workshop but is not a requirement. Participants will learn the basic components of compiling a media release including learning what they will need to attract media attention to structuring a release, layout and style techniques. Participants may like to follow this workshop with the one day Media Release Writing Extension workshop which provides them with a comprehensive two day media release writing program.



WORKSHOP OUTLINE

What is news?

- What elements make a good news story?

Media

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

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

Quotable Quotes

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

Formatting a Media Release

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

Pictures Tell a Thousand Words

- Image formats
- Knowing how best to use your images to complement your story

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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



MEDIA RELEASE WRITING EXTENSION



Facilitator: Jo Wallace

This one day intensive workshop aims to equip participants with advanced media release writing skills. The workshop is hands on and encourages participants to further examine strategies that will enhance their media release writing skills with the aim of getting their release picked up by journalists.

Participants will learn to be ruthless when it comes to editing as well as learn how to follow up on a release and pitch it to the right journalist. Through this workshop participants will also learn about tailoring their story for different media and creating a variety of angles to suit different media outlets.



WORKSHOP DATES

Melbourne: 27 July
Brisbane: 31 August



WORKSHOP OUTLINE

Targeting Your Story

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

Quotable Quotes

- Furthering skills in sourcing quotes
- Looking for different people to quote to interest the media
- Attributing your sources correctly

Hooks

- Finding the right hook to hook them in
- Angles
- Telling the story from different perspectives
- Changing the angle
- Having different angles ready to roll

Editing

- Avoiding the pitfalls of ineffective media release writing
- Being ruthless when it comes to editing your work

Language

- The best language to get your message across effectively

Pitching in to Media

- How to follow up your release



WHO SHOULD ATTEND

Marketing and communication professionals who need to hone their media release writing skills. This intensive one day workshop is perfectly suited to those who have completed the Business and Public Relations Writing two day workshop and have some experience in media release writing.

This workshop follows the Principles of Media Release Writing workshop for those wishing to undertake two full days of media release writing study.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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

FOUNDATION WORKSHOPS

2011 PROGRAM



FACILITATORS FOR THE 2011 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 (Marketing), MBus (Management), AMAMI CPM

Andrew is an engaging facilitator; he has extensive experience in marketing and project management roles for both Australian entrepreneurs and international corporations seeking market penetration and growth for consumer and industrial goods. Andrew has also worked in areas of sports and entertainment and was part of the Australian Design Award winning Hunwick Harrop Australian Motorcycle project.

Andrew specialises in facilitating information transfer and learning among stakeholders, and receives very good feedback on his ability to decode theory into practical, usable knowledge. Andrew has a fascination with the impact of converged devices and wireless internet on consumer behaviour and delivers short and customised courses in marketing, projects and planning for clients including the Australian Marketing Institute. In 2010 Andrew was a judge for the Australian Marketing Institute Marketing Excellence Awards.

Beth Powell BA Media&Comn, MA Digital Comn, Cert IV Training and Assessment, AMAMI

Beth is an experienced facilitator and educator with a capability to align theory with practical usable outcomes. Beth has held executive roles in communications and marketing in the commercial, not-for-profit and government sectors. Prior to working as a consultant and educator, Beth worked for renowned international not-for-profit agencies, an ASX listed company and high profile government organisations. Beth lectures in Digital Marketing in the Bachelor of Business program at APM Institute and holds a BA Communications from the University of Western Sydney and a Masters Degree in Digital Communications and Culture from the University of Sydney.

Jo Wallace BA (Asian Studies), Grad Dip Ed, Grad Cert PR Mgt, Grad Cert Journalism, 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 has formal tertiary and post graduate qualifications in Arts, Public Relations, Education and Journalism. Jo is an experienced and accredited teacher with experience both in Australia and overseas.



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

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.

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

Website: www.ami.org.au



March

7-8	SYDNEY		BUSINESS AND PUBLIC RELATIONS WRITING
14-15	SYDNEY		PRINCIPLES OF MARKETING
15-16	MELBOURNE		BUSINESS AND PUBLIC RELATIONS WRITING
16-17	SYDNEY		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
21-22	MELBOURNE		PRINCIPLES OF MARKETING
29-30	BRISBANE		BUSINESS AND PUBLIC RELATIONS WRITING

April

7-8	SYDNEY		PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS
28-29	MELBOURNE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
28	PERTH		PRINCIPLES OF DIGITAL MARKETING

May

3	SYDNEY		PRINCIPLES OF MEDIA RELEASE WRITING
3-4	ADELAIDE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
5-6	BRISBANE		PRINCIPLES OF MARKETING
10	SYDNEY		PRINCIPLES OF DIGITAL MARKETING
10-11	PERTH		BUSINESS AND PUBLIC RELATIONS WRITING
16-17	MELBOURNE		MARKETING FOR PROFESSIONAL SERVICES
17	BRISBANE		PRINCIPLES OF DIGITAL MARKETING
19-20	SYDNEY		PRINCIPLES OF MARKETING
24-25	HOBART		BUSINESS AND PUBLIC RELATIONS WRITING
25-26	MELBOURNE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS

