

12-14 SEPTEMBER 2018

Sydney Showground, Sydney Olympic Park

BUSINESS BREAKFAST



VISUAL IMPACT SYDNEY

2018

Please join us for **FREE** Breakfast Seminars, at Visual Impact Sydney.

Sessions will commence at 8:00am and finish at 10:00am. A sit down breakfast will be provided.

TO ATTEND YOU MUST PRE-REGISTER FOR THE SHOW

WEDNESDAY 12 SEPTEMBER

Session Title:

Industry Associations – the future and the rise of the real

Session speaker:

Kellie Northwood – Executive Director TSA Ltd



Synopsis: Kellie Northwood will present the year ahead for the Industry Associations she represents – ACA, APIA and TSA Limited. Over the past six months Kellie and Team have been surveying, conducting workshops, reaching out to Members, Printers, Suppliers, Retailers, Marketers and more to understand what the Industry needs from its Associations and what is the future opportunities with our customers. This is a not to miss breakfast event, calling all current and prospective members to hear about where funds are invested, the opportunities and the obstacles. Participants will be encouraged to provide feedback and network to understand how working together as a united industry brings strength and the ability to achieve more.

Bio: 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 held many senior roles, most recently Group Sustainability and Communications Manager for Australia and New Zealand with GEON and previously, Business Marketing Manager for Finsbury Green. 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.

THURSDAY 13 SEPTEMBER

Session title:

“XL’ing in Wide Format”

Session speaker:

Brendon Cook – CEO, oOh!media



Synopsis: As digital technology rapidly changes the way that outdoor advertising is presented to its audience, where does that leave traditional wide-format signage print providers. Brendon Cook will provide an update on the latest digital strategies that oOh!media are utilising in this space and examine what this means for PSP's. Brendon will also discuss the opportunities available through the strategic employment of data.

Bio: Brendon Cook founded oOh!media in 1989. With over 39 years experience in outdoor advertising, Brendon has been at the forefront of the Out Of Home advertising business in Australia and New Zealand, creating a multi-award winning company and being actively involved in pioneering the industry's move into digital. Under Brendon's leadership, the business continues to deliver strong growth through organic growth, strategic acquisitions and the development and introduction of several new environments to capitalise on the growth in digital and people's increasing habits away from home. Brendon is a founding and current Board member of the Outdoor Media Association and was instrumental in the development of the MOVE (Measurement of Outdoor Visibility and Exposure) project, a system that allowed for improved accuracy in reporting measurable outcomes to clients using Out Of Home media. Brendon is the International Vice President of the Federation European Publicite Exterieur (FEPE) a Global Out Of Home industry body, the first Australian to sit on the Board in the organization's 50 year history.



FRIDAY 14 SEPTEMBER

Session title:

The Five of the Future – Five specific steps to prepare your business for a sustainable future in the Digital Economy

Session speaker:

James Scotland – Business Facilitator, emerging Supply Chains – Ai Group



Synopsis: The digital economy is with us, and we as business owners need to change the way we understand business, and the way we operate our businesses. This session will provide five actions business owners should take to ensure a sustainable future in a rapidly changing world.

Bio: James Scotland, a Business Specialist with an engaging presentation style, will provide examples of current major changes in the Australian economy, and offer five specific steps you as a business owner can take to survive in this new environment. A high level introduction to key issues of integrated supply chains, Blockchain technology and modern day marketing will be addressed.



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