



19-21 APRIL 2018

Brisbane Convention & Exhibition Centre

OPENING HOURS:

Thursday 19 April: 10:00am – 6:00pm

Friday 20 April: 10:00am – 6:00pm

Saturday 21 April: 10:00am – 4:00pm

WORKSHOP PROGRAM

THURSDAY 19 APRIL 2018

TIME: 10.30am – 11.30am

PRESENTER: REA 4x4 National team

4x 4 Re-engineering Australia – why industry involvement is key?

Fair Dinkum 4x4 is a team of high schools students from Pine Rivers State High School who recently came 3rd Outrights at the Land Rover 4x4 in Schools STEM Technology Challenge World Final in Abu Dhabi in Dec 2017. In addition to their podium place they also won the award for best team portfolio and pit display which required them to develop their skills in graphics, printing and signage. They will take us on their journey preparing for the World Final included the process of designing their car, preparing the supporting display and what it was like to represent Australia on the world Stage.

“The competition gave us the opportunity to meet people from around the world, to learn so much about life and dealing with tough situations ... it pushed us way beyond anything that we would ever learn at schools and helped us develop an understanding of how competitive the real world is. This has been an absolutely fabulous experience” said Brodie Crough, Fair Dinkum 4x4 Team Manager.

TIME: 12.30pm – 1.30pm

PRESENTER: Kellie Northwood – CEO Australian Catalogue Association and Executive Director TSA Ltd

Marketing my Business (Batting above)

Kellie Northwood, ACA/APIA/TSA Limited, will provide tips on how you can promote your business to secure real traction, exploring what should your company profile include, what sort of disciplines across all your company touchpoints should be implemented. How should sales teams be trained, what language is used when answering the phone, hosting a sales meeting and more. From the finite to the broad-strokes and setting your business up for success.

TIME: 2.00pm – 3.00pm

PRESENTER: Dean Hartley – CIO/Director myFootDr & iOrthotics

Revolutionising the orthotics industry using 3D printing

The journey of iOrthotics, MyFootDr & Healthia. Scaling up through technology adaptation and innovation. Using 3D printing to produce custom made foot orthotics. Waste reduction and design freedom. Utilising the HP Jet Fusion Printing Solution. Creating a new export market in advanced manufacturing. Changing an industry; where to from here?

Dean Hartley is the co-founder of iOrthotics (Brisbane, Australia) which specialises in the manufacturing of custom made prescription foot orthotics for podiatrists and other medical professionals. Implementing CAD/CAM technologies has been integral to scaling iOrthotics and over the last 3 years he has been leading the industry in 3D printing manufacturing on a large scale. Dean is also an owner and Director of Healthia, an allied health company based in Australia which currently owns and operates over 55 podiatry clinics employing almost 400 staff.

TIME: 3.30pm – 4.30pm

PRESENTER: Julian Roben – Matter Solutions

Social Media – Systemize. More with less

In this presentation, we'll provide a practical method that can be applied to any business to manage and grow their social media channels. Business owners and marketers can learn how to automate the posting process to save time and still produce great results.

This system can be used to curate and publish content that will make your brand look awesome and relevant as well as freeing managers up to work on other tasks. You'll walk out of the session with the tools and techniques required to carry out the process we have developed.

We'll also discuss analysis of performance metrics so you can learn and improve these social media activities.



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WORKSHOP PROGRAM

FRIDAY 20 APRIL 2018

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TIME: 11.15am – 12.15pm

PRESENTER: Maurice Swan – Manager QLD Workplace Relations – Ai Group

Changes to workplace relations legislation in Queensland

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TIME: 2.00pm – 3.00pm

PRESENTER: Ben Maden – Matter Solutions

Search Engine Optimisation – What Google wants you to know (and what they don't)

SEO people who talk about hidden secrets and frequent changing rules from Google make most business owners avoid investing any time into learning about it.

The truth is that the founding principle has barely changed:-

"What others say about you is more important than what you say about yourself".

This is true of your business today and will always be.

People willing to learn about SEO and combine it with their subject expertise are in a great position while everyone else puts their heads in the sand.

In this session learn three things to transform your business.