June

2-3	BRISBANE		PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS
7-8	MELBOURNE		PRINCIPLES OF PUBLIC RELATIONS
8-9	BRISBANE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
9-10	PERTH		PRINCIPLES OF MARKETING
16-17	SYDNEY		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
21	SYDNEY		PRINCIPLES OF DIGITAL MARKETING
21-22	ADELAIDE		BUSINESS AND PUBLIC RELATIONS WRITING
27	SYDNEY		SEGMENTATION FOR COMPETITIVE ADVANTAGE

July

18-19	SYDNEY		MARKETING FOR PROFESSIONAL SERVICES
25-26	ADELAIDE		PRINCIPLES OF MARKETING

26	HOBART		PRINCIPLES OF DIGITAL MARKETING
26	MELBOURNE		PRINCIPLES OF MEDIA RELEASE WRITING
27	MELBOURNE		MEDIA RELEASE WRITING EXTENSION

August

8-9	MELBOURNE		PRINCIPLES OF MARKETING
10	MELBOURNE		SEGMENTATION FOR COMPETITIVE ADVANTAGE
16	MELBOURNE		PRINCIPLES OF DIGITAL MARKETING
16-17	SYDNEY		BUSINESS AND PUBLIC RELATIONS WRITING
29-30	SYDNEY		PRINCIPLES OF MARKETING
30	BRISBANE		PRINCIPLES OF MEDIA RELEASE WRITING
31	BRISBANE		MEDIA RELEASE WRITING EXTENSION

September

5-6	BRISBANE		MARKETING FOR PROFESSIONAL SERVICES
6-7	MELBOURNE		BUSINESS AND PUBLIC RELATIONS WRITING
7-8	PERTH		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
12-13	MELBOURNE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
14-15	SYDNEY		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
19-20	SYDNEY		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
20	MELBOURNE		PRINCIPLES OF DIGITAL MARKETING
27	ADELAIDE		PRINCIPLES OF DIGITAL MARKETING

October

17-18	BRISBANE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
27-28	ADELAIDE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS

November

3-4	MELBOURNE		PRINCIPLES OF MARKETING
4	BRISBANE		PRINCIPLES OF DIGITAL MARKETING
7-8	SYDNEY		PRINCIPLES OF MARKETING
9-10	HOBART		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
15-16	BRISBANE		PRINCIPLES OF PUBLIC RELATIONS
17-18	MELBOURNE		PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS
21-22	SYDNEY		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
22-23	SYDNEY		PRINCIPLES OF PUBLIC RELATIONS
23-24	MELBOURNE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
28-29	MELBOURNE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS

FOUNDATION WORKSHOPS

2011 PROGRAM - REGISTRATION FORM



AUSTRALIAN MARKETING INSTITUTE



CERTIFIED PRACTISING MARKETER

HOW TO REGISTER

Complete and submit this registration form. Individuals may register online.

Email: membership@ami.org.au

Fax: 1300 131 468

Mail: Australian Marketing Institute
GPO Box 5295 Sydney NSW 2001

Online: www.ami.org.au

Your Details

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

TITLE	FIRST NAME		
LAST NAME			
POSITION			
ORGANISATION			
ADDRESS			
SUBURB / TOWN	STATE	POSTCODE	
TEL	FAX		
MOBILE			
EMAIL			

Group Bookings

Book 3 participants and your 4th attends free of charge (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. All prices include GST. This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Ensure you have provided your email address. 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 service charge, will be made for cancellations in writing (email or fax) up to two (2) weeks prior to the event.

Choose Your Registration

TWO DAY WORKSHOPS: CPM \$750 | AMI MEMBER \$790 | NON MEMBER \$980
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
PRINCIPLES OF MARKETING					
Sydney	14 - 15 March				
Melbourne	21 - 22 March				
Brisbane	5 - 6 May				
Sydney	19 - 20 May				
Perth	9 - 10 June				
Adelaide	25 - 26 July				
Melbourne	8 - 9 August				
Sydney	29 - 30 August				
Melbourne	3 - 4 November				
Sydney	7 - 8 November				
EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS					
Melbourne	28 - 29 April				
Sydney	16 - 17 June				
Melbourne	12 - 13 September				
Sydney	19 - 20 September				
Brisbane	17 - 18 October				
Adelaide	27 - 28 October				
Sydney	21 - 22 November				
Melbourne	28 - 29 November				
MARKETING FOR PROFESSIONAL SERVICES					
Melbourne	16 - 17 May				
Sydney	18 - 19 July				
Brisbane	5 - 6 September				
SOCIAL MEDIA APPLICATIONS FOR BUSINESS					
Sydney	16 - 17 March				
Adelaide	3 - 4 May				
Melbourne	25 - 26 May				
Brisbane	8 - 9 June				
Perth	7 - 8 September				
Sydney	14 - 15 September				
Hobart	9 - 10 November				
Melbourne	23 -24 November				
BUSINESS AND PUBLIC RELATIONS WRITING					
Sydney	7 - 8 March				
Melbourne	15 - 16 March				
Brisbane	29 - 30 March				
Perth	10 - 11 May				
Hobart	24 - 25 May				
Adelaide	21 - 22 June				
Sydney	16 - 17 August				
Melbourne	6 - 7 September				
PRINCIPLES OF PUBLIC RELATIONS					
Melbourne	7 - 8 June				
Brisbane	15 - 16 November				
Sydney	22 - 23 November				
PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS					
Sydney	7 - 8 April				
Brisbane	2 - 3 June				
Melbourne	17 - 18 November				

ONE DAY WORKSHOPS: CPM \$550 | AMI MEMBER \$590 | NON MEMBER \$780
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
PRINCIPLES OF DIGITAL MARKETING					
Perth	28 April				
Sydney	10 May				
Brisbane	17 May				
Sydney	21 June				
Hobart	26 July				
Melbourne	16 August				
Melbourne	20 September				
Adelaide	27 September				
Brisbane	4 November				
SEGMENTATION FOR COMPETITIVE ADVANTAGE					
Sydney	27 June				
Melbourne	10 August				
PRINCIPLES OF MEDIA RELEASE WRITING					
Sydney	3 May				
Melbourne	26 July				
Brisbane	30 August				
MEDIA RELEASE WRITING EXTENSION					
Melbourne	27 July				
Brisbane	31 August				

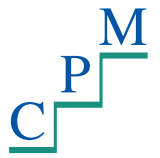
NATIONAL WORKSHOP ATTENDANCE: To ensure that our 2011 program is accessible to members nationally, a 50% discount rate is available for members who wish to attend a workshop not scheduled within their home state during 2011. This offer is limited to the first four (4) members per workshop and applies to one day and two day Foundation Workshops only.

INSURANCE: Registration fees do not include personal, travel or medical insurance of any kind. Delegates are advised 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. Check www.ami.org.au for updates.



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AUSTRALIAN MARKETING INSTITUTE

FOUNDATION WORKSHOPS

2011 PROGRAM



PRINCIPLES OF MARKETING

Sydney: 14 - 15 March
Melbourne: 21 - 22 March
Brisbane: 5 - 6 May
Sydney: 19 - 20 May
Perth: 9 - 10 June
Adelaide: 25 - 26 July
Melbourne: 8 - 9 August
Sydney: 29 - 30 August
Melbourne: 3 - 4 November
Sydney: 7 - 8 November



MARKETING FOR PROFESSIONAL SERVICES

Melbourne: 16 - 17 May
Sydney: 18 - 19 July
Brisbane: 5 - 6 September



BUSINESS AND PUBLIC RELATIONS WRITING

Sydney: 7 - 8 March
Melbourne: 15 - 16 March
Brisbane: 29 - 30 March
Perth: 10 - 11 May
Hobart: 24 - 25 May
Adelaide: 21 - 22 June
Sydney: 16 - 17 August
Melbourne: 6 - 7 September



SOCIAL MEDIA APPLICATIONS FOR BUSINESS

Sydney: 16 - 17 March
Adelaide: 3 - 4 May
Melbourne: 25 - 26 May
Brisbane: 8 - 9 June
Perth: 7 - 8 September
Sydney: 14 - 15 September
Hobart: 9 - 10 November
Melbourne: 23 - 24 November



PRINCIPLES OF PUBLIC RELATIONS

Melbourne: 7 - 8 June
Brisbane: 15 - 16 November
Sydney: 22 - 23 November



PRINCIPLES OF DIGITAL MARKETING

Perth: 28 April
Sydney: 10 May
Brisbane: 17 May
Sydney: 21 June
Hobart: 26 July
Melbourne: 16 August
Melbourne: 20 September
Adelaide: 27 September
Brisbane: 4 November



SEGMENTATION FOR COMPETITIVE ADVANTAGE

Sydney: 27 June
Melbourne: 10 August



PRINCIPLES OF MEDIA RELEASE WRITING

Sydney: 3 May
Melbourne: 26 July
Brisbane: 30 August



EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS

Melbourne: 28 - 29 April
Sydney: 16 - 17 June
Melbourne: 12 - 13 September
Sydney: 19 - 20 September
Brisbane: 17 - 18 October
Adelaide: 27 - 28 October
Sydney: 21 - 22 November
Melbourne: 28 - 29 November



PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS

Sydney: 7 - 8 April
Brisbane: 2 - 3 June
Melbourne: 17 - 18 November



MEDIA RELEASE WRITING EXTENSION

Melbourne: 27 July
Brisbane: 31 August

For more information about Australian Marketing Institute 2011 Program including workshops, conferences and calendar of events:

Tel: 1300 737 445 | Email: events@ami.org.au | Website: www.ami.org.au



AUSTRALIAN
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AUSTRALIAN MARKETING INSTITUTE

ADVANCED AND MASTER CLASS WORKSHOPS

2011 PROGRAM

	BRAND MANAGEMENT		DRIVING MARKETING STRATEGY	
		BRAND POSITIONING		MARKET RESEARCH FOR MARKETERS
			 NEW IN 2011	BRAND ARCHITECTURE
 NEW IN 2011	SCENARIO PLANNING	FINANCE FOR MARKETERS	 NEW IN 2011	CUSTOMER MANAGEMENT
 NEW IN 2011	MANAGING MARKETING COMMUNICATIONS IN A 'PUSH & PULL' MARKETPLACE		MEASURING MARKETING PERFORMANCE	

ADVANCED AND MASTER CLASS WORKSHOPS

2011 PROGRAM



The 2011 Advanced and Master Class Workshops program from the Australian Marketing Institute has been specifically designed for experienced middle to senior marketers and management to broaden or refresh their knowledge base.

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.

ABOUT THE AUSTRALIAN MARKETING INSTITUTE

The Australian Marketing Institute (AMI) is the peak 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 workshops, network events, conferences, seminars and access to online resources.

NATIONAL WORKSHOP ATTENDANCE

To ensure that the 2011 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 2011 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 organisation's strategy. Individual workshops within the 2011 Advanced and Master Class Workshops program can be customised along with other areas of importance for an organisation.



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

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 or email events@ami.org.au

ADVANCED AND MASTER CLASS WORKSHOPS

2011 PROGRAM



Advanced Workshops



FINANCE FOR MARKETERS | page 4

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.



MARKET RESEARCH FOR MARKETERS | page 5

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 6

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.



SCENARIO PLANNING | page 7

Participants will gain a thorough understanding of one of the key strategic frameworks being used. Scenario Planning is a sophisticated environmental scanning approach with its emphasis on growth and profitability opportunities whilst acknowledging and managing risk.

Master Class Workshops



BRAND ARCHITECTURE | page 8

This workshop will assist participants in managing a portfolio of brands including brand extension, line extension and co-branding.



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.



BRAND POSITIONING | page 10

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.



CUSTOMER MANAGEMENT | page 11

This workshop aims to enable senior management to defend the value of an existing customer base and grow that value.



DRIVING MARKETING STRATEGY | page 12

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.



MANAGING MARKETING COMMUNICATIONS IN A 'PUSH & PULL' MARKETPLACE | page 13

This master class workshop will help participants view marketing communications as an organisational investment which should generate measurable returns for the firm. The focus will be on developing a holistic view of the communication marketplace, identifying customers and prospects in which marketing and communication investments should and could be made.



WORKSHOPS OVERVIEW

The expanded 2011 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

Complete the Registration Form at the back of this brochure

Fax: 1300 131 468

Post: Australian Marketing Institute
GPO Box 5295 Sydney NSW 2001

Email: events@ami.org.au

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

Book three participants and your fourth attends free of charge!

ADVANCED WORKSHOPS

2011 PROGRAM



FINANCE FOR MARKETERS

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.

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.

Please bring your laptop computer to this workshop.



WORKSHOP DATES

Melbourne: 6 April

Sydney: 21 September



WHO SHOULD ATTEND

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.



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

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

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

ADVANCED WORKSHOPS

2011 PROGRAM



MARKET RESEARCH FOR MARKETERS

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.



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



WORKSHOP DATES

Sydney: 27 April

Melbourne: 29 June

Brisbane: 24 August



WHO SHOULD ATTEND

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.



Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer

Program: This workshop constitutes 8 hours professional development



MEASURING MARKETING PERFORMANCE

Facilitator: Roger James

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.

Please bring your laptop computer to this workshop.



WORKSHOP DATES

Melbourne: 22 June

Sydney: 22 September



WHO SHOULD ATTEND

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

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



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

Fundamentals of Marketing Metrics

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

Marketing Metrics Categories

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

Range and Extent of Marketing Measurement

- Metrics dictionary

Intervention Points in the Marketing Cycle - Examples of typical metrics for each phase/activity

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

Marketing Mix Case Studies

- Hypothetical cases – small group exercises

Marketing Metrics Dashboard

- Web-based exercises in dashboard development

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

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

ADVANCED WORKSHOPS

2011 PROGRAM



SCENARIO PLANNING

Facilitator: Mike Withford

This one day interactive workshop is for participants to gain a thorough understanding of one of the key strategic frameworks for which marketing can and should play a major leadership role. Marketers should be the experts in understanding the environment, market changes and likely impacts on the organisation. Scenario planning is in essence a sophisticated environmental scanning approach that marketers must understand.

