

AUSTRALIAN MARKETING INSTITUTE

2009 MARKETING SUMMIT

CREATING DESIRE

CAPTURING THE HEARTS AND MINDS

27 - 28 MAY 2009 | SOFITEL BRISBANE

CREATING DESIRE

CAPTURING THE HEARTS AND MINDS



9.00 am
Jason Greenhalgh
AMI Queensland



9.10 am
Jonathan Sands
Elmwood UK
+ Summit Masterclass



9.50 am
Tara Lordsmith
Simplot



11.00 am
Jim Eves
Brown Brothers Wines



11.30 am
Laura Stephen
Absolut Vodka



12.00 pm
Helen Farquhar
McDonalds



12.00 pm
Michael Goodwin
DDB

For more information

Tel: 1300 737 445 Email: events@ami.org.au
Website: www.ami.org.au/2009summit



AUSTRALIAN
MARKETING
INSTITUTE

SPEAKERS & PROGRAM

WEDNESDAY 27 MAY 2009 - HALF DAY MASTERCLASS

BASTILLE ROOM

1.00 pm Registration

1.30 pm **Jonathan Sands** Chairman, Elmwood UK

The Step Change™ Workshop

Business is in a time of war and in times of war innovation increases 100 fold, but how is this achieved when your budget is continuously being cut? How will you stand out from the crowd and reinvent your brand to insure you come out on top?

Jonathan's Step Change™ workshop will arm you with the practical tools to escape existing paradigms, to manage your current and future challenges effectively. With real life case studies, Jonathan will give you realistic methods to improve your strategies in these gloomy times. This workshop will help you change the rules of engagement and assist you to think your way to market share, not spending your way there. Learn tools to turn the usual connections into innovative and practical marketing and business ideas. Jonathan will show you how to enjoy a recession in a fun, interactive, fast-paced environment where we are all fighting for glory. The question is, 'are you ready to win'?



5.00 pm Masterclass Closes

THURSDAY 28 MAY 2009 - SUMMIT

BALLROOM

8.30 am Registration

9.00 am **Jason Greenhalgh** Queensland President, Australian Marketing Institute
Opening Address from the Conference Chair

KEYNOTE PRESENTATIONS

9.10 am **Jonathan Sands** Chairman, Elmwood UK

Enjoy the Downturn: How to Take Advantage of Recession and Win!

Jonathan is the Chairman of brand identity consultancy Elmwood. His work takes him all around the world advising clients and speaking at conferences. Most recently Jonathan has spoken in France, Holland, Japan, America and worked with clients ASDA, BBC, Durex, Colgate Palmolive and McCain, to name a few. Jonathan has held many Chair positions on various design councils and currently sits on Wal-Mart's strategy council for the Americas. In 2002 Jonathan was awarded an Honorary Doctor of Science by Huddersfield University for his outstanding contribution to the design industry.

9.50 am **Tara Lordsmith** General Manager of Marketing, Simplot
The Power of Advertising for Marketers to Create Desire

Tara has been working in the FMCG industry for over 12 years. Tara's love of marketing has seen her launch an extensive number of new products and a string of successful advertising campaigns. Her vast experience with confectionery, beverages and food portfolios has seen her work with brands such as John West, Birds Eye, Cadbury, Schweppes, and Cottées. Tara is a Certified Practising Marketer (CPM) and is an active member of the Marketing Women's Group in Melbourne. Tara recently won the AMI 2008 Marketer of the Year Award.

MORNING TEA

FMCG PRESENTATIONS

11.00 am **Jim Eves** Director, Brown Brothers Wines

Identifying Critical Stakeholders and Developing Complementary Strategies for Creating Desire

Jim has over 30 years experience with Mars Incorporated building brands and business in Australia, New Zealand, Europe and Asia. Jim has used consumer understanding and innovation to develop brands in a broad range of FMCG product categories. As a business leader, he developed and implemented strategies for strong growth, profit improvement and business turnaround.

11.30 am **Laura Stephen** Group Brand Manager, Absolut Vodka
Absolut Desire

Laura is the Marketing Manager for Absolut Vodka which was recently acquired by Pernod Ricard. Pernod Ricard is one of the global leaders in the wine and spirits industry with brands such as Chivas Regal, Wild Turkey, Jacobs Creek and Montana wines. Laura has been with Pernod Ricard for three years. Prior to this Laura's professional career has been focused on FMCG marketing with experience on brands such as as Coca Cola, Ribena and Lucozade based in London.

12.00 pm **Helen Farquhar** Director of Marketing, McDonalds

Michael Goodwin Managing Partner, DDB
Putting the 'love' in 'I'm lovin' it'. How McDonald's Re-engaged Emotions by Transforming the Way it Communicated

Helen began her work with McDonalds in 2004 as the National Marketing Manager after long-held positions with Procter & Gamble UK and IPC Media. Helen quickly worked her way up the leadership ladder: in 2006 she became Director of Consumer and Business Insights; then Vice President, Director of Marketing; and in 2007 was promoted to Senior Vice President and member of the Senior Leadership Team.

