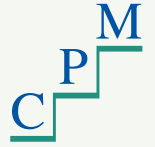




AUSTRALIAN  
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CERTIFIED  
PRACTISING  
MARKETER

AUSTRALIAN MARKETING INSTITUTE

# 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

## WORKSHOP TOPICS:

- ADVANCED STRATEGIC MARKETING PLANNING
- FINANCE FOR MARKETERS
- BUILDING WINNING BRANDS
- CUSTOMER SEGMENTATION
- STRATEGIC MARKETING AND COMMUNICATION  
PLANNING FOR THE PUBLIC SECTOR



AUSTRALIAN MARKETING INSTITUTE

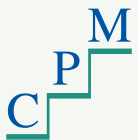
## 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

### WELCOME

The Australian Marketing Institute would like to welcome you to this series of marketing workshops.

The Continuing Professional Development workshops program is designed to provide a forum for experienced marketers to further develop their skills by continually staying in the forefront of latest research and knowledge in marketing principles and strategies.

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.



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.

To find out how you can join the AMI and for more information about the CPM Program, visit the AMI website at [www.ami.org.au](http://www.ami.org.au)

### WORKSHOP FORMAT

#### CLASSROOM:

To maximise learning and involvement the course will be conducted in a classroom environment. Group exercises are an essential part of the learning environment, this way you not only learn the theory, but also learn how to apply it back to your specific role within your organisation.

Principles being learnt will be reinforced through various learning activities to ensure learning styles are catered for: case studies, discussion, group work, individual work and journal writing.

#### PROGRAM NOTES:

You will receive a comprehensive set of presentation notes and models.

*Workshop program developed by*



nine dots marketing



AUSTRALIAN MARKETING INSTITUTE

## 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

### 2007 WORKSHOPS SCHEDULE AND VENUE DETAILS

#### ADVANCED STRATEGIC MARKETING PLANNING

- MELBOURNE 17 - 18 APRIL 2007
- SYDNEY OLY 8 - 9 MAY 2007
- ADELAIDE 29 - 30 OCTOBER 2007

AMI CPM PROGRAM: *16 hours Professional Development*

#### FINANCE FOR MARKETERS

- BRISBANE 24 MAY 2007
- SYDNEY OLY 30 MAY 2007
- MELBOURNE 19 JUNE 2007
- SYDNEY CBD 17 JULY 2007

AMI CPM PROGRAM: *8 hours Professional Development*

#### BUILDING WINNING BRANDS

- MELBOURNE 24 - 25 JULY 2007
- SYDNEY CBD 27 - 28 AUGUST 2007
- BRISBANE 3 - 4 SEPTEMBER 2007
- PERTH 19 - 20 NOVEMBER 2007

AMI CPM PROGRAM: *16 hours Professional Development*

#### CUSTOMER SEGMENTATION

- MELBOURNE 14 - 15 AUGUST 2007

AMI CPM PROGRAM: *16 hours Professional Development*

#### STRATEGIC MARKETING AND COMMUNICATION PLANNING FOR THE PUBLIC SECTOR

- CANBERRA 1 - 2 MAY 2007

AMI CPM PROGRAM: *16 hours Professional Development*

#### VENUE DETAILS:

**ADELAIDE** Holiday Inn Adelaide  
65 Hindley Street  
ADELAIDE SA 5000  
TEL: 08 8231 5552

**BRISBANE** Novotel Brisbane  
200 Creek Street  
BRISBANE QLD 4001  
TEL: 07 3309 3372

**CANBERRA** Rydges Lakeside Canberra  
London Circuit  
CANBERRA CITY ACT 2601  
TEL: 1800 026 169

**MELBOURNE** Rendezvous Hotel  
328 Flinders Street  
MELBOURNE VIC 3000  
TEL: 03 9250 1849

**PERTH** Western Australia Club  
101 St Georges Tce  
PERTH WA 6000  
TEL: 08 9481 7000

**SYDNEY CBD** The Grace Hotel  
77 York Street  
SYDNEY NSW 2000  
TEL: 02 9272 6888

**SYDNEY OLY** Novotel Sydney Olympic Park  
Olympic Boulevard  
HOMEBUSH NSW 2127  
TEL: 02 8762 1111

#### FURTHER INFORMATION:

TEL: 1300 737 445

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



AUSTRALIAN MARKETING INSTITUTE

## 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

### ADVANCED STRATEGIC MARKETING PLANNING

#### A STRATEGIC APPROACH TO DEVELOPING LONG-TERM SUCCESS AND VALUE CREATION

Maximising shareholder value through targeted marketing initiatives is the key to developing long-term success and value creation for organisations.

