

6 simple secrets

Your to balance BUSINESS

Tamworth, Tuesday
6th March 2012



win...
a **MOTOROLA XOOM™ Tablet**

Purchase your Early Bird ticket for your chance to win. Valued at \$1500. Winner announced at the summit.

[http:// www.businesssummit.com.au](http://www.businesssummit.com.au)

BUSINESS SUMMIT
2012

www.businesssummit.com.au

BUSINESS 2012 SUMMIT

This one day summit is essential for anyone serious about transforming their business. Small, medium and big business - what a productive way to spend one day!

Don't miss out
Early bird tickets \$449
Go in the draw for your chance to win a **MOTOROLA XOOM™ Tablet**
Valued at \$1500.
Winner announced at the summit.

Business Summit 2012 proud sponsors: as of printing deadline 1/09/2011



new england mutual



une partnerships



Business Centre
North West NSW





**PAYMENT PLAN
NOW AVAILABLE**

visit www.businesssummit.com.au
ends December 2011

3 EASY WAYS TO BOOK

Telephone

2 Creative Media 02 6761 2222

Post the completed delegate
form to: 2 Creative Media -
Event Managers PO Box 1281,
Tamworth NSW 2340

Online registration

www.businesssummit.com.au

BOOK YOUR TICKETS TODAY - CALL 02 6761 2222
or visit www.businesssummit.com.au

2012 Business Summit: The Balance of Business

DAY ONE 6 March, 2012 - Tamworth Regional Entertainment & Conference Centre

6:45am

Chamber Breakfast (additional \$30pp)

Enjoy a business breakfast with Ray Scicluna

"Yes it's still tough out there"-

Opportunities and difficulties, work with both.

It's time to "Set a better sail"...

Sometimes we spend too much time, energy, and money on all the things that have little impact on our financial and personal position, by focusing all your energy on the right things in the right order at the right time, you will get the right results, a better business, a better life..... That's the bottom line!

8:00am

Registration. Distribution of delegate satchels and lanyards. Includes a complimentary tea or coffee from the barista cart.

8:30am

Ray Scicluna - Opening Session

Rising above the Ordinary -

Hard times make a good business better.

Surviving in Business today....

Why do some businesses succeed when others fail?

1. They "Get the best out of people"

How good are your people, how good are you?

2. They "Create magic moments"

Why should I do business with you?

3. They "Never turn off the Marketing machine"

9:00am - 10:00am

Brooke Alexander - Lecture

SuperTalent - The way you attract and retain the best and brightest has changed.

Now more than ever the ability to attract, motivate and retain talented employees in regional Australia determines the success of a business. The bush has always competed with 'the city' in the war for talent however regional Australia now

faces additional constant competition from the mining industry.

To survive and thrive, regional employers must rethink the way they currently attract, motivate and retain their best and brightest.

10:00am Morning Tea

Tea & coffee served with assorted morning tea delights

10:40am - 11:40am

Wilson Luna - Lecture

Work life Integration and Financial Freedom.

Work/Life Integration explodes the myth of work/life balance and explores a unique five-step model that redefines the boundaries between work and life, and introduces strategies that break with traditionally held beliefs about productivity and allows employers and employees alike to reap the outstanding results that are created when people integrate all elements of work and life into one powerful existence.

or 10:40am - 11:40am

Steve Francis - Workshop

Gr8 People Build Gr8 Teams.

There are 10 vital attributes that are necessary in all organisations. Workplaces today are too busy and complex. Keeping it simple by establishing clear and agreed priorities, in simple language is essential.

- Which of the 10 attributes are the most important in your teams?
- Which attributes are priorities you need to focus on?
- Does everybody know where things can be better and what the priorities are?

The better that people work together and are aligned, the better that business will be.

For a team to reach their potential each individual needs to make their contribution and ensure that it is aligned with the organisation's direction and priorities.

2012 Business Summit: The Balance of Business

DAY ONE 6 March, 2012 - Tamworth Regional Entertainment & Conference Centre

11.45am - 12.45pm

Virginia Thompson - Lecture

Motivating Business Leaders

This keynote is for the busy business leader or owner who is looking for pragmatic ways to get more from themselves, their staff, their suppliers and ultimately their customers. Life in the country may have it's own set of challenges, but the principles for being a success in business remain the same - it's how we apply them to the here and now that counts!

or 11:45am - 12:45pm

Wilson Luna - Workshop

Financial strategies within the work life integration

Financial freedom will challenge traditionally held beliefs, shift your perception of wealth and unveil the dynamic new principles of prosperity that will allow you to mastermind your future success.

12:45pm Lunch

Complimentary Lunch provided

1:40pm - 2:40pm

Steve Francis - Lecture

Change is inevitable - Thriving is optional.

We certainly live in 'interesting' times! We have three choices – bury our head in the sand and hope it goes away (...it won't!), whinge and fight against it all the way (...won't make any difference!) OR try to steer the change and work with it (...obviously my preferred option!) It is essential that change processes successfully address the predictable sequence of people's concerns.