Scenario planning has received new impetus. Organisations are using formal structured approaches to build scenarios for both seizing emerging opportunities and for anticipating risks. Marketers have long used environmental scanning and PESTEL analysis but rarely moved to the next stage of evaluating the impact, velocity and certainty aspects that are inherent in the scenario development approach.

The main question addressed by scenarios is whether a corporation's established filters are blocking important information that will be either valuable or harmful if withheld. Scenarios can be used at the corporate, market or project level. The use of scenarios can improve the quality of your strategic marketing thinking and allow you to target strategic insights before others do.

This workshop will provide participants with a practical understanding and approach, based on latest thinking and real life examples to improve or implement a scenario development process in their own organisations.



WORKSHOP OUTLINE

Environmental Scanning.

How is it currently conducted ?

- PESTEL Approaches and Industry Structure Analysis
- Weaknesses in the traditional approaches

4 Key Stages in Scenario Development

- Trend filter - ensuring quality inputs from customers, suppliers and stakeholders
- Driver assessment - identify driving forces that will shape the future
- Scenario Building - determine interdependency
- Build scenario matrices and assess probabilities

Strategy Implications. Challenges to Existing Strategies and Strategy Design

- Organisation readiness to respond
- Innovation and "white space" opportunities
- Strategy changes and portfolio model implications
- Risk identification and management

Marketing Strategy by Scenario

- Industry dynamics and competition
- Segment and product focus
- Value chain impacts
- Channel and distribution
- Brand implications
- Partnerships and alliances

Pitfalls in Scenario Planning to be Avoided

- Too many scenarios
- Managing the extreme probability scenarios
- Monitoring the scenarios

Scenario Ownership and Communication

- Building organisation understanding and involvement
- Who owns and participates in the scenario development cycle
- Using scenarios to communicate market developments and strategy changes



WORKSHOP DATES

Melbourne: 11 May

Sydney: 4 August



WHO SHOULD ATTEND

Those in middle to senior marketing and general management positions who want to be more business focused and strategic in their roles. It will appeal to those professionals who are key members of an overall strategy team or aspire to be.

For those desires to be realised, professionals will need to proactively insert themselves into the strategic process and demonstrate their knowledge and expertise. The scenario approach is intrinsic to an innovative organisation with its emphasis on growth and profitability opportunities whilst acknowledging and managing risk.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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

MASTER CLASS WORKSHOPS

2011 PROGRAM



BRAND ARCHITECTURE

Facilitator: Mark Ritson

This one day master class workshop will help you to better manage your portfolio of brands. There are three key topics in brand architecture. Firstly, the general ability to design your portfolio of brands in the correct way so that each gets the maximum support and strategic advantage.

Secondly, you will gain insight into which brands in your portfolio are actually unnecessary. Most companies have too many brands and this workshop will help you to decide which brands you need to remove from your portfolio and show you a variety of ways to achieve this goal.

Finally, brand architecture also includes key insights into diversification and we will explore key lessons related to brand extension, line extension and co-branding designed to help you extend your existing brands into new markets and new business.



WORKSHOP DATES

Melbourne: 3 August

Sydney: 16 November



WHO SHOULD ATTEND

This master class workshop is specifically designed for marketers who have direct responsibility for a product, brand, service or company that has an interest in either extending or contracting their existing brand portfolio.

Are you considering a brand extension? Do you fear you have too many brands? Are you worried your current brand architecture is incorrect and limiting the success of your organisation? Are you about to merge or acquire a new company or brand into your group? If any of the above apply, then this is a valuable workshop for you.



WORKSHOP OUTLINE

Understanding Brand Architecture

- The Brand Relationship Spectrum
- Why is a Branded House always the best architecture to start from?
- The advantages of Sub-brands
- The challenges of the House of Brands approach

Brand Consolidation

- How do you know if you have too many brands?
- How to kill a brand, but keep its customers
- Why less brands usually leads to more success

Brand Extension

- The difference between line and brand extension
- A checklist for brand extension success
- The dangers of line and brand extension failure

Co-Branding

- The science of alliance
- Finding the right co-brand partner
- The strategic advantage of co-brand success

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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

MASTER CLASS WORKSHOPS

2011 PROGRAM



BRAND MANAGEMENT

Facilitator: Mark Ritson

This one 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.



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



WORKSHOP DATES

Melbourne: 3 May

Sydney: 23 June

Brisbane: 17 August



WHO SHOULD ATTEND

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.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer

Program: This workshop constitutes 8 hours professional development

MASTER CLASS WORKSHOPS

2011 PROGRAM



BRAND POSITIONING

Facilitator: Mark Ritson

This one 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.