A decade ago, Michael started with DDB Melbourne and then moved to DDB Auckland to head up McDonald's. Under Michael's stewardship, DDB NZ won five effectiveness awards for its McDonald's work. Now with DDB Sydney, Michael was instrumental in the development of the hugely successful *Moments* campaign, currently running across ANZ and in development in a number of McDonald's markets across the region.

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2.20 pm
Jack Perlinski
DAIS



1.45 pm
Crystal Nathan
Nielsen



1.45 pm
Peter Luetjens
bcm Partners



2.20 pm
Michael Walmsley
Hitwise



3.20 pm
Jeremy Macvean
Austereo



4.20 pm
Nigel Harris
Mater Foundation



3.50 pm
Andrew McDonald
Super Butcher

SPEAKERS & PROGRAM

LUNCH

AFTERNOON STREAMS

Room 1 BRANDING BALLROOM

1.45 pm Peter Luetjens Partner, bcm Partners
Branding in the Interactive Space
 Peter is passionate about understanding the modern consumer, their connections with media and the technologies driving their digital world. Peter is a consumer insight specialist and an expert at consumer interaction with all things interactive and online. He has a particular interest in the way web 2.0 is developing and its impact on communications. Peter has extensive experience working across both government and private sectors in Australia and the UK. In Australia, he has worked with Suncorp, Ergon Energy, Brisbane Broncos, Queensland Transport, QUT, and Triumph International.

2.20 pm Jack Perilnski Director, DAIS
Branding Passions for "Us and Them"
 Jack is the Director and owner of DAIS, a business focused on 'elevating brands'. His role incorporates his expertise as a strategic Brand Specialist and Creative Director over the four disciplines of new brand development, design, marketing and technology. An inspired creative strategist with a unique perspective on the world, Jack's reputation has positioned him as a highly sought-after professional speaker and brand coach. He is passionate about brand and the value of building brand as an asset that delivers bottom line results.

Room 2 PUBLIC SECTOR MARKETING BASTILLE ROOM

1.45 pm Crystal Nathan Director Qualitative Division Consumer Research, Nielsen
Bringing Brands to Life with Qualitative Research
 Crystal has over 12 years of experience as a qualitative researcher and has worked extensively on understanding consumers across different cultures and countries. She has provided insights into branding and marketing strategies for various local and international brands. In an attempt to understand the mind and win the heart of a particular Indian tribe, she spent 3 months living with them and communicating only through actions! Crystal continues to be passionate about unearthing the deep seated reasons behind the idiosyncrasies of human behaviour.

2.20 pm Michael Walmsley General Manager, Competitive Intelligence and Search Marketing Services, Hitwise
Modern Day Marketing using Australian Online Research
 Michael joined Hitwise in July 2004 and in just two years moved to become their current General Manager. His extensive knowledge and experience in Data and information analysis has seen him work both nationally and internationally with great success. Michael currently spearheads growth for the Hitwise Online Competitive Intelligence and Search Marketing Services divisions in Asia Pacific.

AFTERNOON TEA EXHIBITORS FOYER

AFTERNOON PLENARY SESSIONS BALLROOM

3.20 pm Jeremy Macvean Head of Digital Strategy, Austereo
The Strategy Behind Creating Desire for Digital Radio
 Jeremy joined Austereo in 2004 as Group Marketing Director, having previously held senior positions at agencies including Y&R and Clemenger Harvie Edge. After successfully building Austereo's marketing team, Jeremy was appointed to Head of Digital Strategy in 2008, overseeing Interactive Business, Research and Digital Radio. Jeremy's presentation will focus on the introduction of the first ever Digital Radio launch in Australia, happening this May. Jeremy will discuss the ins-and-outs of how Austereo plans to create desire and connect emotionally with customers to achieve a successful marketing launch as 'the radio' moves into unknown territory.

3.50 pm Andrew McDonald Director, Super Butcher
"To Market, To Market"
 Andrew was born into a family business. A meat family, a meat business - "Bindaree Beef". His vision has been to offer to the domestic market the same quality product that Australia is renowned for worldwide. Andrew educates his valued customers to differentiate between 'export' budget grades and true export grades. His retail outlets offer a wide range of high quality products at affordable prices. Andrew is accessible to his customers and provides regular email newsletters which keep the customer in touch with the latest on the meat front.

4.20 pm Nigel Harris Executive Director, Mater Foundation
Marketing and Philanthropy - Creating the Desire to Make a Difference
 Nigel has worked in fundraising for 25 years. His specialisation in health and disability services has led him to be the current Executive Director of the Mater Foundation. Nigel is a Fellow, Past National Chairman and current Director of the Fundraising Institute Australia. Nigel holds an MBA majoring in fundraising as well as qualifications in Public Relations and Marketing. He is also a Certified Fundraising Executive (CFRE). Nigel is a Fellow, Past National Chairman and current Director of the Fundraising Institute. He is an active educator and mentor in fundraising practice.