This 2-day workshop will draw on the principles of value based strategic marketing to help you further develop your marketing planning skills.

Advanced Strategic Marketing Planning is designed to teach a range of strategic thinking methods and key marketing strategy principles to enable you to develop skills in effective planning and implementation of strategies to achieve competitive advantage and build shareholder value for your business.

#### CONTENT:

##### MODULE 1

#### STRATEGIC ANALYSIS AND MARKET SELECTION

- The concept of market orientation.
- Models and processes for measuring market potential.
- How to develop successful marketing strategies using consumer, competitor and market knowledge.

##### MODULE 2

#### DEVELOPING A STRATEGIC PROFILE

- Creating a sustainable competitive advantage through good strategic thinking and effective planning.
- Understanding the key components of marketing strategy and how to build a strategic profile.
- Managing the deployment of the marketing plan.

##### MODULE 3

#### ELECTING PROFITABLE TARGET SEGMENTS

- Determining the value potential of customers.
- Understanding targeting strategies for maximum return.
- Integrating marketing plans into overall business strategies to maximise shareholder value.

##### MODULE 4

#### LEVERAGING THE BRAND FOR HIGHER VALUE

- Drivers of brand equity and its components.
- Measuring of brand equity.

##### MODULE 5

#### BRAND MANAGEMENT BEST PRACTICE

- Understanding how the marketing mix can be leveraged for higher returns and greater value.
- Executing the marketing plan.

#### WORKSHOP BENEFITS:

- Decreased vulnerability to competitive marketing strategies.
- Understanding consumer needs to build stronger loyalty.
- Managing brand risk for greater return on investment.
- Measuring the effectiveness of brand initiatives.
- Incorporating continuous improvement into the brand development process.

#### WHAT PRIOR KNOWLEDGE IS REQUIRED?

*It will be assumed attendees understand:*

- Basic marketing principles such as brand positioning, loyalty and target marketing.
- The process of developing marketing plans, media plans and business strategy.
- Basic understanding of market segmentation strategies.

#### WORKSHOP LOCATIONS AND DATES:

- MELBOURNE 17 - 18 APRIL 2007
- SYDNEY OLY 8 - 9 MAY 2007
- ADELAIDE 29 - 30 OCTOBER 2007

AMI CPM PROGRAM: 16 hours Professional Development

#### WORKSHOP TIMING:

8:45 AM - 4:30PM - all catering provided

#### FURTHER INFORMATION:

TEL: 1300 737 445 WEBSITE: [www.ami.org.au](http://www.ami.org.au)

*Program developed by Nine Dots Marketing*



## FINANCE FOR MARKETERS

### A STRATEGIC APPROACH TO INTEGRATING MARKETING DECISIONS WITH FINANCIAL MEASURES

Accounting for your future earnings and measuring business performance is critical in the development and measurement of strategic marketing. Understanding and learning to speak the language of the boardroom will strengthen your ability to influence financial decisions.

This 1-day workshop is designed to develop your skills in key financial measures and models linked to marketing decisions. It includes understanding basic principles of business performance, projecting future cash flows and understanding the impact of marketing on shareholder value equations. It will broaden your understanding of key principles linking marketing and finance decisions and interrelationship between the two disciplines. It will change the way you interface with key financial decision makers in your organisation.

#### CONTENT:

##### MODULE 1

#### KEY PRINCIPLES OF CORPORATE FINANCE

- A model for Financial Analysis.
- Understanding financial terminology.
- The difference between value and profit.

##### MODULE 2

#### ANALYSING FINANCIAL STATEMENTS

- Analysing financial statements.
- Using financial information to measure performance
- Calculating financial ratios and analysing business trends.
- Measuring risk, return and value.

