

Australian Training Marketing Conference 10-12 November 2010 Rydges Hotel, Brisbane

This conference is for business development and marketing staff operating in the vocational education and training market. The program covers key presentations and workshops on sustainable and creative approaches to marketing in this dynamic and competitive environment.

Wednesday 10th November 2010

- 9.00am Welcome
- 9.15am **VET: dilemmas and directions**
- 10.00am **Reflections and predictions - embracing the opportunities**
Robin Shreeve – Skills Australia
- 10.30am **Morning tea**
- 11.00am **Getting results in a crowded market**
Sunny Queen Eggs case study presented by Paul Cornwell Managing Partner, BCM
- 11.45am **Future of the media**
- 12.45pm Lunch
- 1.45pm Best-practice sessions
Custom made media – Joanne Stone and Nathan Bush BCM
Winning business in a competitive environment
- 2.45pm Afternoon tea
- 3.15pm **Entrepreneurship**
Tracey Hodgkins, Australian Experiential Learning Centre
- 4.00pm **Visible, vibrant and sustainable marketing**
Kelly Baker, Edible Blooms
- 4.30pm Close
- 5.00pm **ATMA Annual General Meeting**

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Thursday 11th November 2010

- 7.30am Breakfast with Steven Bradbury – the last man standing
- 9:00am Keynote - *brand repositioning to meet customer needs*
- 9:45am Digital strategy
Ian Whitworth – Scene Change / A Lizard Drinking
- 10:45am Morning tea
- 11:15am Keynote - *branding the cow on the inside*
- 12 noon Best-practice sessions
Corporate partnerships - sustainable relationships
Dean Deighton, TAFE Queensland Regional Project
- Monitoring social media effectively**
Nic Holmes a Court, Buzznumbers
- 1.00pm Lunch
- 2.00pm Best-practice sessions
Why online reputation management matters
Ian Whitworth – Scene Change / A Lizard Drinking
- Personal branding**
Miguel Diaz, SkillsTech Australia
- 3.00pm Afternoon tea
- 3.30pm Keynote / case study - *Web 2.0 campaigns in Government*
- 4.00pm Keynote / case study – *VET industry champion*
- 4.30pm Conference close
- 6.30pm **Conference dinner and Marketing Excellence Awards**

Friday 12th November 2010

Optional Institute campus tours (on request)

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