WORKSHOP DATES

Sydney: 26 May

Melbourne: 9 November



WHO SHOULD ATTEND

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?



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

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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

MASTER CLASS WORKSHOPS

2011 PROGRAM



CUSTOMER MANAGEMENT

Facilitator: John Roberts

This one day intensive master class workshop aims to enable senior management to defend the value of their existing customer base and then optimally grow that value.

This workshop will cover a practical framework for customer management through an understanding of customer acquisition and retention strategies, in a systematic way, in order to maximise customer value.



WORKSHOP OUTLINE

A Framework for Customer Management

- A brief reprise on marketing strategy
- Methods of market sensing and market relating
- Elements of a customer management strategy
- Organisational issues of customer management

Customer Acquisition

- Prospect qualification (The two dimensions)
- Measures of value: Customer Lifetime Value, Net Promoter Score, Return on Customer
- Conversion strategies for new customers

Customer Retention

- Identifying the effect of market turbulence
- Detecting susceptibility
- Designing defensive strategies
- Protecting the customer base

Maximising Customer Value

- Account growth strategies
- Classification and calibration of opportunities
- Actions for account/customer migration
- Harnessing the customer base for value



WORKSHOP DATES

Melbourne: 23 August

Sydney: 3 November



WHO SHOULD ATTEND

Those in senior marketing or management positions who need to ensure that their customer management strategies with respect to acquisition, retention and value maximisation are undertaken in a systematic way and harness the most recent approaches.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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

MASTER CLASS WORKSHOPS

2011 PROGRAM



DRIVING MARKETING STRATEGY

Facilitator: John Roberts

This is a one 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.



WORKSHOP DATES

Brisbane: 11 August

Sydney: 8 September

Melbourne: 27 October



WHO SHOULD ATTEND

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.



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 checklist

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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

MASTER CLASS WORKSHOPS

2011 PROGRAM



MANAGING MARKETING COMMUNICATIONS IN A 'PUSH & PULL' MARKETPLACE



Facilitator: Don Schultz

This one day master class workshop will help participants view marketing communications as an organisational investment which should generate measurable returns. The focus will be on developing a holistic view of the communication marketplace, identifying customers and prospects in which marketing and communication investments should and could be made.

Participants will develop a radically different view of how to combine "push" (outbound and offline) and "pull" (response-driven and online) communication systems to optimise returns. At the end of the day, you should be able to answer the four key communication management questions:

- 1) How much should we spend;
- 2) On what communication activities;
- 3) What level of return will that generate; and
- 4) Over what period of time will those returns occur.



WORKSHOP OUTLINE

Why Marketing is so much More Difficult – Moving to Strategic Communications

- Outbound, Persuasive Communication
- Impact of Technology
- A Push and Pull System

Why Marketing is so much More Difficult – A Managerial View

- Four Credos
- Boardroom Requirements

Getting Customer Focus

- From 4 Ps to SIVA
- SIMM Studies
- Four Levels of Integration

The 5 Step IMC Process

- IMC Process Chart
- Step one: Customer Identification
- Step two: Customer Valuation
- Step three: Developing Messages and Incentives
- Step four: Estimating ROI
- Step five: Measuring, Evaluating and Repeating

Resource Allocation

- Resource Allocation and Accountability

Brands and Branding in an Interactive Marketplace

- An IMC View of Brands
- Opportunities and Challenges in Brands and Branding

How to "Do" IMC

- Results of the New Study on How the Best Organisations "Do IMC"



WORKSHOP DATES

Sydney: 15 June

Melbourne: 16 June



WHO SHOULD ATTEND

All managers responsible for developing, implementing and measuring communication investments against customers and prospects in either consumer product, B2B or service organisations. Some knowledge of marketing communication management is assumed, as is a basic understanding of how businesses operate and how profits are generated.

This master class workshop is specifically designed for senior managers responsible for the planning, development, implementation and measurement of marketing or marketing communications programs in B2C, B2B, C2C and B2B2C companies. The focus will be on management of communication across the entire spectrum of audiences and delivery systems.

Workshop notes will be provided on the day.

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

For your convenience, all catering is provided.

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

ADVANCED AND MASTER CLASS WORKSHOPS

2011 PROGRAM



FACILITATORS FOR THE 2011 ADVANCED WORKSHOPS

Roger James QPMP, FAMI CPM

Roger is Senior Advisor to the Australian Marketing Institute. He is also a Director of Brand Finance (Australia) and CEO of Roger James & 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 was 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.

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.