Having the right attitude during times of change is vital. In this session we'll look at the most important decision you make every day and the smaller choices we make in developing a 'Rippa attitude!'

2:40pm Afternoon Tea

Tea & coffee break

3:00pm - 4:00pm

Brooke Alexander - Workshop

How to develop the love, learn legacy

1. How to attract talent to your business
2. How to motivate and retain existing talent
3. How to create a culture that nurtures and supports talent
4. Become a best place to work employer brand
5. Become leaders of employee retention and development.

4:00pm - 4:45pm

Dr Jason Fox - Lecture

Game On - Crafting the games that make ideas work

Great ideas are the lifeblood of innovation and success, but if something is preventing you from implementing them, or if you can't sustain engagement throughout their execution, you'll just fall behind and lose your competitive edge. Learn totally fresh and practical new ways to make the 99% work bit work... by applying the amazing power of gameful design.

If you're looking to turn your best ideas into traction, to unlock massive productivity, accelerate innovation, break through work plateaus and take your business to a whole new level, this session is perfect for you.

5:00pm Close

Wine Tasting - MiHi Creek

MiHi Creek complimentary drinks, nibbles and entertainment.

EARLY BIRD TICKETS **SAVE \$200**
\$449

BOOK ONLINE TODAY

www.businesssummit.com.au

EARLY BIRD TICKETS END 31 DECEMBER, 2011
Normal ticket price \$649 available until 2.3.2012

FREE WORKSHOPS - Power Up... Power On

Did your business attend the 2011 Business Summit? - IF YES... congratulations! You're entitled to send up to 5 people to 1 these 5 workshops below held on DAY 2 FREE! - see registration form

DAY TWO 7 March, 2012 - Quality Hotel Powerhouse - Tamworth

Business fundamentals haven't changed.

Take charge, improve your business, improve your team and improve yourself.

Ray's workshops will help you and your team, identify where to focus your energy and in what order to get the best return.... That's the Bottom line.

- Business by Referrals - get new customers buying
- Business by Reliability - retain old customers
- Business by Relationships - sell more to the ones you have

Workshop 1. Retailing in hard times

- Who's the Boss?
- Exceeding Expectations - Great Service sets one company apart from another
- Always evaluate your customers' needs
- What's your point of difference
 - Do you know what it is?
 - Does your team know what it is?
 - Do your customers know what it is?
 - Do you have you have a point of difference?
- Target Marketing "hit your mark" - Data Management, Marketing and Training = sales

Workshop 2. People is the business - HR

- The heartbeat of a great business is its people. We sometimes forget this! As a result we waste time, money and energy on all the other stuff that really has little impact to the bottom line!
- Results are people driven - Relationships need to be developed and monitored to ensure needs are not only met but exceeded
- The most important person in any business is their people
- Personal Management - Highly effective people make it happen easier than others
- Build a culture that people love and are proud to be a part of, Relationships = Results

Workshop 3. The backend - Admin

- Good systems improve your Business - A well-oiled back end is the key - How well do you budget, how strong is your cash flow, and how easy are your systems to follow?
- If you seek to be the same in 1 to 5 years your business may fail
- More money in not money out - Lots of gross there must be some nett
- Do you have a snapshot?

Workshop 4. Manufacturing

- Invest in the Future
- People make it, or break it - It starts with the people you hired and ends with the people you hired, your business survival depends on them
- How good is what you build? Why should I buy your product?
- What is your marketing triangle? Who, What and How?

Workshop 5. Entrepreneurs

- Continually seek opportunities to expand your business, It's OK to dream a little
- Being at the right place at the right time is one part, doing the right thing is the other
- Sometimes, what you don't do is just as important as what you do.



WIN a MOTOROLA XOOM™ Tablet...

The MOTOROLA XOOM™ Tablet gives you the freedom to enjoy HD video, games, e-books and so much more when you're on the go. All on a large, 10.1" touch screen.

All Early Bird Delegates go into the draw to win this MOTOROLA XOOM™ valued at \$1500. Winner will be announced at the opening of the Business Summit on 6th March, 2012

COURTESY OF

 **Business Centre**
North West NSW

Proud sponsor of the 2012 Business Summit

Leaders in their field - testimonials

Ray Scicluna

Excellent, your quick humour and business advice was very effective in getting our dealers to have a rethink on what their priorities should be, dealers truly enjoyed your speech, you hit the mark precisely. We would not hesitate in recommending you as a keynote speaker and would also consider using you again.

General Manager - Honda Aust Motorcycle and Power Equipment Pty Ltd

Brooke Alexander

Excellent presentation! Inspiring and motivating. Brooke was exceptional at our recent networking lunch. Everyone walked away with fresh ideas and insights. I can't recommend Brooke highly enough.

Lynette Palmen - Womens Network Australia International Ltd and Group Marketing

Wilson Luna

With a highly demanding audience of top Australian CEOs, its vital that our speakers are of the utmost quality. Our selection process involves extensive due diligence and a rigorous review process - and when it came to selecting a preferred panel speaker to talk about wealth and all its intricacies, Wilson's experience make him a standout choice to present to our members.

