

ATMA BUILDING SUSTAINABILITY THROUGH MARKETING

AUSTRALIAN TRAINING MARKETING CONFERENCE

10 – 11 NOVEMBER 2010

RYDGES SOUTH BANK, BRISBANE, QUEENSLAND

WELCOME TO THE 2010 AUSTRALIAN TRAINING MARKETING CONFERENCE

The 2010 Australian Training Marketing Conference is proudly brought to you by the Australian TAFE Marketing Association (ATMA), the professional development association for marketers in the vocational education and training sector within Australia.

The annual Australian Training Marketing Conference attracts more than 100 marketing, business development and communication specialists from a range of public and private vocational education and training providers, and related agencies from all over Australia.

Each session of the conference has been tailored to suit professionals from the marketing, business development and communication industries.

The Australian Training and Marketing Conference is the only conference produced by a not-for-profit industry association that is specifically created for staff involved in the marketing of vocational education and training. This year, the Conference will be held in Brisbane in sunny Queensland and will focus on **building sustainability through marketing**. Conference attendees can look forward to engaging in the following key topics:

- Embracing the online environment
- Brand management and positioning – internally and externally
- Corporate reputation and issues management
- Strategies for sustainable marketing
- Business partnerships and relationships
- Customer engagement and service

PROGRAM OVERVIEW

Wednesday 10 November - Conference day one

Thursday 11 November - Conference day two and Dinner (Dinner including Award Ceremony)

SPONSORSHIP

If you are interested in reaching this influential market and supporting the 2010 Australian Training and Marketing Conference as a sponsor, please contact Christine Shaw or Susan Harris from Absolute Events & Marketing on atmc2010@absoluteevents.com.au or call 07 3848 0089.

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REGISTRATION

Register to attend this conference today! **Register online at <http://www.atmaltd.com.au>.**

Visit www.atmaltd.com.au or contact Absolute Events and Marketing on (07) 3848 0089 or email: atmc2010@absoluteevents.com.au

The registration price has been kept very competitive. Rates are as follows:

	EARLY REGISTRATION (Before 24 October)	STANDARD REGISTRATION (After 24 October)
ATMA & ACPET Members	\$595	\$695
Non Members	\$695	\$795
	DAY REGISTRATION (per day)	CONFERENCE DINNER <u>ADDITIONAL TICKETS</u> (per ticket)
ATMA & ACPET Members	\$350	\$150
Non Members	\$395	\$150

ACCOMMODATION

Due to a number of other events in Brisbane in November, accommodation will be hard to find. We have excellent discounts at **Mercure Brisbane** (85-87 North Quay and just a short stroll across the bridge to Southbank) for **\$ 170 per night (City view) or \$190 per night (River view)**. These rates are only available when booking through the Conference Organisers. **Rooms are getting very limited so book early!**

FLIGHTS

Do you need flights to **Conference**? Flight Centre Group Travel would like to assist you. Please mention your conference code: **atmc2010** when booking flights. **Special airfares are available!** Book early to avoid disappointment.

**Contact: Sharla Kennedy, Groups Specialist, Flight Centre Group Travel
on 1300 557 813 or sharla.kennedy@flightcentre.com.au**

CONFERENCE ORGANISER CONTACT DETAILS

For any queries, don't hesitate to contact:

Susan Harris or Christine Shaw
Absolute Events and Marketing
Tel.: (07) 3848 0089 or 0404 488 910
Email: atma2010@absoluteevents.com.au
Web: www.atmaltd.com.au



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