##### MODULE 3

#### FORMULATING MARKETING'S CONTRIBUTION TO SHAREHOLDER VALUE

- Breakeven analysis and payback on marketing initiatives.
- Concept of contribution margin.
- Key principles of shareholder value analysis.
- Calculating cash flows and time value of cash flow.
- Opportunity cost of capital.
- Calculating Net Present Value (NPV) and Internal Rate of Return (IRR) for short term and long term projects.

##### MODULE 4

#### MEASURING THE FINANCIAL IMPACT OF MARKETING DECISIONS

- Managing financial drivers from a marketing perspective.
- Making marketing mix decisions on the basis of a financial framework.
- Understanding how financial models can be used in marketing decisions.
- Project valuations.

#### WORKSHOP BENEFITS:

- Understanding the theories linking marketing decisions to financial planning.
- Understanding the synergy between shareholder value analysis and marketing.
- Acquiring financial terminology relevant to marketing professionals.
- Managing the marketing mix on the basis of financial implications for the organisation.
- Quantifying the likely financial impacts of marketing decisions.

#### WHAT PRIOR KNOWLEDGE IS REQUIRED?

*It will be assumed attendees understand:*

- The key elements in a product profit and loss statement.
- How to measure and track marketing campaigns.
- Basic cost and gross margin analysis as they relate to marketing initiatives.

#### WORKSHOP LOCATIONS AND DATES:

- BRISBANE 24 MAY 2007
- SYDNEY OLY 30 MAY 2007
- MELBOURNE 19 JUNE 2007
- SYDNEY CBD 17 JULY 2007

AMI CPM PROGRAM: 8 hours Professional Development

#### WORKSHOP TIMING:

8:45 AM - 4:30PM - all catering provided

#### FURTHER INFORMATION:

TEL: 1300 737 445 WEBSITE: [www.ami.org.au](http://www.ami.org.au)

*Program developed by Nine Dots Marketing*

## 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS



### BUILDING WINNING BRANDS

#### A STRATEGIC APPROACH TO DEVELOPING SUSTAINABLE BRAND EQUITY

A brand is more than just a logo or a name it is a complex and dynamic set of consumer beliefs entrenched in consumers' hearts and minds. Building a strong brand requires understanding consumer needs and developing a point of difference that is meaningful and sustainable in generating customer loyalty.

This 2-day workshop will draw on the principles of strategic marketing to help further develop your skills in brand equity development. It will also provide you with the tools and research methods to evaluate the strengths of your organisation's brands and develop strategic frameworks to build stronger, more favourable and unique characteristics around your brand offer.

#### CONTENT:

##### MODULE 1

#### UNDERSTANDING BRAND EQUITY FUNDAMENTALS

- What is brand equity?
- Why is brand equity so important in developing effective marketing strategies?
- What is the difference between brand positioning and brand equity?
- A model for brand equity.

##### MODULE 2

#### BEST PRACTICE STRATEGIES TO BUILD BRAND EQUITY

- Strategies to build brand identity - defining the target market.
- Building brand meaning through functional and image attributes that can create an effective brand differential.
- Building brand responses to your brand's core benefit to create a sustainable long-term positioning in the market.
- Building brand relationships to create loyalty with your customers.

##### MODULE 3

#### LEVERAGING THE BRAND FOR HIGHER VALUE

- Drivers of brand equity.
- Components of brand equity and its importance in strategic marketing planning.

##### MODULE 4

#### TRACKING AND MEASURING BRAND EQUITY

- A model for measurement.
- Research methods for measurement.

#### WORKSHOP BENEFITS:

- Understanding how to develop strategies to create greater consumer loyalty.
- Creating effective communication strategies.
- Developing brand extension strategies.
- Building long-term value into your marketing plans.

#### WHAT PRIOR KNOWLEDGE IS REQUIRED?

*It will be assumed attendees understand:*

- Marketing principles including the marketing mix fundamentals.
- The process of developing marketing plans, media plans and business strategy.
- Principles of market segmentation.

