



AUSTRALIAN  
MARKETING  
INSTITUTE

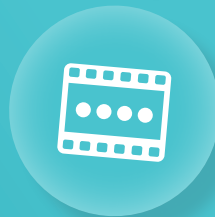


CERTIFIED  
PRACTISING  
MARKETER

AUSTRALIAN MARKETING INSTITUTE

# ADVANCED WORKSHOPS

2012 PROGRAM



NEW  
IN 2012

Brand Architecture

Brand Management

Brand Positioning

Customer Management

Driving Marketing Strategy

Managing Marketing Communications  
in a 'Push and Pull' Marketplace

Scenario Planning

**New!** Social Media Strategy

# ADVANCED WORKSHOPS

2012 PROGRAM



The 2012 Advanced 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 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 2012 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 2012 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 2012 Advanced Workshops program can be customised along with other areas of importance for an organisation.



## Workshop Locations

### NSW | Sydney

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

### VIC | Melbourne

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



## 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.

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

# ADVANCED WORKSHOPS

2012 PROGRAM



## Brand Architecture | p 4

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



## Brand Management | p 5

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 | p 6

This 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 | p 7

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



## Driving Marketing Strategy | p 8

The aim of this intensive 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 | p 9

This 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.



## Scenario Planning | p 10

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.



## Social Media Strategy | p 11

This workshop extends participants' skills and knowledge in the latest techniques to develop and deliver social media business strategies.



## Workshops Overview

The expanded 2012 Advanced 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 attendance 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](mailto:events@ami.org.au)

Individuals may register online at [www.ami.org.au](http://www.ami.org.au)

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



## Brand Architecture

**Facilitator: Mark Ritson**

This one day 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

VIC 17 May  
NSW 15 November



### Who Should Attend

This 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



## Brand Management

**Facilitator: Mark Ritson**

This one day 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 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 Dates

NSW 15 May  
VIC 5 June



### Who Should Attend

This 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 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



# ADVANCED WORKSHOPS

2012 PROGRAM



## Brand Positioning

**Facilitator: Mark Ritson**

This one day 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

NSW 7 June  
VIC 9 October



### Who Should Attend

This 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

# ADVANCED WORKSHOPS

2012 PROGRAM



## Customer Management

**Facilitator: John Roberts**

This one day intensive 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 Dates

VIC 3 August  
NSW 21 September



### 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 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

# ADVANCED WORKSHOPS

2012 PROGRAM



## Driving Marketing Strategy

**Facilitator: John Roberts**

This is a one day intensive 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

NSW 7 August  
VIC 23 August



### 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  
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## Managing Marketing Communications in a 'Push & Pull' Marketplace

**Facilitators: Don Schultz and Heidi Schultz**

This one day 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

NSW 2 May  
VIC 3 May



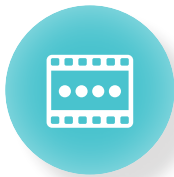
### Who Should Attend

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 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



## 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

NSW 10 May  
VIC 30 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



## Social Media Strategy

NEW  
IN 2012

**Facilitator: Beth Powell**

This one day intensive advanced workshop aims to extend participants' skills and knowledge in the latest techniques to develop and deliver social media business strategies. It will cover methodical approaches for developing social media business strategies including audit and assessment, strategic models and frameworks and organisational structures and workflows.

This workshop is interactive and participants are expected to bring a laptop and be able to apply the models presented in the workshop to their organisations.

Please bring your laptop computer to this workshop.



### Workshop Dates

- NSW 21 June
- VIC 18 July
- NSW 24 October
- VIC 20 November



### Who Should Attend

Those in senior marketing or management positions who need to understand how to develop a social media strategy for their organisation and how to successfully implement the strategy across the organisation.



### Workshop Outline

#### Strategy Methodology

- Introduction to models and frameworks

#### Audit and Assessment

- Analysing your customers' social network behaviour
- Assessing your own brand and corporate presence
- Assessing your partners and competitors brand and corporate presence

#### Developing the Strategy

- Applying strategy models and frameworks
- Involving stakeholders
- Aligning the strategy to corporate objectives

#### Reporting Strategies

- Asking the right questions
- Identifying the right tools
- Reporting

#### Structure, Roles and Resourcing

- The social business organisation
- Social media managers and community managers
- Technical requirements, skill development and education

#### Budget and ROI

- Developing the social media budget
- Social media KPIs and ROIs



## Workshop Facilitators

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.

**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.

**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 consulting experience working for several of the world's biggest brands. His clients have included De Beers, Glenmorangie, Sephora, WD40, Pacific Brands, DFS, ANZ, Dom Perignon and McKinsey.

**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.



Social Media Strategy



Brand Architecture



Brand Management



Brand Positioning



Customer Management



Driving Marketing Strategy



## Workshop Facilitators

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

Don 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.

**Heidi Schultz** B.A. Journalism, M.A. in Business Administration / Marketing

Heidi is a marketing communication consultant and a lecturer in Northwestern University's Department of Integrated Marketing Communication where she teaches a graduate course in Building Brand Equity. A former publisher of Chicago magazine, and frequent speaker on integrated marketing and branding, Heidi also has extensive international experience as a visiting lecturer in the EMBA programs of Tsinghua, Cheong King, and Jinan Universities in China, the Indian School of Business, and the Irish Management Institute.

Heidi has served as Subject Matter Expert on seminal benchmarking studies conducted by the American Productivity and Quality Center on Best Practices in Integrated Marketing, Brand Building and Communication, Leveraging Customer Information and Business-to-Business Branding, and has co-authored three books with her husband, Don Schultz.