TIME: 3:30pm – 4.30pm

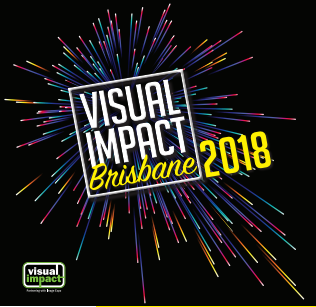
PRESENTER: John Hadfield – Control Zone

Are mistakes killing your business?

Let's look at the facts that any mistake your company makes in production WILL cost a proven 3.5 times the cost of the job to rectify it.

Let alone you could well lose that client forever. This seminar teaches you the way to systemize the process, offers real cases studies and will give you the internationally recognised tried and tested tools to learn why they occur so often in creative industries. Your take home items include – easy how to use documentation like simple 1-page documents to address how many and how much the mistake cost, the capability of monitoring and reporting the gross cost quickly and effectively and STOP it from happening by engaging the people with solutions.

ALL attendees will receive live word documents of process forms. If you want to increase your profit by learning how to stop mistakes – this seminar is for you.



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WORKSHOP PROGRAM

SATURDAY 21 APRIL 2018

TIME: 11.00am – 12.00pm

PRESENTER: James Scotland and Ian Nearhos – AiGroup

Continuing to survive in times of change and disruption

James will discuss Design Thinking, Business Models, designing your business to thrive in the changing world of Technology disruption, including a world where new technology is the new constant.

Supporting the need for technology in digital transformation is the need for relevant and effective business models. The session will address the business models that are proving effective in the emerging digital environment.

Ian will discuss emerging new technologies and how to make them work for you. Digital Transformation – Emerging technology is affecting all aspects of business and the rate of change can make it difficult to navigate the best way forward. This discussion will remove some of the mystery around digital transformation and provide ideas on where to focus to realise the benefits technology can deliver.

TIME: 12.30pm – 1.30pm

PRESENTER: Ben Maden – Matter Solutions

Digital Marketing – Three diagrams to think clearly about improving your business

In this session Ben will present three simple and visual ways to think about your website and its place on the web.

Use these diagrams to evaluate what you can do to improve your business, answer questions like:-

- Should I have a blog?
- What should I blog about?
- How do I get more leads?
- Should I advertise in Google?
- Should I use Facebook?

...and more.

TIME: 2.00pm – 3.00pm

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WORKSHOP CVs

John Hadfield

John needs little introduction – he has been heavily involved in sign and print manufacturing since the 60's. Creating one of Sydney's premier large sign business and running it successfully for 30 years before selling to Cunneen Signs in 2001, he has also developed sign patents which sold to an international company who engaged John to roll out the systems around the world. Since 2004 John's business Control Zone focuses on sign and print innovation leveraging software, websites and process to build profitability and fun back into them. Fact is if you have visited this exhibition's website, opened an eNews about this exhibition or viewed one of the hundreds of website his team has built – well you have seen John's work. Sit back, ask questions and learn the do's to super charge your digital marketing.

Dean Hartley

Dean Hartley, CIO/Director @ myFootDr & iOrthotics. iOrthotics is an innovative company specialising in the latest CAD/CAM techniques for custom foot orthotics.

To date, iOrthotics has manufactured over 75,000 pairs of custom-made foot orthotics and supplies these devices to Podiatrists around Australia. In addition to using the latest digital foot/cast scanning, computer aided design (CAD), and computer aided manufacturing (CAM), we are leading the industry in 3D printing. Over the past 18 months our lab has investigated materials, software, hardware and design processes to ensure we produce the highest quality devices. Dean will talk about the evolution of his business from traditional to embracing digital technology to increase his revenue and staffing. The journey; trials and tribulations and how HP has turned to Dean and his team for feedback and assistance in developing their products.

Ben Maden

A long time ago in a City far, far away Ben founded Matter Solutions and has been helping business owners get results from their websites ever since. For over 18 years he has been mixing web programming skills with marketing knowhow to deliver websites that tick two most important boxes of any business. (1) Able to make their way to the top of Google and (2) convert visitors into enquiries (or sales).

