

# Advertising, Marketing and Media Summit

The new advertising and marketing frontier

25 & 26 October, 2010 - Dockside, Cockle Bay Wharf, Darling Harbour, Sydney

*Forge new grounds  
Find new ways  
The future belongs  
to the brave!*

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Event Organiser:

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## This summit will focus on

- Market intelligence and insights
- Integration and interactivity
- Powerful marketing case studies
- Branding sponsorships
- Advertising technology trends
- Innovative business models
- Media reach and planning strategies
- Agency / client relationships
- ROI improvements and marketing metrics
- Future trends and forward projections

## SPECIAL PRE-PROGRAM RATE OFFER:

Book before the 31 July 2010  
for only \$900 + GST

To register or request  
a summit brochure please contact:

**Ph: 03 9596 9882**

Or visit the website  
[www.elitemedia.com.au](http://www.elitemedia.com.au)



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**Speakers include;**

- Matthew Cashmore, *Innovation Ecosystem Manager*, Lonely Planet UK
- John Thompson, *Senior Marketing Manager*, Transport Accident Commission
- Adam Stapleton, *General Manager of Marketing*, Myer
- Amanda Connors, *Marketing Director*, Priceline
- Rob Belgiovane, *Creative Director*, Belgiovane Williams Mackay
- Adam Ferrier, *Managing Partner*, Naked Communications
- Adrian Pritchard, *Creative Director*, Boiler Room
- Pete Pynta, *Sales & Marketing Manager*, Neuro Insight
- Tim Heberden, *Managing Director*, Brand Finance
- Tim O'Neill, *Joint Managing Director*, Reactive
- Tom Maynard, *Director of Digital Media*, Fremantle Media



**For more information please visit [www.elitemedia.com.au](http://www.elitemedia.com.au)  
or contact Elite Media Group Pty Ltd on +61 3 9596 9882**

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## TESTIMONIALS FROM PREVIOUS ADVERTISING, MARKETING AND MEDIA SUMMITS

*"The sharing of the best speakers of their experience was first class and the interaction of questions on the Facebook session was fantastic. The focus on emerging issues makes this the must attend conference.."*

**Gawen Rudder, Business Services and Advice Manager, The Communications Council**

*"I really enjoyed this years summit. As a second year attendee I brought along 2 more colleagues this year and we all got different things out of it, depending on our various disciplines. A great selection of speakers over a two day period."*

**Cimon Smith, Campaign Manager, NAB**

*"Very engaging! The calibre of speakers and content was of the highest standard."* **Andrew Mills, Brand Specialist, DAF**

*"The AMMS was inspirational and thought provoking. It definitely keeps you excited about the up and coming possibilities and opportunities in the industries."* **Rachel Semmens, Account Executive, George Patterson Y&R Melbourne**

*"Highly informative and content rich. Highly recommended for the latest insights and trends in the Advertising world."*

**Etienne Rizzo, Senior Account Manager, Merchantwise**

*"Year on year Advertising, Marketing & Media Summit gets better and better. I look forward to attending next year."*

**Nick Dechnicz, Senior Business Development Manager, PermissionCorp**

*"Listening to the creative and brilliant ideas and case studies from industry heads reaffirmed my passion for this innovative profession. Inspirational!"* **Louise Kubicki, Marketing Manager, John Wiley & Sons**

*"The Advertising, Marketing and Media Summit was a great insight into existing and new market trends developing in the industry. A must for all marketers."* **Luis Nunura, Product Specialist, Abbott Medical Optics**

*"Some great insights into technologies and tools available for marketers today and where marketing is headed in the future."*

**Natasha Gilbert, Marketing Co-ordinator, IG Australia**

*"It was great to see and hear the insights that people from across markets and disciplines had to share. A great two days to reflect on our own strategies and think about new possibilities."* **Tim Chapman, Strategy and Communications Director, AMWU**

*"A worthwhile experience – need to get some 'Apps' up and running."*

**Mike Officer, Marketing Communications Manager, Rinnai Australia**

*"The marketing summit is a great event that not only challenges your thinking in terms of your own brand it allows you to interrogate industry experts and leaders on upcoming marketing channels which you personally might not have experience in."*

**Amy Childs, Marketing Manager, Red Energy**

*"Good mix of content, balanced, with terrific, dynamic presenters with interesting insights, experience and case studies."*

**Emma Gilmour, Communications Manager, Incitec Pivot**

*"A good way of keeping your finger on the pulse of breakthrough marketing tools."*

**Karen Godfrey, Chief Executive Officer, Kaleidoscope Marketing**

*"Wow! A great event.... Learning about the new and fresh approaches to advertising and marketing. Where to from here? I wonder...."*

**Amanda McClaren, Communication & Marketing Manager, Goulburn Broken Catchment Management Authority**

### Conference Sponsorship & Exhibition Opportunities

Do you have a product or service that serves the Advertising Marketing and Media communities?

If you do, call us now on **03 9596 9882** to request a sponsorship pack!

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Mr  Mrs  Miss  Ms  Dr  Hon (Please tick)

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

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Company name: \_\_\_\_\_

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### Registration fees for this summit

Please tick the following category of registration

- |   |        |             |               |
|---|--------|-------------|---------------|
| <input type="checkbox"/> Pre-program rate - book by 31 July 2010                            | \$900  | + GST \$90  | Total: \$990  |
| <input type="checkbox"/> Early Bird fee - book by 17 Sept 2010                              | \$1200 | + GST \$120 | Total: \$1320 |
| <input type="checkbox"/> Full registration fee  | \$1500 | + GST \$150 | Total: \$1650 |
| <input type="checkbox"/> Book four delegates and the fifth attends free (above rates apply) |        |             |               |
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### Method of payment:

(Please note all registrants will receive a tax invoice)

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Signature: \_\_\_\_\_

### Venue:

Dockside Venue, The Balcony Level Cockle Bay Wharf, Darling Harbour, Sydney, NSW 2000

Ph: 1300 117 118

## 4 EASY WAYS TO REGISTER

Telephone Elite Media Group on +61 3 9596 9882

Mail back this completed form to:

Elite Media Group Suite 6, 75 Bay Street, Brighton, VIC, 3186

Fax this form completed to us on + 61 3 9596 9885

Book online at [www.elitemedia.com.au](http://www.elitemedia.com.au)

Cancellation policy: In the event you are unable to attend this summit a replacement delegate may be sent in your place. Should you wish to cancel your registration Elite Media Group will refund your registration fees less an administration fee of \$250 +GST per registered delegate, providing Elite Media Group receives the cancellation in writing by fax or letter at least 25 working days prior to the summit. Cancellations received in writing within 25 days of the summit will result in a 50% refund and a copy of the summit papers. Unfortunately Elite Media Group may need to alter the programme prior to the event and reserve the right to do so without notice. Elite Media Group also reserves the right to cancel or postpone this summit and if doing so a delegate payment refund will be issued.

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