



# QUEENSLAND MARKETER

Newsletter of the Queensland branch of AMI

Issue 5 Autumn 2010

## Is 2010 Still the Year for Remarkability?

Welcome to the Autumn issue of *Queensland Marketer*, the newsletter of the Queensland branch of the Australian Marketing Institute (AMI).

In our last issue in December 2009, we looked forward to 2010 as “the year for remarkability”. With the knowledge of nearly three months of the year now under our belts, our view on this theme for 2010 has not changed one bit.

Now more than ever, we as marketers need to focus on being remarkable and getting results in a crowded market, while at the same time building long term value for our organisations.

In this issue we highlight the educational and networking opportunities we have in place to support you as an AMI member to be remarkable in 2010.

As always, if you have any story ideas or feedback for our newsletter we would love to hear from you. Please contact the AMI Queensland office on (07) 5593 9633 or [email us](#).

## Introducing Our 2010 AMI Sponsors

The AMI’s events and member opportunities are made possible through the support of our valued sponsors. We encourage you to click on the logos below to find out more about our sponsors for 2010.

If you would like to find out more about sponsorship opportunities with AMI Queensland, please contact us on (07) 5593 9633 or [email us](#).

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



THREE PLUS



## Marketing & Communications Transformations Don Schultz

On 3 March, AMI Queensland hosted a breakfast seminar with Don E. Schultz, world-renowned marketing academic and President of Agora, Inc., a global marketing, communication and branding consulting firm.

Don spoke in detail about the challenges marketing faces the imperative of reinvention. He presented five major transformations marketers must make to succeed in today's environment, arguing among them for a shift from:

- Supply chains to demand chains
- Marketer monologues to consumer conversations
- Marketing communication distribution to consumer consumption
- Accounting for marketing expenditures to predicting future results
- Functional silos to organisational alignment.

Don has very kindly supplied us with a copy of his **presentation slides** from this seminar.

We also extend our great appreciation to QUT for arranging for Don to present to AMI members and supporters, as part of his visit to the QUT School of Advertising, Marketing and Public Relations.



Is this your copy of Queensland Marketer?

To ensure you receive this newsletter and invitations to AMI events, **subscribe** directly by emailing us your details.



## Upcoming Events

**31 March**

### **Branding Disasters and Recoveries - Presented by Bill Proud**

Examining the greatest marketing blunders of all time, Bill will cover:

- 'Universal' marketing mistakes from major branding disasters
- The roles of decision makers when disaster strikes
- Recovery strategies and tactics
- Warning signs to watch out for to minimise or prevent fallout.

**15-16 April**

### **Foundation Workshop:**

### **Project Management Skills for Marketing Professionals**

**21 April**

### **AMI Excellence Awards: Writing Award Winning Submissions**

For more information or to register for AMI events call 1300 737 445 or visit the [AMI website](#).

## 2010 AMI Marketing Summit

### **Being Remarkable: Getting Results in a Crowded Market**

**13 May 2010 | Sofitel Brisbane**

It is no longer a case of out-spending your competition - you must out-think them. Being clever with your marketing can net great results. So don't chase average ideas, aim for remarkable ones!

Being remarkable isn't necessarily about being the most fashionable or fabulous brand in the room. Being remarkable is about character and brand sincerity, listening and engaging with audiences and daring to be different. It's big ideas not big budgets. It's sliced bread.

The 2010 AMI Marketing Summit will place remarkable ideas at centre stage and identify what it takes to turn them into remarkable results, relevant to every sector and industry. It will look at the balance between courage and discernment through the eyes of some of Australia's leading marketers including:

- **David Chalke**, Leading Social Analyst, AustraliaSCAN
- **David Redhill**, Partner & Chief Marketing Officer, Deloitte Touche Tohmatsu
- **Donald C Holdsworth**, Managing Director, MatchPower Australia Pty Ltd
- **Gretha Oost**, Managing Director & Founder, Half a Teaspoon
- **Joanne Stone**, Head of Channel Planning and Integration, BCM Partnership
- **John O'Hara**, CEO, Sunny Queen Eggs & **Paul Cornwell**, Partner, BCM Partnership
- **Josh Frith**, Managing Director, @www Digital and dubz.tv
- **Nathan Betteridge**, CEO & Founder, Everyday Hero
- **Steve McRoberts**, Executive Director of Marketing, Tourism Queensland.