Mike Withford BEc, MA in Marketing, MAICD FAMI CPM

Mike is currently Managing Director of Mosaic Strategic Consulting which specialises in strategic and marketing advice to leading organisations. Mike is also a university lecturer at MGSM, UNSW and Sydney University at the Masters level. He was formerly lead Partner, Price Waterhouse Consulting for Strategy and Marketing for the Asia-Pacific region and Partner in charge of Marketing for all service lines for Price Waterhouse. Mike was also a member of their Global Strategy and Marketing Councils.

His past career has also been as Marketing and Sales Director in the transport, consumable durables and professional services sectors with full P&L responsibility for the full range of marketing activities from planning and executing, segmentation, advertising, research, public relations, pricing and e-commerce. Mike was also a lead author on "What Value Marketing", a published report for the Australian Marketing Institute.



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.



WORKSHOP AND FACILITATORS AT A GLANCE

Advanced Workshops

FINANCE FOR MARKETERS

Paul Whitelaw

MARKET RESEARCH FOR MARKETERS

Roger James

MEASURING MARKETING PERFORMANCE

Roger James

SCENARIO PLANNING

Mike Withford



CERTIFIED PRACTISING MARKETER

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.

ADVANCED AND MASTER CLASS WORKSHOPS

2011 PROGRAM



FACILITATORS FOR THE 2011 MASTER CLASS WORKSHOPS

Mark Ritson PhD Marketing (Lancaster), AMAMI CPM

Mark is one of the world's leading Marketing instructors. He has a PhD in Marketing and has taught Marketing at several of the world's best business schools, winning 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 in October 2009 and his weekly column 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 direct, senior level experience working on brand architecture issues with several major global brands. Previous brand architecture engagements have included consulting work for DFS, De Beers, Moët Hennessy, Baxter Healthcare, and Pacific Brands. He has both the experience and the teaching ability to bring the subject to life.

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*.

John has considerable industry experience having been a Marketing Director and Principal Consultant for many years. The company he founded, Marketing Insights is now a part of AC Nielsen, the world's largest market research company.

Don E Schultz B.B.A., M.A. in Advertising, Ph.D. in Mass Media

Dr Don E Schultz is Professor (Emeritus-in-Service) of Integrated Marketing Communication, Northwestern University, Evanston, IL, USA. He is also president of the global marketing consultancy Agora Inc.

Prior to his academic career, Don spent 15 years in media and advertising agency management, the last ten at Tracy-Locke Advertising and Public Relations, Dallas, Texas where he was a senior vice president and management supervisor on a number of national accounts. He resigned from Tracy-Locke to pursue a career in academia.

Don lectures, conducts seminars and conferences and consults on five continents. His current research and teaching focuses on communication integration, branding and the financial measures of marketing and communication and internal marketing. He is the author of 25 books and innumerable papers and reports. He has or currently holds Visiting/Adjunct/Guest professorship appointments at Cranfield School of Management and Hull University in the UK, Queensland University of Technology in Brisbane, Australia, Peking and Tsinghua Universities in Beijing, China, Haken School of Economics, Helsinki, Finland and others.



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.



WORKSHOP AND FACILITATORS AT A GLANCE

Master Class Workshops

BRAND ARCHITECTURE

Mark Ritson

BRAND MANAGEMENT

Mark Ritson

BRAND POSITIONING

Mark Ritson

CUSTOMER MANAGEMENT

John Roberts

DRIVING MARKETING STRATEGY

John Roberts

MANAGING MARKETING COMMUNICATIONS IN A 'PUSH & PULL' MARKETPLACE

Don E Schultz

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

Website: www.ami.org.au

ADVANCED AND MASTER CLASS WORKSHOPS

2011 CALENDAR



April

- 6 MELBOURNE FINANCE FOR MARKETERS
- 27 SYDNEY MARKET RESEARCH FOR MARKETERS

May

- 3 MELBOURNE BRAND MANAGEMENT
- 11 MELBOURNE SCENARIO PLANNING
- 26 SYDNEY BRAND POSITIONING

June

- 15 SYDNEY MANAGING MARKETING COMMUNICATIONS
- 16 MELBOURNE MANAGING MARKETING COMMUNICATIONS
- 22 MELBOURNE MEASURING MARKETING PERFORMANCE
- 23 SYDNEY BRAND MANAGEMENT
- 29 MELBOURNE MARKET RESEARCH FOR MARKETERS

August

- 3 MELBOURNE BRAND ARCHITECTURE
- 4 SYDNEY SCENARIO PLANNING
- 11 BRISBANE DRIVING MARKETING STRATEGY

- 17 BRISBANE BRAND MANAGEMENT
- 23 MELBOURNE CUSTOMER MANAGEMENT
- 24 BRISBANE MARKET RESEARCH FOR MARKETERS

September

- 8 SYDNEY DRIVING MARKETING STRATEGY
- 21 SYDNEY FINANCE FOR MARKETERS
- 22 SYDNEY MEASURING MARKETING PERFORMANCE

October

- 27 MELBOURNE DRIVING MARKETING STRATEGY

November

- 3 SYDNEY CUSTOMER MANAGEMENT
- 9 MELBOURNE BRAND POSITIONING
- 16 SYDNEY BRAND ARCHITECTURE

GOVERNMENT MARKETING AND COMMUNICATIONS CONFERENCE

7-9 September 2011 Hyatt Regency Sanctuary Cove, Queensland

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

18-20 October 2011 Hilton Sydney, New South Wales

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.



