

# THE THOUGHTS THAT COUNT.

The thinking behind successful marketing and communications.

**CANBERRA MARKETING & COMMUNICATION FORUM 2010** • Thursday 20 May • National Press Club

**SPEAKERS INCLUDE:** DAVID CHALKE, AustraliaSCAN • PAUL FISHLOCK, Campaign Palace • PAUL WALSH, ActewAGL and TransACT

• STEVE McROBERTS, Tourism Queensland • STEPHEN BYRON, Canberra Airport • KIRSTEN DOWNIE, National Gallery of Australia

• MATTHEW CROZIER, Bang the Table • JOAN YOUNG, Colmar Brunton Social Research • JEREMY LASEK, ACT Government

• TODD WRIGHT, Three Sides • DIANE HINDS, Old Bus Depot Markets • NIVA PRYOR, CIC Crace • RUSSEL HOWCROFT, George Patterson Y&R

## MESSAGE FROM THE FORUM CHAIR:

The Canberra Marketing & Communication Forum gives you the opportunity to hear from some of the leading minds in the country in one jam-packed day at the National Press Club.



Hosted by three of the ACT's leading industry bodies, the Canberra Marketing & Communication Forum is a unique event organised by the industry for the industry in a local setting.

Back to Normal (Not!) - David Chalke will open the day drawing on AustraliaSCAN research to give you an insight into the current mood of the nation. The Campaign Palace's Paul Fishlock will refer to his extensive career in social marketing and consumer advertising to inspire your creativity.

We will also have presentations from ActewAGL's Paul Walshe along with case studies from Queensland Tourism's Best Job in the World Campaign, the Canberra Airport and the NGA's Masterpieces from Paris.

The Gruen Transfer's Russel Howcroft will end the day with his vision for the future of media and communication in this country and what's in store for our industry over the coming year.

With streams for both the Government and Private Sector on social media and research, the Canberra Marketing & Communication Forum offers new information and ideas for all local marketers and communication professionals.

I'm pleased to launch the first Canberra Marketing & Communication Forum and look forward to meeting you there.

WARREN APPS, Chair  
Canberra Marketing  
& Communication Forum

### PRESENTING PARTNERS:



AUSTRALIAN  
MARKETING  
INSTITUTE

#### THE AUSTRALIAN MARKETING INSTITUTE

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

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

For more information about Australian Marketing Institute please visit our website: [www.ami.org.au](http://www.ami.org.au) or contact Membership Services on Tel: **1300 737 445**, Email: [membership@ami.org.au](mailto:membership@ami.org.au)



#### PUBLIC RELATIONSHIP INSTITUTE OF AUSTRALIA (PRIA) - ACT DIVISION

PRIA is the peak body for public relations and communication professionals in Australia. PRIA represents and provides professional support and recognition to 3,000 individual practitioners, and more than 150 consultancies, across the States and Territories.

The PRIA ACT conducts a varied program of events, throughout the year. Many of our practitioners are also involved with the tertiary institutions in Canberra. We would welcome membership enquiries and can provide further information about our activities - please contact our Executive Officer, Julie Morris - [act@pria.com.au](mailto:act@pria.com.au)



#### SCHMOOZE

Established in 2003 with a premise of collaboration between professionals, Schmooze has evolved into one of the most innovative and dynamic professional communities in the country.

Schmooze offers a comprehensive program and resources for members and guests through a unique combination of the social and professional in a sophisticated and welcoming vibe. More than a network, Schmooze is a professional community that is constantly evolving to create new opportunities for everyone involved to evolve their professional and social life.

For more information about Schmooze, please visit our website [www.schmooze.net.au](http://www.schmooze.net.au) or call us on **02 6243 3698** during business hours.