Pauline Green - CEO Institute

Steve Francis

Thanks Steve for the fantastic sessions you delivered to us this year...they were Gr8! The Gr8 people attributes are fundamental concepts to all levels of staff and can be easily understood and adapted into all facets of their work and home life.

You really assisted the managers in practical ways to identify the strengths in their teams and how well they personally display those attributes within their teams.

Mel Tucker - Queensland Health

Virginia Thompson

Virginia has a unique appreciation and insight of the dynamics of people in teams. Every conversation with her brings new wisdom.

Vicki Allen - Chairperson, Bridge Housing

Dr Jason Fox

I've sat through many presentations and seminars - Jason has raised the bar considerably! The seamless way he took the audience from a perfectly pitched context to some really high-order thinking concepts was remarkable - he had them 100% engaged and entertained the whole time!

Regional Manager - Retirement Village Association



Business Centre
North West NSW



2012 Business Summit: The Balance of Business

6 March, 2012 - Tamworth Regional Entertainment & Conference Centre

Return form/s via email: grant@2creativemedia.com.au or post to 2 Creative Media PO Box 1281, Tamworth 2340

STEP 1. DELEGATE DETAILS

Mr Mrs Miss Ms Dr (Please tick)

First Name: _____ Surname: _____

Company Name: _____ Address: _____

State: _____ Postcode: _____ Phone: _____ Fax: _____

Mobile: _____ Email: _____

STEP 2. DELEGATE AGENDA - CUSTOMISE YOUR DAY

(Please refer to the reverse side for detailed agenda and nominate your selections for session between morning tea and lunch)

6:45am
Chamber Breakfast (additional
\$30pp)

8:00am Registration

8:30am Ray Scicluna -
Opening Session

9:00am - 10:00am
Brooke Alexander -
Lecture

10:00am Morning Tea

CHOOSE ONE OF THE FOLLOWING:

10.40am - 11.40am

Wilson Luna - Lecture

or

Steve Francis - Workshop

CHOOSE ONE OF THE FOLLOWING:

11.45am - 12.45pm

Virginia Thompson - Lecture

or

Wilson Luna - Workshop

12:45pm Lunch

1.40pm - 2.40pm

Steve Francis - Lecture

2.40pm Afternoon Tea

3:00pm - 4:00pm

Brooke Alexander - Workshop

4:00pm - 4:45pm

Dr Jason Fox - Lecture

5:00pm Close

Wine Tasting - MiHi Creek

STEP 3. DID YOU ATTEND THE BUSINESS SUMMIT IN 2011?

If No - please go to STEP 4. REGISTRATION FEES

If YES - Congratulations! You are eligible to attend one of five FREE Workshops with Ray Scicluna on Day 2 of the Business Summit, please choose one of the following:

Workshop 1. Retailing in hard times

Workshop 4. Manufacturing

Workshop 2. People is the business - HR

Workshop 5. Entrepreneurs

Workshop 3. The backend - Admin

STEP 4. REGISTRATION FEES (Please nominate your selection)

EARLY BIRD \$449.00 per delegate (valid 1st Sept - 31st December 2011)

EXCLUSIVE - \$449.00 per delegate (valid 1st Sept - 31st December 2011) Includes 1 FREE Workshop on Day 2

STANDARD - \$549.00 per delegate (valid from 1st Jan - 31 Jan 2012)

LAST MINUTE - \$649.00 per delegate valid from 1 Feb - 28 Feb 2012)

GROUP - \$649.00 per delegate Purchase 4 tickets for the same business and get 5th ticket free (valid from 1 Sept 2011 - 28 Feb 2012)

I'd like to use the payment plan for my ticket/s, with payment/s completed by 31st December, 2011 (please call 6761 2222)

STEP 5. METHOD OF PAYMENT: (Please note: all delegates will receive a tax invoice)

Crossed cheque made payable to 2 Creative Media Visa Mastercard

Card Holders Name: _____ Amount \$ _____

Card No:

Expiry Date: / _____ CCV: (last 3 digits on the back of the credit card)

Signature: _____

Please contact me about 2013 sponsorship opportunities

Cancellation policy: In the event you are unable to attend this summit, a replacement delegate may be sent in your place (this is only available up until the 1st March, 2012). Should you wish to cancel your registration, 2 Creative Media will refund your delegate fee less an administration fee of \$150 incl GST per registered delegate, providing 2 Creative Media receives the cancellation in writing, by fax or email at least 25 working days prior to the Business Summit. Unfortunately 2 Creative Media may need to alter the program prior to the event and reserve the right to do so without notice. 2 Creative Media also reserves the right to cancel or postpone this Business Summit and if doing so a delegate full refund will be issued. Privacy Act notice: This Business Summit brochure was sent by 2 Creative Media or one of our event support partners.

On registering your attendance to the business Summit you will be kept up-to-date with the Business Summit and any other further events via email.