#### WORKSHOP LOCATIONS AND DATES:

- MELBOURNE 24 - 25 JULY 2007
- SYDNEY CBD 27 - 28 AUGUST 2007
- BRISBANE 3 - 4 SEPTEMBER 2007
- PERTH 19 - 20 NOVEMBER 2007

AMI CPM PROGRAM: 16 hours Professional Development

#### WORKSHOP TIMING:

8:45 AM - 4:30PM - all catering provided

#### FURTHER INFORMATION:

TEL: 1300 737 445 WEBSITE: [www.ami.org.au](http://www.ami.org.au)

*Program developed by Nine Dots Marketing*



## CUSTOMER SEGMENTATION

### A STRATEGIC APPROACH TO SEGMENTING, TARGETING AND CONSUMER INSIGHTS

Market segmentation has become increasingly important in the development of marketing strategies. Effective segmentation enables organisations to design targeted marketing programs, create opportunities for new products and improve strategic allocation of marketing resources. In highly competitive markets targeting loyal and profitable customers with the right positioning can give the organisation the edge it needs to gain market dominance.

This 2-day workshop will draw on the principles of customer segmentation to help further develop your skills in developing targeted marketing strategies. It will also provide you with the tools and research methods to evaluate profitable segments, understand the key principles of segmentation, learn how to develop consumer insights and write positioning statements that are targeted.

#### CONTENT:

##### MODULE 1

#### UNDERSTANDING CONSUMER SEGMENTATION

- How to develop a strategic approach to market segmentation.
- Understanding how segmentation fits into developing overall marketing strategies.
- Commonly used segmentation approaches.
- Determining relevant and effective consumer segmentation methods:
  - Benefit segmentation; Psychographic segmentation; Geo-demographic segmentation; Multifactor segmentation; Micro-segments.*
- Segmenting business markets.
- Key limitations to using segmentation strategies.

##### MODULE 2

#### FROM SEGMENTING TO TARGETING

- Selecting the right targets, using customer and market data.
- The principles of effective targeting.
- Understanding segment potential as it relates to customers and business objectives.
- Competitive environment and its impact on targeting.

##### MODULE 3

#### POSITIONING IN A COMPETITIVE ENVIRONMENT

- Developing Consumer Insights using customer/consumer data.
- Research techniques used in positioning.
- How to write a positioning statement.
- Validating brand positioning.
- How to develop a brand proposition to deliver effective communication.

##### MODULE 4

#### TRACKING AND MEASURING SEGMENT SUCCESS

- Research methods for measurement.

#### WORKSHOP BENEFITS:

- Understanding how to develop strategies to create greater consumer loyalty.
- Understand the strategic approach to segmentation.
- Identify the key limitations of segmentation strategies.
- Select techniques to validate brand positioning.

#### WHAT PRIOR KNOWLEDGE IS REQUIRED?

*It will be assumed attendees understand:*

- Marketing principles including the marketing mix fundamentals.
- The process of developing marketing plans, media plans and business strategy.
- Are familiar with basic consumer data.

#### WORKSHOP LOCATION AND DATE:

- MELBOURNE 14 - 15 AUGUST 2007

*AMI CPM PROGRAM: 16 hours Professional Development*

#### WORKSHOP TIMING:

8:45 AM - 4:30PM - all catering provided

#### FURTHER INFORMATION:

TEL: 1300 737 445 WEBSITE: [www.ami.org.au](http://www.ami.org.au)

## 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

### STRATEGIC MARKETING AND COMMUNICATION PLANNING

#### FOR THE PUBLIC SECTOR

Organisations achieve marketing breakthrough by combining strategic thinking with a strong communication planning process that acts as the implementation and control framework.

Effective planning processes can also assist in the measurement of results and success - creating an environment of continual improvement.

This 2-day workshop designed especially for marketing executives in the public sector provides them with the opportunity to learn skills in communication planning and successful implementation of market strategies. If you are part of this sector you will learn the key elements of a successful plan and the process of implementing and measuring your marketing activities. You will also be exposed to new models and tools to measure customers' needs and your strengths and weaknesses as an organisation in meeting those needs. You can take the leadership in planning for the future of your organisation.