Ian Nearhos

Ian Nearhos, 1st degree connection1st, Business Advisor, AusIndustry Innovation Programmes, Australian Industry Group (Ai Group), Australian Institute of Business.

Ian delivers practical business advisory services to Company Directors, CEOs, and Senior Executives in the ICT, Digital, and Professional Services sectors. These engagements are delivered as part of the Australian Government's Entrepreneurs' Programme and foster growth, innovation, productivity, and continuous improvement.

Julian Roben

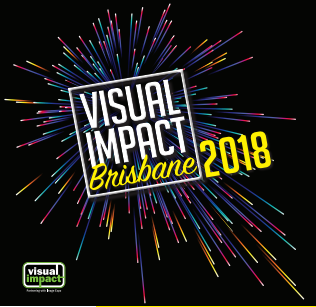
Julian Roben, best known as 'The Queen' around the Matter Solutions office, is one of the digital marketing consultants at Matter Solutions. He has a specialty in Public Relations and works with our clients to ensure they receive the best outcomes from their campaigns.

Kellie Northwood

Kellie Northwood is the Director of Sierra Delta, a brand and communications agency in Richmond, Melbourne. Ms Northwood provides expertise across brand, communications, efficacy of below the line channels, corporate and sustainable branding programs and developing multi-channel marketing communication strategies that deliver results.

Ms Northwood has a brand and communication background with strong emphasis on retail marketing and linking the holy grail of data to drive results and link all channel strengths. She holds a Bachelor of Arts in Communications (majoring in Journalism) and post-graduate studies in Education and Sustainability. She holds two (2) paper and print industry positions in her work for both the Australasian Catalogue Association and TSA Limited.

Ms Northwood is also the Executive Director for TSA Limited which runs three industry focused campaigns – Two Sides, an environmental campaign promoting the sustainable credentials of print media and Value of Paper and Print (VoPP) which promotes the effectiveness of print media in a multi-channel world and Keep Me Posted (KMP) a consumer advocacy campaign promoting the consumer's right to choose how they are communicated to. With her many hats, she is an advocate for the communication industry and more broadly, the future for established media channels. Ms Northwood believes that paper and print play a vital role in multi-channel marketing, noting in particular print's unique strengths in a noisy digital world.



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WORKSHOP CVs

James Scotland M. Int. Mgt., G.A.I.C.D., F.I.L.M.

Supply Chain Facilitator. Business Consultant. Public Speaker.

With a long career as a senior manager in widely different industries including Logistics, Insurance and Education; followed by several years as a business consultant, strategist, corporate trainer and small business owner, James is highly experienced in helping Australian businesses to improve, grow and succeed.

His clients appreciate his ability to draw on his personal management experience combined with his practical understanding of the 'theory' of business. He is a well-regarded, thought-provoking public speaker, an entertaining MC, and adult educator. James life experiences guide his dynamic and engaging presentations. Among his many achievements and experiences:

- International Student of the Year, Charles Darwin University
- Chair, International Business Council of the N.T.
- Chair, Australian Defence Industry Network (AIDN)- NT during East Timor Crisis
- Trained pidgin-English speaking mining supervisors in Mt Hagen, PNG
- Trained indigenous mine managers, BHP Groote Eylandt
- Disaster Response Manager NT for Australian Red Cross during Asian, Tsunami Response
- Educated and presented in every state of Australia and internationally

James has a Masters of International Management and a Graduate Certificate in Human Resources, is a graduate of Australian Institute of Company Directors, a Fellow of the Australian Institute of Leaders and Managers, is a member of the Australian Marketing Institute and has a Certificate IV in Training and Assessment, among others. He has nearly finished a Master's Degree in Adult Education.

Maurice Swan

Maurice is the Manager, Queensland – Workplace Relations at Ai Group Australia.

Maurice has 30 years' experience advising on and litigating industrial and employment law matters. Maurice assists and advises in industrial relations and employee management issues; advises on disciplinary processes, unfair dismissals, unlawful termination matters; and provide advice on union activities, including industrial action and entry of workplaces. Maurice also acts as advocate in tribunal and court hearing on such matters.