SUMMIT CLOSURE

4.50 pm Closing Comments from the Summit Chair and QLD President

For more information

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About the Australian Marketing Institute

The Australian Marketing Institute (AMI) is the country's peak organisation for marketing professionals, representing over 5,000 practitioners nationally across all marketing functions and industries.

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

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

For more information about AMI professional, corporate or student membership, or the CPM Program contact:

Australian Marketing Institute

Membership Services

PO Box 7443

Melbourne VIC 3004

Tel: 1300 737 445

Fax: 1300 131 468

Email: membership@ami.org.au

Website: www.ami.org.au

! Save on your Summit registration and future AMI conferences and events by becoming an AMI member prior to registering for the Summit

For more information

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

Website: www.ami.org.au/2009summit

VENUE DETAILS



Experience the new-look Sofitel Brisbane Grand Central

Positioned in one of the city's most central locations is the magnificent Sofitel Brisbane. Originally the first international hotel in Brisbane, today you'll discover a hotel of refined elegance and truly personal service. Sofitel Brisbane is renowned for its imposing arrival, extraordinary conference facilities and breathtaking views.

Enjoy overnight superior room accommodation for \$280 per night. Or stay in a superior room with breakfast in the new Interactive Thyme2 Restaurant for \$320 per night. (Prices are subject to availability and valid for 27 - 28 May 2009 only)

AMI Group Code for bookings: AMI0509

The Sofitel Booking form is available at www.ami.org.au/2009summit

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Brisbane QLD 4000

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REGISTRATION

MEMBERSHIP REGISTRATION

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Contact Membership Services - see details overleaf

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This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Please ensure you have provided your email address details.

Registrations without payment will not be processed. Delegates must sign the form to validate the registration. Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund, less a \$164 (including GST) service charge, will be made for cancellations in writing (email or fax) up to two (2) weeks prior to the event.

ONSITE REGISTRATIONS

Name badges and summit proceedings can be collected from the registration desk on:
Wednesday 27 May 2009 from 1.00 pm and
Thursday 28 May 2009 from 8.30 am.

INSURANCE

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

PRIVACY CLAUSE

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

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.

AMI CPM PROGRAM

1 DAY SUMMIT: 8 hours
MASTERCLASS: 3 hours

YOUR DETAILS

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

TITLE FIRST NAME _____

LAST NAME _____

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POSITION _____

ADDRESS _____

CITY STATE POSTCODE _____

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HOW TO REGISTER

ONLINE

For online registrations visit
www.ami.org.au
(individual registrations only)

TEL 1300 737 445

FAX 1300 131 468

MAIL

2009 MARKETING SUMMIT
Australian Marketing Institute
PO BOX 7443
MELBOURNE VIC 3004

CHOOSE YOUR REGISTRATION

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

2009 MARKETING SUMMIT	AMI CPM	AMI	NON MEMBER
STANDARD - 1 DAY SUMMIT + MASTERCLASS	<input type="checkbox"/> \$700	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1100
STANDARD - 1 DAY SUMMIT	<input type="checkbox"/> \$550	<input type="checkbox"/> \$660	<input type="checkbox"/> \$880
MASTERCLASS ONLY	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450

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CERTIFIED
PRACTISING
MARKETER

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Speakers at the 2009 Marketing Summit (in order of appearance)

Jonathan Sands

Chairman, Elmwood UK

Tara Lordsmith

General Manager of Marketing, Simplot

Jim Eves

Board Member

Laura Stephen

Group Brand Manager, Absolut Vodka

Helen Farquhar

Director of Marketing, McDonalds

Michael Goodwin

Managing Partner, DDB

Peter Luetjens

Partner, bcm Partners

Jack Perlinski

Director, DAIS

Crystal Nathan

Director Qualitative Division
Consumer Research, Nielsen

Michael Walmsley

General Manager, Competitive Intelligence
and Search Marketing Services, Hitwise

Jeremy Macvean

Head of Digital Strategy, Austereo

Andrew McDonald

Director, Super Butcher

Nigel Harris

Executive Director, Mater Foundation

As Marketers, our job is to understand the motivations of our customers and turn this knowledge into actions. Gone are the days of appealing to the masses.

Today, buyers want to feel understood and connected to a brand. They don't just want one part, they want it all. It is the object of their desire, and they want it now.

To be successful, every brand needs to build desire and retain it. With desire being a continually evolving force, this is never easily attained. Today's discerning consumers desire the personal, the intimate and the individual, so companies need to look at ways to build these elements into their brands.

It is your job to get into the hearts and minds of consumers and not only find out what their desires are, but create new desires too.

The 2009 Marketing Summit will open your eyes to the issue of **creating desire** and provide you with the tools and confidence to create the marketing success that you ultimately desire.

We look forward to welcoming you to the 7th Annual AMI Marketing Summit as we continue to help you keep up to date with tomorrow's latest information today.



Queensland University of Technology
School of Advertising, Marketing and
Public Relations



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Value Creation Through Marketing

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Brochure design by Kandure: Design Enterprise

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