



EMERGING MARKETERS WA NEWSLETTER

The Australian Marketing Institute's Emerging Marketers network is an active student and young marketer group.

Emerging Marketers caters specifically for the needs of marketing students, recent marketing graduates and young marketers with less than five years experience.

The Emerging Marketers provides networking opportunities, professional development, career advice, industry contacts, news, employment opportunities and a mentoring program.

Email emwa@ami.org.au to join the Emerging Marketers mailing list.

THIS ISSUE:

- ⇒ The Royal Life Saving Society briefing night
- ⇒ Innovate the Steve Jobs Way
- ⇒ Facebook, Twitter & LinkedIn to Emerging Marketers WA
- ⇒ Emerging Marketer Profile: Rhonda Chapman
- ⇒ Become an AMI Student Member
- ⇒ Sponsorship Opportunities
- ⇒ Senior Marketer Profile: Karen Thompson
- ⇒ Employment Opportunities
- ⇒ Useful Marketing Websites
- ⇒ Emerging Marketers Committee
- ⇒ Upcoming WA Events

Royal Life Saving WA

Tuesday October 4th saw the Emerging Marketers host the unique event 'Not-for-Profits in Real Life: the Royal Life Saving Society of WA'. Attendees had a fascinating evening combing over a marketing brief, exposing the real problems, real budgets and real possibilities for an organisation in the Not-for-Profit sector.

General Marketing Manager Allan Godfrey kicked things off by discussing his experience with the Royal Life Saving Society of WA and spoke of future chances and challenges for the WA Not-for-Profit sector.

Next he outlined the brief to the audience, including marketing objectives such as increased brand awareness, increased purchase cycles and further sponsorship opportunities.

Once the brief had been covered, casual groups were formed to tackle the beast. Eager upcoming marketers worked alongside astute thought marketers. Many brilliant strategic thoughts were conceived thanks to the tasty pizza provided.

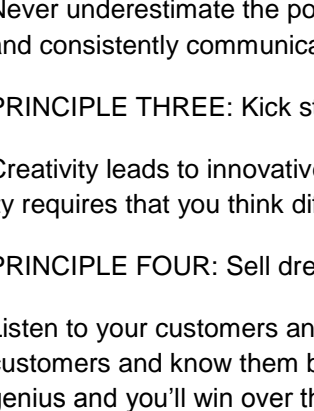
At the end of the night, each group discussed their ideas and solutions to the brief. Allan gave his share of compliments and criticism to the groups but was overwhelmingly appreciative of the group's efforts.

The evening was insightful, enjoyable and very rewarding. We encourage other Not-for-Profit organisations to consider working with the Emerging Marketers to create a fantastic event for the future.

Stefan Schoombee—Emerging Marketer



INNOVATE THE STEVE JOBS WAY



In honour of one of the greatest visionaries of our time. From the book, *The Innovation Secrets of Steve Jobs* (McGraw-Hill, 2010), following are the seven core principles largely responsible for his breakthrough success.

PRINCIPLE ONE: Do what you love

Have the courage to follow your heart and intuition, you already know what you truly want to become.

PRINCIPLE TWO: Put a dent in the universe

Never underestimate the power of vision to move a brand forward. Be bold, specific, concise and consistently communicate visions.

PRINCIPLE THREE: Kick start your brain

Creativity leads to innovative ideas. Breakthrough innovation requires creativity, and creativity requires that you think differently about... the way you think.

PRINCIPLE FOUR: Sell dreams, not products

Listen to your customers and ask them for feedback, but more importantly, understand your customers and know them better than they know themselves. Help them unleash their inner genius and you'll win over their hearts and minds.

PRINCIPLE FIVE: Say no to 1,000 things

Be as proud as what you don't do as to what you do. Customers demand simplicity and simplicity requires that you eliminate anything that clutters the user experience.

PRINCIPLE SIX: Create insanely great experiences

Apple Stores aren't about 'moving the product', they're about enriching lives instead. Review all customer touch points and take the opportunity to create more meaningful relationships.

PRINCIPLE SEVEN: Master the message

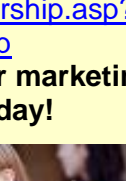
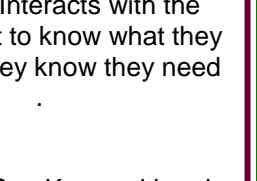
You might have the most innovate idea in the world, but if you can't get people excited about it, it doesn't matter.

Source: Carmine Gallo, Columnist, BusinessWeek.com

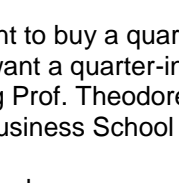
Join our Facebook, Twitter and LinkedIn Pages!

Emerging Marketers members can keep up-to-date with all the latest news, photos and discussion topics via our social media channels.

Emerging Marketers encourage all members to not only join the page but leave any comments on past events, upcoming events and anything marketing-related!



Emerging Marketer Profile: Rhonda Chapman



Position: Administration Officer

Qualifications: Graduate Diploma in Marketing (enrolled); Certificate in Public Relations & Events Management; Bachelor of Communications (Media Studies)

Why Marketing? I get the opportunity to sharpen my creative & analytical skills. I enjoy the challenge & love researching new ways to create the stories that improve the service.

Marketing Mentor: I'm supported by a network of professionals. They include my lecturers and AMI members. One major gain is learning how to maximise what I get out of my studies, for a successful future in this dynamic field.

Most Valuable Marketing Lesson: Remember to thank the team when you change your messaging! Get everyone on board and make sure they are all passionate about the product.

What Makes a Great Marketer: Excellent communicator with good planning skills. Interacts with the customer to get to know what they need (before they know they need it)

Influences: Chris Brogan, Guy Kawasaki and Twitter

Favourite quote: "People don't want to buy a quarter-inch drill. They want a quarter-inch hole." - marketing Prof. Theodore Levitt, Harvard Business School

Hobbies: Blogging, photobooks, photography and travelling with my small family.



Become an AMI Student Member

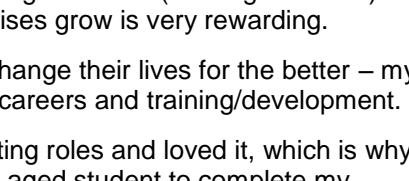
Memberships start at \$33 for a 12 month package, with even cheaper rates available for 2-4 year memberships. Benefits of membership include:

Subscription to Professional Marketing magazine, the AMI's official publication

Access to B&T online - marketing, advertising and media articles from industry professionals

Online delivery of the AMI newsletter, Marketing Update & Discounted AMI and Emerging Marketers events.

Visit www.ami.org.au/Membership/Categories/student_membership.asp?src=top to kick-start your marketing career today!



Useful Marketing Websites:

AMI: www.ami.org.au

B&T: <http://www.bandt.com.au/>

mUmBrella: <http://mumbrella.com.au/>

Marketing Mag: <http://www.marketingmag.com.au/>

Campaign Brief WA: <http://www.campaignbrief.com/wa>

Ad News <http://www.adnews.com.au>

Looking to sponsor a young and energetic organisation that is focused on helping students and young professionals reach their goals?

Emerging Marketers offer a variety of sponsorship options to suit any organisation.

To find out more about the different opportunities WA AMI Emerging Marketers offer, contact emwa@ami.org.au or call Holly Walton on 0401 226 434.



Senior Marketer Profile: Karen Thompson

Position: Manager – Open Programs, Workshops & Events for Murdoch University's Executive Education Centre

Qualifications: B.Com (Marketing Management), AFAMI, CPM

I'm known for: Knowing lots of people around town!

Typical day: I'd like to say I'm up early for a swim/walk/bike ride but in reality most days it's up early and grabbing the laptop. As a university new division the role involves marketing and promotion of our management and leadership programs, working closely with our Operations and Program Managers to ensure all programs and workshops are delivered smoothly and meeting with clients and potential clients to develop further business opportunities.

Career Highlight: Being selected to attend Aquent's (former employer) Golden Club conference for high performers in Siem Reap, Cambodia in 2007.

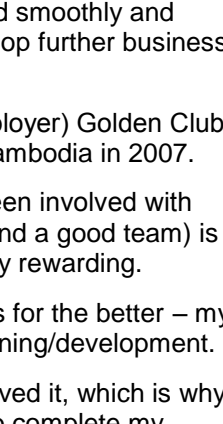
Career Challenge: My current position is the third start up I've been involved with over my career. Starting with nothing but ideas (and a good team) is challenging. Watching the enterprises grow is very rewarding.

What motivates you: Being able to help people change their lives for the better – my roles have primarily been around careers and training/development.

Why did you enter the industry: I fell into marketing roles and loved it, which is why I went back to school as a mature aged student to complete my marketing degree.

Best advice someone gave you: Always say 'yes'. I've said yes to many things – giving presentations, going on TV shows, sitting on committees, writing articles, etc that in my early days I would have turned down through fear.

Best advice for emerging marketers: Feel the fear and do it anyway! Say yes to opportunities as they present themselves. You never know if or when you'll get a second chance.



Employment Opportunities

Internships:

Junior Publicist Aligator Media

Casual hours

- Able to work from home
- Reliable
- Passionate about the arts in WA, interstate and internationally
- Be able to write and show enthusiasm and a willingness to learn
- Social Media savviness essential!

Applications to aligator3@optusnet.com.au

Jobs:

Marketing Coordinator: VenuesWest

Marketing Consultant: Intersect Communications

Marketing Assistant: Maxpro Real Estate

Marketing Support Intern: West Australian Cricket Association

Marketing Officer: Austal Ships

Graphics & Marketing Coordinator: WorleyParsons

More jobs and more details can be found on www.seek.com.au

Contact emwa@ami.org.au if you have a marketing job to display.



Emerging Marketers Committee

Chairperson: Holly Walton holly.walton82@gmail.com

Vice-Chair: Chris Morris chrismorris@westnet.com.au

Emerging Marketers: Leonie Moore leonie@wasppaintball.com.au

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University of WA: Nacha Kirilak Nacha.kirilak@gmail.com

Emerging Marketers is always on the lookout for committed and proactive members to join the committee. We are currently looking for a student rep from ECU, UWA, Murdoch and TAFE.

Please contact emwa@ami.org.au to register your interest.



UPCOMING WA EVENTS

For all event inquiries contact wa@ami.org.au or 1300 737 445

10 November	Search Engine Optimisation workshop	Search engine optimisation half-day workshop, guest presenter Charles Ryder, CEO of White Chalk Road more details
1 December	Emerging Marketers Christmas Networking Party	Stay tuned for further details.
9 December	'The value of your brand in long-term marketing success'	Breakfast seminar presented by Matthew Dunstan of iNet. Venue: XO Lounge, Perth more details

SAVE THE DATE!

Emerging Marketers Christmas Networking Party
December 1st

Received this email from a friend?

Want to join the mailing list for the WA Emerging Marketers to stay up to date with the latest news and information?
It's FREE, just email emwa@ami.org.au

