

CLIENT-AGENCY RELATIONSHIP

THURSDAY 19 AUGUST 2010 **HOTHOUSE**

L'AQUA, THE TERRACE LEVEL, COCKLE BAY WHARF, SYDNEY

AANA invites you to take part in HotHouse where you will hear from a panel of industry leaders on critical aspects of the client-agency relationship.

The panel will address such questions as:

1. Is the agency model obsolete?
2. How should clients assess agency value?
3. What are the factors for a successful/productive client-agency relationship?

GOLD SPONSOR



LUNCH SPONSOR



A
A
N
A

EXPERT SPEAKERS INCLUDE (amongst others):

- ⚙ *David Thomason, General Manager Marketing (former),
Meat & Livestock Australia*
- ⚙ *Michael Harley, Marketing and Innovation Director
National Foods Limited*
- ⚙ *Ian Alwill, Director Group Marketing & Communications,
Nestle Australia Ltd*
- ⚙ *Joe Talcott, Group Marketing Director,
News Limited*
- ⚙ *Mark Reinke, Executive General Manager Group Marketing,
Suncorp*
- ⚙ *Amanda Johnston-Pell, Executive Director, Brands & Marketing,
Telstra Corporation Limited*
- ⚙ *Peter Webster, Divisional Manager of Marketing,
Toyota Motor Corporation Australia Limited*

H
O
T
H
O
U
S
E

AGENDA

- | | | | |
|--------|--|---------|--|
| 9.00am | Registration and Refreshments | 11.20am | Questions and Discussion with Audience |
| 9.30am | Welcome by Chair
Joe Talcott, Group Marketing Director,
News Limited and Chairman, AANA | 12.20pm | Lunch Sponsor Address |
| 9.40am | Opening Address
Darren Woolley, Managing Director,
Evalu8ing Pty Ltd | 12.30pm | Networking Lunch |
| 9.55am | Expert Panel on Client-Agency Value | 1.30pm | Closing Remarks by Chairman |
| | Facilitator: Darren Woolley, Managing Director,
Evalu8ing Pty Ltd | 1.35pm | HotHouse Closes |

Panel Participants:

- David Thomason, Meat & Livestock Australia
- Michael Harley, National Foods Limited
- Ian Alwill, