

PRESENTS ITS INAUGURAL

# AANA CONGRESS

**YOUR BUSINESS WINDOW ON 2010**

FRIDAY, 12 FEBRUARY 2010

DOCKSIDE, THE BALCONY LEVEL, COCKLE BAY WHARF



KEYNOTE ADDRESS:

**SENATOR THE HON STEPHEN CONROY**  
MINISTER FOR BROADBAND COMMUNICATIONS  
AND THE DIGITAL ECONOMY

## PLUS AANA AWARD PRESENTATIONS AND COCKTAIL RECEPTION

**WARNER AWARD:** celebrating lifetime achievement and outstanding service to the Australian advertising, marketing and media industry.

**YOUNG MARKETER OF THE YEAR:** recognising, encouraging and rewarding the industry's future stars. (Prize: a \$10,000 trip to the Cannes Lions Advertising Festival in June 2010)

## SPONSORSHIP OPPORTUNITIES

Several opportunities are available to reach key decision makers responsible for over \$8 billion dollars in adspend. Email [michelle@aana.com.au](mailto:michelle@aana.com.au) or call **02 9221 8088** to discuss how you can get involved.

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SUPPORTING  
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**BT**

A round table of industry leaders will reveal how the economy, advertising, marketing, media and consumer spending are shaping up for 2010. Expert speakers include (amongst others):

- **Michael Blythe**, Chief Economist, Commonwealth Bank of Australia
- **Joe Talcott**, Group Marketing Director, News Limited
- **Ian Alwill**, Director Group Marketing & Communications, Nestle
- **John Sintras**, Chief Executive Officer, Starcom MediaVest Group
- **Rebecca Huntley**, Director, Ipsos Mackay

In  
collaboration  
with



Over lunch, choose your "theme" and join the discussion at that table.

### Table heads & topics include:

- 1. Transforming brands**  
– Mark Buckman, Commonwealth Bank of Australia
- 2. Growing your business through 'Futuristic Thinking'**  
– Brad Cook, Fonterra
- 3. Environmental claims consumers can believe in** – James Tait, Lion Nathan
- 4. Monetizing social networks**  
– Joe Talcott, News Limited
- 5. The brand & advertising future**  
– Amanda Johnston-Pell, Telstra
- 6. Staying ahead of your number one rival**  
– Peter Webster, Toyota
- 7. Measuring the impact of your digital communications**  
– Peter Fairbrother, Ipsos ASI

**BOOK NOW!**

LIMITED SEATING - BE ONE OF THE TOP 100

Phone AANA for more information on **02 9221 8088**, email [admin@aana.com.au](mailto:admin@aana.com.au), or visit [www.aana.com.au](http://www.aana.com.au)

# WHY YOU SHOULD ATTEND

- **Be among the top 100 – space is limited**
- **Reality check on your business plans for 2010**
- **Find out Government's plans for the Digital Economy**
- **Hear from the industry experts on what's working and why**
- **Learn how consumer attitudes are tracking**
- **Participate in thought-provoking discussions**
- **Celebrate the Warner Award and Young Marketer of the Year**
- **Share your views on key issues with senior executives in marketing, media and agencies**
- **Hear informed industry forecasts for 2010**

## PROGRAM

- 12.00pm** Registration and Refreshments
- 12.30pm** **Welcome by AANA Chairman**  
Joe Talcott, Chairman, Australian Association of National Advertisers, and Group Marketing Director, News Limited
- 12.40pm** **Keynote Address:**  
Senator the Hon Stephen Conroy, Minister for Broadband, Communications and the Digital Economy
- 1.10pm** Questions
- 1.20pm** **Working Lunch** – join the discussion at a table of ten (see front page for topics)
- 2.20pm** **Table of Ten leaders panel**
- 3.00pm** **Round Table & Discussion: The Economy, Marketing, Media and Consumer Spending in 2010**
- Chaired by Bernard Holt, Executive Chairman, CEASA
  - Michael Blythe, Chief Economist, Commonwealth Bank of Australia
  - Joe Talcott, Group Marketing Director, News Limited
  - Ian Alwill, Director Group Marketing & Communications, Nestle
  - John Sintras, Chief Executive Officer, Starcom MediaVest Group
  - Rebecca Huntley, Director Ipsos Mackay
- 4.30pm** Young Marketer of the Year Announced
- 4.35pm** Warner Award Recipient Announced
- 5.00pm** Closing Remarks by Chairman
- 5.10pm** Cocktail Reception
- 6.30pm** Close of Cocktail Reception

## FEES:

AANA Member \$330 per person,  
Non-member \$660 per person (incl. GST)

## Your AANA CONGRESS fee includes:

- Speaker presentations where provided
- Lunch and Cocktail Reception

## REFUNDS & CANCELLATIONS:

A full refund will be provided for all cancellations received in writing two weeks prior to the event. A 50% refund will be provided for all cancellations received in writing one week prior to the event. No refunds will be made within one week of the event. Substitutions within organisations can be made up to two days prior to the event.

## PROGRAM AMENDMENTS:

Although every effort will be made to keep presentations as represented, AANA reserves the right to make any necessary changes to the program.

## AANA GUARANTEE:

If you are not satisfied that this event has delivered value, tell us why in writing within one week after the event and we will refund your registration fee.

All prices indicated include GST. Tax invoice will be supplied.  
AANA ABN 54 003 179 673

## REGISTRATION FORM

(please photocopy this form for additional registrations).

**Title:** \_\_\_\_\_ **Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Organisation:** \_\_\_\_\_

**Postal Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Circle table number you wish to join (refer to first page) 1 2 3 4 5 6

## TOTAL \$

I wish to pay by Credit Card  Cheque  Bank Transfer   
(Please tick)

Mastercard  Visa  AMEX  (Please tick)

Card No.

Expiry Date   /

Signature \_\_\_\_\_

Please make cheque payable to:

**Australian Association of National Advertisers**

Bank transfers: Australian Association of National Advertisers,  
Commonwealth Bank,

**BSB: 062-000, Account No: 13533451**

Please post to AANA, Suite 2 Level 5, 99 Elizabeth Street,  
Sydney NSW 2000.

**Phone reservations to 02 9221 8088, fax to  
02 9221 8077, or email admin@aana.com.au**