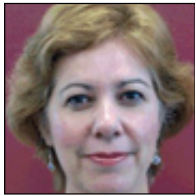




Are You Hitting The Mark?

If you want your marketing message to penetrate its target with greater precision and consistency, don't miss the 2nd Annual Western Australian Marketing and Business Networking Congress, 'Marketing to the Ages'. With a powerful contingent of marketing experts, you'll enjoy a professional development program of the highest calibre. Here's a brief snapshot to tantalise your tastebuds!



Ms Wavne Ridders

You can't hit the target if your aim's off-cue. Wavne will provide you with the armoury you need to improve your aim. Currently Director of Client Services in the WA

office of the ABS, Wavne's eclectic qualifications in languages, psychology and statistics, as well as her experience in census data has provided her with unique insights into how important it is to target your market effectively.



Carolyn Hall

Carolyn's 17 years of professional experience in marketing in a global team has led her to work with many corporations including L'Oreal, Nikon, Intel, Microsoft, Exxon,

UPS, General Motors, Coca-Cola, MasterCard and Johnson & Johnson. In 2006 she took up the position of Brand and Communications Director for the Royal Automobile Club of Western Australia, one of the states most respected and iconic brands. Carolyn's address 'The challenges of embedding multiple target segments at the heart of your brand', will empower you in your segmentation strategy.



Troy Pickard

An outstanding young achiever who was elected the Mayor of Joondalup in 2006, Troy Pickard will also address the 'retention' issue in respect of Gen X. Troy

will share strategies that have been employed to successfully maintain and grow an inspired Generation X workforce.



Charlie Nelson

As one of the sharpest retail sales trend-spotters in Australia, Charlie will 'open your eyes' for what is to come. A 'not to be missed' session with one of the

country's leading forecasters, Charlie's knowledge of choice modelling and consumer behaviour is vast and detailed.



Gary Roberts

A name that is synonymous with broadcast success, Gary Roberts has been a potent force in Perth Radio over the past decade. Having

transformed stations 96FM, 92.9 and 94.5FM into powerhouse performers, and now doing the same with Nova 93.7, Gary understands the rules of engagement and knows how to reach his audience. Don't miss these pearls of wisdom from an expert in his craft!



Lisa Norris

Recruiting and maintaining quality staff in the current economy are formidable challenges for West Australian businesses. With 15 years extensive

international experience in providing superior recruitment service models, Lisa now oversees 70 staff in 6 locations for Aquent. Lisa's 'Recruitment across the Ages' presentation will positively impact upon your recruitment and retention methodologies.



Dr Simone Pettigrew

Dr Pettigrew has provided consulting services to agencies such as the Positive Ageing Foundation of Australia that seek to

promote the welfare of older Australians in their marketplace interactions. A widely published author, Dr Pettigrew's address to the congress 'Rules of engagement with the older consumer', will provide informed insights into effective and responsible marketing to the older demographic.



Dr. Steven Ward

Steve is a senior lecturer in marketing at Murdoch University. He has published 40 refereed papers in leading international journals. In his Gen X sector

presentation, Dr Steve Ward will present important research that will tell the baby boomers how they should be marketing to Generation X.



Roger James

If you can't measure it, you can't define it. As National President of the Australian Marketing Institute, Roger has played an integral part in the development of

a benchmark marketing metrics project for the purposes of measuring performance in marketing. An invaluable tool for every business.

Hear these enlightening speakers and many more at WA's Marketing and Business Networking Congress 2007
BOOK NOW TO TAKE PART IN THIS SPECIAL EVENT!

**PERTH CONVENTION EXHIBITION CENTRE
JULY 31ST - AUGUST 1ST 2007**

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