#### CONTENT:

##### MODULE 1

##### PLANNING AND STRATEGIC OVERVIEW

- A model of market orientation in the context of public sector.
- Understanding how strategic thinking and strong communication planning can create a sustainable market advantage.

##### MODULE 2

##### UNDERSTANDING THE KEY COMPONENTS OF COMMUNICATION STRATEGY

- Formulating successful communication strategies using consumer and market knowledge.
- Understanding how communication strategies fit into overall marketing strategies.
- Determining the needs of customers and targeting strategies for maximum results.

##### MODULE 3

##### COMMUNICATION PLANNING - TARGET MARKETS

- Creating a sustainable competitive advantage through good strategic thinking and effective planning.
- Integrating communication plans into overall corporate strategies.
- Determining the value potential of customers and targeting strategies for maximum return.

##### MODULE 4

##### DEPLOYMENT AND EXECUTION OF COMMUNICATION PLANS WITH EXCELLENCE

- Managing the key elements of a communication plan so that it's executed with excellence and continual improvement.
- Developing control measures and managing risk.

#### WORKSHOP BENEFITS:

- Understanding consumer needs to build stronger loyalty.
- Managing risk for greater return on investment.
- Measuring the effectiveness of marketing initiatives.
- Incorporating continuous improvement into the communication development process.

#### WHAT PRIOR KNOWLEDGE IS REQUIRED?

*It will be assumed attendees understand:*

- Basic marketing principles such as brand positioning, loyalty and target marketing.
- Basic understanding of market segmentation strategies.
- Basic understanding of marketing mix elements.

#### WORKSHOP LOCATION AND DATE:

- CANBERRA 1 - 2 MAY 2007

AMI CPM PROGRAM: 16 hours Professional Development

#### WORKSHOP TIMING:

8:45 AM - 4:30PM - all catering provided

#### FURTHER INFORMATION:

TEL: 1300 737 445 WEBSITE: [www.ami.org.au](http://www.ami.org.au)

*Program developed by Nine Dots Marketing*

## COURSE DESIGNERS AND FACILITATORS

### MS ZEYNEP ROBERTS B.Bus., M.Com UNSW, AMAMI CPM

Zeynep is a qualified strategist and researcher who has over twenty years experience in marketing management and has held senior strategic positions with Heinz/Watties and Lend Lease. She currently holds the position of Company Director of Nine Dots Marketing Pty Ltd and is a Certified Practising Marketer (CPM).

She has facilitated training programs for managers in Australia and Asia Pacific and has acted as an advisor to many high profile blue-chip companies and advertising agencies. Since 1999, she has also lectured in Marketing Strategy and Operations at Macquarie University and in Economics at the University of Wollongong. She has acquired extensive knowledge and experience in market research, strategic planning, category management, business analysis and marketing measurement techniques.

Zeynep leads and conducts research for Nine Dots Marketing. Her specialised expertise is in organisational research, competency measurement and developing tailored training programs based on competency analysis.

### MS KAMURAN OZONARAN B.Com UNSW, AMAMI CPM

Kamuran is a marketing executive and qualified trainer with over eighteen years marketing experience. She was Marketing Director and Category Manager at Procter & Gamble (P&G) across Asia Pacific, including Australia, New Zealand, Singapore and Malaysia. During this time, Kamuran lead many P&G brands to leadership in 'impulse and premium categories such as healthcare/skin care/hair care /cosmetics.

In 1998 she joined Citibank as Head of Marketing Mortgages division. Her work at Citibank included revolutionising incentive schemes in the mortgage broker industry, building interface with industry via national conferences and marketing support programs for the Citibank Mortgage Brokers and Financial Planners across Australia. She currently holds the position as Managing Director at Nine Dots Marketing and is a Certified Practising Marketer (CPM).

Kamuran has a Commerce Degree from the University of NSW and a Certificate IV in Workplace Training; extensive experience in strategic planning, setting of success criteria and measures, segment/category management and business analysis.

Kamuran also has experience in the implementation of tracking processes for measuring marketing effectiveness and specialises in Brand Development and Advertising. Through her extensive experience and knowledge, Kamuran has built world class workshops in marketing training and assessment at Nine Dots Marketing.