2011 AWARDS FOR MARKETING EXCELLENCE

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.

1 March Online entries open

31 May Entries close at 5.00 pm

August and September

State winners and national finalists announced

19 October Gala Awards presentation dinner at the Hilton Sydney, New South Wales

ADVANCED AND MASTER CLASS WORKSHOPS

2011 PROGRAM - REGISTRATION FORM



HOW TO REGISTER

Complete and submit this registration form. Individuals may register online.

Email: membership@ami.org.au

Fax: 1300 131 468

Mail: Australian Marketing Institute
GPO Box 5295 Sydney NSW 2001

Online: www.ami.org.au

Your Details

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

TITLE	FIRST NAME		
LAST NAME			
POSITION			
ORGANISATION			
ADDRESS			
SUBURB / TOWN	STATE	POSTCODE	
TEL	FAX		
MOBILE			
EMAIL			

Group Bookings

Book 3 participants and your 4th attends free of charge (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			

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Choose Your Registration

Advanced Workshops

ONE DAY WORKSHOPS: 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			
FINANCE FOR MARKETERS		1	2	3	4
Melbourne	6 April				
Sydney	21 September				
MARKET RESEARCH FOR MARKETERS					
Sydney	27 April				
Melbourne	29 June				
Brisbane	24 August				
MEASURING MARKETING PERFORMANCE					
Melbourne	22 June				
Sydney	22 September				
SCENARIO PLANNING					
Melbourne	11 May				
Sydney	4 August				

Master Class Workshops

ONE DAY WORKSHOPS: 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			
BRAND ARCHITECTURE		1	2	3	4
Melbourne	3 August				
Sydney	16 November				
BRAND MANAGEMENT					
Melbourne	3 May				
Sydney	23 June				
Brisbane	17 August				
BRAND POSITIONING					
Sydney	26 May				
Melbourne	9 November				
CUSTOMER MANAGEMENT					
Melbourne	23 August				
Sydney	3 November				
DRIVING MARKETING STRATEGY					
Brisbane	11 August				
Sydney	8 September				
Melbourne	27 October				
MANAGING MARKETING COMMUNICATIONS IN A 'PUSH & PULL' MARKETPLACE					
Sydney	15 June				
Melbourne	16 June				

Australian Marketing Institute ABN 30 000 026 586. All prices include GST. This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Ensure you have provided your email address. 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 service charge, will be made for cancellations in writing (email or fax) up to two (2) weeks prior to the event.

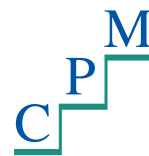
NATIONAL WORKSHOP ATTENDANCE: To ensure that our 2011 program is accessible to members nationally, a 50% discount rate is available for members who wish to attend a workshop not scheduled within their home state during 2011. This offer is limited to the first four (4) members per workshop and applies to one day Advanced and Master Class Workshops only.

INSURANCE: Registration fees do not include personal, travel or medical insurance of any kind. Delegates are advised 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. Check www.ami.org.au for updates.



AUSTRALIAN
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CERTIFIED
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ADVANCED AND MASTER CLASS WORKSHOPS

2011 PROGRAM



FINANCE FOR MARKETERS

Melbourne: 6 April
Sydney: 21 September



BRAND ARCHITECTURE

Melbourne: 3 August
Sydney: 16 November



CUSTOMER MANAGEMENT

Melbourne: 23 August
Sydney: 3 November



MARKET RESEARCH FOR MARKETERS

Sydney: 27 April
Melbourne: 29 June
Brisbane: 24 August



BRAND MANAGEMENT

Melbourne: 3 May
Sydney: 23 June
Brisbane: 17 August



DRIVING MARKETING STRATEGY

Brisbane: 11 August
Sydney: 8 September
Melbourne: 27 October



MEASURING MARKETING PERFORMANCE

Melbourne: 22 June
Sydney: 22 September



BRAND POSITIONING

Sydney: 26 May
Melbourne: 9 November



MANAGING MARKETING COMMUNICATIONS IN A 'PUSH & PULL' MARKETPLACE

Sydney: 15 June
Melbourne: 16 June



SCENARIO PLANNING

Melbourne: 11 May
Sydney: 4 August

For more information about Australian Marketing Institute 2011 Program including workshops, conferences and calendar of events:

Tel: 1300 737 445 | Email: events@ami.org.au | Website: www.ami.org.au

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