**Mike Withford** B.Ec, 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.



Managing Marketing Communications in a 'Push & Pull' Marketplace



Managing Marketing Communications in a 'Push & Pull' Marketplace



Scenario Planning

# ADVANCED WORKSHOPS

2012 CALENDAR



## May

- 2 NSW Managing Marketing Communications
- 3 VIC Managing Marketing Communications
- 10 NSW Scenario Planning
- 15 NSW Brand Management
- 17 VIC Brand Architecture

## June

- 5 VIC Brand Management
- 7 NSW Brand Positioning
- 21 NSW Social Media Strategy

## July

- 18 VIC Social Media Strategy

## August

- 3 VIC Customer Management
- 7 NSW Driving Marketing Strategy
- 23 VIC Driving Marketing Strategy
- 30 VIC Scenario Planning

## September

- 21 NSW Customer Management

## October

- 9 VIC Brand Positioning
- 24 NSW Social Media Strategy

## November

- 15 NSW Brand Architecture
- 20 VIC Social Media Strategy

### Government Marketing and Communications Conference

12-14 September 2012 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

24-25 October 2012 Grand Hyatt Melbourne, Victoria

The Australian Marketing Institute Annual Conference responds to challenges faced by marketers and to the changing environment of more demanding consumers, evolving media, and the growth of marketing communications as a targeted dialogue rather than an undifferentiated fanfare. The Annual Conference presents the latest thinking on a wide range of business and marketing topics, with strong emphasis on the 'marketing value' proposition and as a natural consequence, the trend to greater focus on measures of marketing effectiveness and accountability. This conference showcases marketing success and how to achieve it through best practice and effective implementation of new techniques and communications.

### Awards for Marketing Excellence

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.



- 5 March Online entries open | 31 May Entries close at 5.00 pm
- August and September: State winners and national finalists announced
- 24 October Gala Awards presentation dinner at the Grand Hyatt Melbourne, Victoria

# ADVANCED WORKSHOPS

2012 PROGRAM - REGISTRATION FORM



## How to Register

Complete and submit this Registration Form

Fax: 1300 131 468

Post: Australian Marketing Institute  
GPO Box 5295 Sydney NSW 2001

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

Individuals may register online at [www.ami.org.au](http://www.ami.org.au)

### Your Details

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

TITLE FIRST NAME

---

LAST NAME

---

POSITION

---

ORGANISATION

---

ADDRESS

---

SUBURB / TOWN STATE POSTCODE

---

TEL FAX

---

MOBILE

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EMAIL

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### 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

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LAST NAME POSITION

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EMAIL

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

TITLE FIRST NAME

---

LAST NAME POSITION

---

EMAIL

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

TITLE FIRST NAME

---

LAST NAME POSITION

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EMAIL

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

TITLE FIRST NAME

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LAST NAME POSITION

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EMAIL

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### Payment Details

AMOUNT PAYABLE [ \$ ]

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[ ] PLEASE INVOICE MY COMPANY

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[ ] CHEQUE Payable to Australian Marketing Institute

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

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CREDIT CARD NUMBER EXPIRY DATE

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NAME ON CARD

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SIGNATURE

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### Choose Your Registration

**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			
		1	2	3	4
	<b>Brand Architecture</b>				
	VIC - Melbourne 17 May				
	NSW - Sydney 15 November				
	<b>Brand Management</b>				
	NSW - Sydney 15 May				
	VIC - Melbourne 5 June				
	<b>Brand Positioning</b>				
	NSW - Sydney 7 June				
	VIC - Melbourne 9 October				
	<b>Customer Management</b>				
	VIC - Melbourne 3 August				
	NSW - Sydney 21 September				
	<b>Driving Marketing Strategy</b>				
	NSW - Sydney 7 August				
	VIC - Melbourne 23 August				
	<b>Managing Marketing Communications in a 'Push &amp; Pull' Marketplace</b>				
	NSW - Sydney 2 May				
	VIC - Melbourne 3 May				
	<b>Scenario Planning</b>				
	NSW - Sydney 10 May				
	VIC - Melbourne 30 August				
	<b>Social Media Strategy</b>				
	NSW - Sydney 21 June				
	VIC - Melbourne 18 July				
	NSW - Sydney 24 October				
	VIC - Melbourne 20 November				

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.

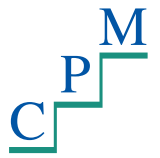
**National Workshop Attendance:** To ensure that our 2012 program is accessible to members nationally, a 50% discount rate is available for members who wish to attend a workshop not scheduled within their home state during 2012. This offer is limited to the first four (4) members per workshop and applies to one day Advanced Workshops only.

**Insurance:** Registration fees do not include personal, travel or medical insurance of any kind. Participants 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](http://www.ami.org.au) for updates.



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER

AUSTRALIAN MARKETING INSTITUTE

# ADVANCED WORKSHOPS

2012 PROGRAM



## Brand Architecture

VIC 17 May  
NSW 15 November



## Brand Management

NSW 15 May  
VIC 5 June



## Brand Positioning

NSW 7 June  
VIC 9 October



## Customer Management

VIC 3 August  
NSW 21 September



## Driving Marketing Strategy

NSW 7 August  
VIC 23 August



## Managing Marketing Communications in a 'Push & Pull' Marketplace

NSW 2 May  
VIC 3 May



## Scenario Planning

NSW 10 May  
VIC 30 August



## Social Media Strategy **New!**

NSW 21 June  
VIC 18 July  
NSW 24 October  
VIC 20 November

Book three participants and your fourth attends free of charge!