

Marketing Insights and Emotional Intelligence
Conference DAY 1 – Thursday, 7th February 2008

Chairperson:

Peter Gillson

President

**Society of Consumer Affairs Professionals
Australia (SOCAP)**

Peter has been involved in Customer Relations Management for over 14 years and as well as being the current President of SOCAP is the Director of SFI International, a developer of global Customer Feedback CRM solutions.

Peter has extensive experience across all sectors of the Australian market, as well as Europe, UK, Asia and the USA. He understands key performance drivers for business and customer contact systems and develops solutions that improve customer satisfaction, retention, loyalty, and deliver meaningful bottom line results.

With a vast experience in assisting national and international companies implement organizational change and effectively use software systems to increase customer contact reporting and effectiveness, Peter has worked with many large corporate including Kraft, Nestle, Mars, McDonald's

Restaurants, GlaxoSmithKline and Reckitt Benckiser with their relationship management solutions.

Peter has been a member of the Society of Consumer Affairs Professionals (SOCAP Australia), since 1994 and has been an active board member since 2003 and is the current SOCAP Australia President.

Session 1- Keynote Presentation (0900)

Roger James

Chairman

Australian Marketing Institute

**Examining the changing marketing environment:
Directions and trends in marketing – taking the
crystal ball to 2008**

Roger James, FAMI CPM, is Chairman of the Australian Marketing Institute. He is also Director of Roger James & Associates a marketing, research and communications consultancy. In his work for the AMI he has been closely involved in the development of marketing performance measures. His professional background encompasses research, marketing strategy and business plan development as well as specialised work on brands and brand development. He is the Australian representative on the ISO Working Party on developing an International Standard for brand valuation.

Session 2- Case Study (0915)

John Batistich

General Manager – Marketing
Westfield

Winning the game: Developing your Competitive Intelligence to fuel winning strategy

John Batistich is General Manager for Marketing for the Westfield Group.

He has a Bachelor of Business in Marketing and a Masters in Human Resources. He has successful experiences across Research, Marketing & General Management with leading consumer companies like Lion Nathan, Kimberly Clark and Pepsico.

Session 3 – Award-winning Case Study (1000)

Giovanni di Noto

Group Sales Manager – Sony Direct (e-Commerce, Government and Corporate)

Sony Australia

Creating an insight driven and consumer-centric culture

Recipient of many Academic & Industry recognitions and awards, Giovanni has been creating and operating online businesses in Europe & Australia for over 20 years.

Born and grown up in France, Giovanni launched & grew several online businesses based on the French public network *Minitel* during the 80's.

Giovanni spent most of the 90's in Italy consulting for organizations such as IBM, AT&T and the European Union, establishing some of the very first Internet Service Providers, creating & developing several dot.com's across the South European region.

In Australia since 1998, Giovanni was central to the establishment of Sony's online presence in this country, both on the technical and business sides. Giovanni has been involved in the establishment of customer-driven corporate cultures, customer

communications marketing activities and integrated vertical advertising campaigns discipline.

In his current role as Group Sales Manager – Sony Direct, Giovanni oversees all strategic & operational aspects of Sony direct business including eCommerce, direct Corporate & Government business, and has Governance responsibilities such as privacy compliance program & ISO certifications.

Session 4 – Case Study (1100)

James Sykes

Marketing Director, Asia Pacific

Jim Beam

Driving product innovation, discovery and development from a two-way street

Four years ago James took on Jim Beam's marketing in the midst of Australia's RTD explosion. Now Australia's most popular brand of spirit, Jim Beam has a reputation for breaking new ground which started with the 'Jim Beam Party Crew' and continues with 'TheBourbonFest'. Acquiring half of Allied Domecq's brands in 2006, his portfolio has expanded with brands including Canadian Club, Teachers and Fundador, the largest imported brandy in the Philippines. Beam Global Spirits and Wine is now the Worlds #4 liquor marketer, owned by Fortune Brands in the US.

Before coming to Australia James spent a decade telling others what to do as Director of Strategy for Y&R Advertising in Europe, based in London. During this time he grew a brand advising enterprise built upon Y&R's BrandAsset research, and developed a bank of channel planning tools in Y&R's media arm, The Media Edge.

All this was something of a leap from James' original career as a gold exploration Geologist which first brought him to Western Australia in the late 80's. He

lives in Sydney with his three young boys and phenomenally patient wife.