### SPONSORS:




### MEDIA PARTNER:

The Canberra Times

# PROGRAM

## THURSDAY 20 MAY 2010 NATIONAL PRESS CLUB

8.30 AM	<b>ARRIVAL</b>	
8.45 AM	<b>FORUM OPENING</b> Chair – Warren Apps, General Manager, Grey Canberra	




### KEYNOTE SESSIONS



9.00 AM	<b>DAVID CHALKE</b> , AustraliaSCAN Back to Normal (Not)! – The Changing Mood of Australia	
9.30 AM	<b>PAUL FISHLOCK</b> , Creative Director, Campaign Palace Marketing & Creativity – The Importance of Creativity And Where It Can All Go Wrong	
10.00 AM	<b>PAUL WALSH</b> , Director Sales Marketing & Corporate Affairs, ActewAGL and TransACT Developing a Strong Community Support Program to Enhance Customer Retention	
10.30 AM	<b>MORNING TEA</b>	

### MARKETING BRILLIANCE – WINNING COMMUNICATION CAMPAIGNS



11.00 AM	<b>STEVE MCROBERTS</b> , Executive Director Marketing, Tourism Queensland Best Job In The World – How a Big Idea and a Tiny Budget Achieved Worldwide Cut-Through!	
11.45 PM	<b>STEPHEN BYRON</b> , Managing Director, Canberra Airport The Canberra Airport Story – Recognising a Golden Market Opportunity and Bringing it to Life	
12.20 PM	<b>KIRSTEN DOWNIE</b> , Head of Marketing & Communications, National Gallery of Australia NGA – Masterpieces from Paris	
12.55 PM	<b>Q&amp;A</b>	
1.00 PM	<b>LUNCH</b>	

### CONCURRENT SESSIONS

#### STREAM A: GOVERNMENT MARKETING & COMMUNICATION



2.00 PM	<b>MATTHEW CROZIER</b> , Director, Bang the Table Social Media for Government Communication – Beyond the Basics	
2.30 PM	<b>JOAN YOUNG</b> , Managing Director, Colmar Brunton Social Research Creating Engaging Campaigns	
3.00 PM	<b>JEREMY LASEK</b> , Director Arts, Communications Events and Protocol, ACT Government Live in Canberra – Keeping the Vision Alive	
3.30 PM	<b>Q&amp;A</b>	

#### STREAM B: ONLINE & SOCIAL MEDIA



2.00 PM	<b>TODD WRIGHT</b> , ThreeSides Social Media – Connecting Your Business With Consumers Online	
2.30 PM	<b>DIANE HINDS</b> , The Old Bus Depot Markets Marketing a Canberra Markets Icon	
3.00 PM	<b>NIVA PRYOR</b> , Marketing Manager, CIC Crace Changing Everything – How Living the Brand Made Crace Hot Property	
3.30 PM	<b>Q&amp;A</b>	
3.40 PM	<b>AFTERNOON TEA</b>	
4.00 PM	<b>RUSSEL HOWCROFT</b> , National CEO, George Patterson Y&R Bought, Owned and Earned Media – The Future of Communications	
4.40 PM	<b>MEDIA FUTURES</b> , Tim Mckonkey, Marketing Manager, Canberra Times, Russel Howcroft, Matthew Crozier, Todd Wright Panel & Discussion	
5.00 PM	<b>CLOSE OF FORUM</b>	
5.15 PM	<b>NETWORKING DRINKS</b>	

# HOW TO REGISTER



## ONLINE:

For online registrations visit [www.ami.org.au/2010canberramarketingforum](http://www.ami.org.au/2010canberramarketingforum)  
(Individual Non-Member AMI Member registrations only)

**TEL:** Call **1300 737 445**

**FAX:** Complete this form and fax to **1300 131 468**

## MAIL:

2010 Canberra Marketing & Communication Forum  
Australian Marketing Institute  
GPO Box 5295  
Sydney NSW 2001

## FORM:

Title:

First Name:

Last Name:

Organisation:

Position:

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## AUSTRALIAN MARKETING INSTITUTE

ABN 30 000 026 586

This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Please ensure you have provided your correct 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 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 can be collected from the registration desk:

Thursday, 20 May 2010 from 8.00 AM

## INSURANCE

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

## PRIVACY CLAUSE

Please note that the details of conference delegates may be made available to sponsors and exhibitors at this event. If you do not wish this to happen, please mark the box below:

I do not wish to have my details made available to sponsors/exhibitors at this event.

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NON-MEMBER RATE: **\$295**

STUDENT MEMBER: (AMI/PRIA) **\$95**