### DR BRYAN A LUKAS MBA, PhD, AMAMI CPM

Bryan is a leading academic and an accomplished author in marketing strategy and research; he leads and facilitates training programs at Nine Dots Marketing. Bryan is also an Associate Professor of Marketing. He has facilitated training programs for managers in the United States and Australia and has acted as an advisor to many high profile firms.

Bryan holds several academic awards including: three Best Paper awards from the American Marketing Association; the Faculty's Individual Award for Good Teaching and Teaching Innovation from the University of Melbourne; and on four occasions the Dean's Certificate for Excellent Teaching.

Bryan has published two academic texts in the areas of marketing research (McGraw-Hill) and marketing management (John Wiley & Sons) and over 50 research papers in leading international journals and conference proceedings, such as the Journal of Management, Journal of the Academy of Marketing Science, Journal of Business Research and AMA Conference Proceedings.

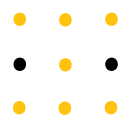
### MR MARK CHRISTENSEN B.Bus., M.FM, CPA, AMAMI

Mark is an academic and an accomplished author in financial management; he leads and facilitates training programs at Nine Dots Marketing in the area of Finance and Managerial Accounting.

Mark has had extensive experience in facilitating training programs for a number of high profile organisations including the Australian Institute of Company Directors, Securities Institute of Australia and the CPA - Australia. He has acted as an advisor to high profile public and private organisations including the Queensland Treasury and Suncorp Metway.

Mark has also published a leading corporate finance text 'Fundamentals of Corporate Finance' 3rd Edition, (McGraw Hill). The book is prescribed as the set text by twenty Australian universities and used extensively to teach key finance issues.

He brings both academic and industry perspective to presenting key financial issues impacting on today's organisations.





AUSTRALIAN MARKETING INSTITUTE

## 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

### ABOUT

#### THE AUSTRALIAN MARKETING INSTITUTE



AUSTRALIAN  
MARKETING  
INSTITUTE

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

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

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

For more information about joining the AMI contact:

AUSTRALIAN MARKETING INSTITUTE  
PO Box 7443  
Melbourne VIC 3004  
Tel: 1800 240 264  
Fax: 1800 241 264  
Email: [membership@ami.org.au](mailto:membership@ami.org.au)  
Website: [www.ami.org.au](http://www.ami.org.au)

#### NINE DOTS MARKETING



nine dots marketing

This workshop series is developed and conducted by Nine Dots Marketing.

Nine Dots Marketing develops and delivers customised corporate training programs for organisations designed to build knowledge and skills in key marketing competency areas:

- Strategic Leadership
- Strategic Marketing Planning
- Managing Product Innovations
- Business Modelling
- Communication and Media Management
- Building Brand Equity
- Insight Development Methods

Nine Dots Marketing is committed to continually researching and evaluating marketing executives' training and development needs and incorporating the right level of emphasis on both academic and practical application.

Nine Dots Marketing believes the delivery of training is a critical component of stimulating the desired changes in behaviour. Programs are designed to blend these elements into practical sets of training modules with a series of application activities as springboards back to the real world environment.

#### 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS REGISTRATION INFORMATION

##### INSURANCE

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

##### DISCLAIMER

The program is subject to change. Registered attendees will be notified via email or for updates please consult the AMI's website: [www.ami.org.au](http://www.ami.org.au)

##### CANCELLATION POLICY

Should you be unable to attend, a substitute attendee 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 (letter or fax) up to two weeks prior to the event. The fee applies for each workshop registration cancellation.

##### FURTHER INFORMATION:

TEL: 1300 737 445

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



AUSTRALIAN MARKETING INSTITUTE

# 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

## REGISTRATION FORM AND TAX INVOICE

Australian Marketing Institute ABN 30 000 026 586. This form constitutes a Tax Invoice upon receipt of payment.

### HOW TO REGISTER

#### TELEPHONE

Please have your credit card details ready:

TEL 1300 737 445

#### FAX

Complete and send this registration form to:

FAX 1300 131 468

#### MAIL

Complete and mail this registration form together with payment to:

AUSTRALIAN MARKETING INSTITUTE  
LEVEL 7, 84 PITT STREET  
SYDNEY NSW 2000

Registrations without payment will not be processed. Should you be unable to attend, a substitute attendee 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. Confirmation of your registration will be sent via email. Please ensure you have provided your email address details.