Many may think that being remarkable is the domain of only selected categories - but this isn't the case. Even some of the more traditional industries are changing their view on how they should market themselves and the ones to be remarkable first are seeing results.

**Register for the 8th Annual AMI Marketing Summit today** to secure your position alongside your industry peers and colleagues. For those businesses interested in our remaining exhibition sponsorship opportunities, please contact Louise Marron at AMI Queensland at [qld@ami.org.au](mailto:qld@ami.org.au).

**click  
here to  
register  
now**



## International NonProfit and Social Marketing Conference

15 and 16 July 2010

Supported by the AMI and jointly hosted by QUT and Griffith University, the 2010 International Nonprofit and Social Marketing Conference is being held in Brisbane on 15 and 16 July. Based on the theme of connections and with a strong focus on the connections between thought and practice, the conference is an ideal opportunity for social marketers and marketers in the not for profit sector to network and contribute to the development of the social marketing agenda.

Confirmed speakers at the conference include:

- Gerard Hastings, Institute of Social Marketing (UK)
- Craig Lefebvre, socialmarketingblogs.com (US)
- Walter Wymer, Lethbridge University (Canada)
- Janet Hoek, Otago University (NZ)
- Stephen Dann, Australian National University (ACT)
- Rob Donovan, Centre for Behavioural Research in Cancer Control (WA).

These speakers will address topics such as the use of social media in social marketing, international developments in social marketing and how far is too far when it comes to government intervention in individual lifestyles.

As well as the plenary and key note speakers, the conference will be run a number of concurrent special interest sessions. These papers will showcase best practice in social marketing from Australia and overseas and share the learnings and challenges faced by non commercial marketers in practice.

A key feature of the conference will be the concluding round table session which is designed to canvass the main issues facing social marketing in Australia. The outcome of the session will be a formal position paper on the current status of social marketing.

### Call for Papers

Anyone with an interest in social marketing/nonprofit marketing related areas is encouraged to consider submitting an industry professional practice paper/case study for the conference.

Benefits of submitting:

- It's only two pages so it won't take long to prepare
- Publish your work alongside that of cutting-edge researchers and practitioners
- Participate in developing the first discussion-paper in Australia on Social Marketing
- You gain recognition for your work with the best cases being placed in a showcase section of the conference website as examples of best practice, and hear the latest research to help you in your work.

The conference organisers are seeking innovative research from both academia and industry relating to social marketing and nonprofit areas. Case studies, empirical and conceptual research are welcome. In particular, they are seeking submissions that illustrate the connection between thought and action.

### Key Dates

Industry paper deadlines: 31 March 2010

Industry paper acceptance notification: 16 April 2010

Early bird registration: 4 June 2010

For more information about the conference go to [www.insmconference.org](http://www.insmconference.org)



## Your AMI Queensland Council

### EXECUTIVE



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## About AMI Queensland

The Australian Marketing Institute is the professional association for marketers. We offer:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility in the profession through professional development programs, access to the latest information on marketing practice and networking with fellow practitioners.

The Queensland Branch of the AMI has the flexibility to respond to the local needs of our membership as well as connect local members to the national activities conducted in capital cities and regional centres throughout the country.

## Become an AMI Member

Phone 1300 737 445  
Email [membership@ami.org.au](mailto:membership@ami.org.au)

## Find Out More

For more AMI Queensland news, visit the [AMI website](#) or contact AMI Queensland:  
Phone (07) 5593 9633  
Email [qld@ami.org.au](mailto:qld@ami.org.au)