Session 5 – Think Tank (1145)

Facilitated by:

Roger James

Chairman

Australian Marketing Institute

Survival of the fittest: How to evolve into a truly customer-driven organisation in order to survive in a dog-eat-dog world

Session 6 – Case Study (1315)

Kathy Barber

General Manager Consumer Insights

Fosters Group

Maximising profitability and growing your market share through marketing intelligence – how to have (a bigger) share of the cake and eat it too

Kathy Barber is a passionate believer in the positive impact that developing the right Insights models and providing robust fact bases can have on business outcomes. A qualified teacher who, by happy accident, has spent most of her entire career working across all functions of marketing. A clear thinker and effective leader, Kathy's legacy to Fosters will be the impact insights have in future focusing the business.

Session 7 – Case Study (1400)

Peter Davenport

Head of Consumer Insight
Sensis

Putting your finger on the pulse – driving your brand through integrating consumer insight and marketing intelligence

Peter Davenport is the manager of predictive modelling at Sensis, which is a wholly owned subsidiary of Telstra and a leading information provider, covering a wide range of directory and search brands such as Yellow and White Pages, trading post, CitySearch and Whereis. Peter's current role involves the development of segmentation and predictive models around consumer search, advertiser behaviours and market analysis and assessment. Peter's current role involves a substantial amount of work in combining results from primary research, competitive intelligence and database research and modelling.

Peter has previously worked in similar roles, involving both research and modelling functions in Telstra Corporation, Ansett and various Government bodies. He also has an extensive background in demographic techniques, lecturing at Swinburne University and in GIS information systems. In this latter role he has also been involved in a number of projects with

Victoria University, focussing on trade and business opportunities in China.

Session 8 – Case Study (1445)

Andrew Hughes

Head of Research & Analytics
St George Bank

Competition, substitutes, dissatisfaction – realising why people jump ship

Andrew Hughes is Head of Research & Analytics for St. George Bank. As part of his role, Andrew is responsible for ensuring the customer's voice is considered in key business decisions.

Prior to joining the Bank in late 2005, Andrew was the Research Manager for Optus, looking after research in the Brand, Consumer and Small Business segments.

Session 9 – Case Study (1550)

Stuart Langeveldt

General Manager Marketing, Customer and Brand Alliance

Stockland Retail

From start to finish: Customer experiences = engagement

Stuart Langeveldt joined the Stockland Group in 2004 as National Marketing, Sales and CRM Manager for their Residential Development Division. Currently he holds the position of General Manager Marketing & Brand Alliance for the Stockland Retail Division. His responsibilities include directing the marketing of Stockland's retail portfolio which consists of 43 centres valued at over \$4.3 billion. The Stockland centres accommodate more than 3,200 tenants and generate in excess of \$5 billion in retail sales per annum.

Prior to joining Stockland, he specialised in Financial Services Marketing for 16 years having worked for the Credit Union Services Corporation as Group Marketing Manager as well as the Colonial Group as Marketing Brand Manager responsible for marketing and communications in 5 countries.

Stuart also has extensive advertising agency experience having worked for DDB Sydney as well as Leo Burnett Connaghan & May.

Stuart holds a Master of Business in Marketing degree as well as an International Marketing degree from Rheims Business School in France. Stuart is a member of the Australian Marketing Institute and is a frequent contributor to professional industry publications.

Session 10 – Case Study (1635)

Jane Mallam

Director of Research
Tourism Queensland

Moving from traditional segmentation to behavioural segmentation – connecting with diverse customer segments

Jane Mallam joined Tourism Queensland as Director, Research in April 2005.

Ms Mallam has 18 years of experience in research, the majority of which has been researching motivations for travel and how to encourage potential travelers to choose Queensland, and Australia, over a myriad of competitive destinations.

Ms Mallam spent nine years at Tourism Australia, previously the Australian Tourist Commission (ATC), where she managed the research unit for seven years before moving into global advertising strategy role.

Her move to Tourism Queensland followed the change in focus of the organization from destination marketing to destination management.

Tourism Queensland's vision to be the global leader in destination management and champion of the world's best practice in sustainable tourism.

In order to achieve this it is essential that one of the organizational goals is to be a responsible, innovative, progressive, knowledge-driven organization.

Research and insights play an integral part in the overall destination management strategies for Queensland destinations.