#### ONSITE REGISTRATIONS

Name badges and workshop folders can be collected from the registration desk on the date of the workshop.

#### PRIVACY CLAUSE

Please note that details of attendees may be made available to sponsors 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 at this event.

#### How did you find out about the workshops?

- AMI mail-out
- Email
- Professional Marketing magazine
- Web
- Word of mouth
- Other \_\_\_\_\_

### FURTHER INFORMATION:

TEL: 1300 737 445

WEBSITE: www.ami.org.au

### YOUR DETAILS

Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Organisation \_\_\_\_\_  
Business Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

### GROUP DISCOUNTS (Book 3 delegates and your 4th delegate attends free of charge)

#### FOR SAME WORKSHOP REGISTRATIONS ONLY

AMI MEMBER? (please circle)

Delegate

1.	yes	no	First Name _____	Last Name _____
			Email _____	
2.	yes	no	First Name _____	Last Name _____
			Email _____	
3.	yes	no	First Name _____	Last Name _____
			Email _____	
4.	yes	no	First Name _____	Last Name _____
			Email _____	

### WORKSHOP REGISTRATION

Workshop Name	City	Date	Delegate 1.	2.	3.	4.
<b>ADVANCED STRATEGIC MARKETING PLANNING</b>	MELBOURNE	17 - 18 APRIL 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
AMI MEMBER \$1,320	SYDNEY OLY	8 - 9 MAY 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
NON MEMBER \$1,475	ADELAIDE	29 - 30 OCTOBER 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
<b>FINANCE FOR MARKETERS</b>	BRISBANE	24 MAY 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
AMI MEMBER \$790	SYDNEY OLY	30 MAY 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
NON MEMBER \$890	MELBOURNE	19 JUNE 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
	SYDNEY CBD	17 JULY 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
<b>BUILDING WINNING BRANDS</b>	MELBOURNE	24 - 25 JULY 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
AMI MEMBER \$1,320	SYDNEY CBD	27 - 28 AUGUST 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
NON MEMBER \$1,475	BRISBANE	3 - 4 SEPTEMBER 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
	PERTH	19 - 20 NOVEMBER 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
<b>CUSTOMER SEGMENTATION</b>	MELBOURNE	14 - 15 AUGUST 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
AMI MEMBER \$1,320						
NON MEMBER \$1,475						
<b>STRATEGIC MARKETING AND COMMUNICATION PLANNING</b>	CANBERRA	1 - 2 MAY 2007	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ]
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# 2007 CONTINUING PROFESSIONAL DEVELOPMENT WORKSHOPS

## WHAT PAST PARTICIPANTS HAVE SAID

### ABOUT THE ADVANCED STRATEGIC MARKETING PLANNING WORKSHOP

*"Extremely well presented,  
good examples, relevant for me"*

SASCHA HUNT  
CITIBANK

*"Excellent, interesting, practical"*

MEHTAP KLINIC  
KIMBERLY CLARK

*"Excellent. Simple, effective and  
relevant- provided up to date  
information... a snapshot of where  
marketing is at"*

LINA PREZIOSO  
QBE MERCANTILE MUTUAL

### ABOUT THE BUILDING WINNING BRANDS WORKSHOP

*"I enjoyed the open discussion,  
lots of examples. I liked the  
theory explained in real-term"*

WENDY BOLAND  
BLUE SCOPE STEEL

*"Great examples, concepts  
were explained well. Easy to  
use and apply"*

KAREN LENANE  
MEDIBANK

### ABOUT THE FINANCE FOR MARKETERS WORKSHOP

*"The course has great structure  
and good content, relevant  
to marketers. The facilitators were  
very knowledgeable, good examples  
and easy to follow"*

AMANDA YOUNAN  
CITIBANK

*"The course content was very  
good and presented with  
enthusiasm and energy"*

DANIEL DEVELLERIZ  
McMULLEN NOLAN

Workshop program developed by



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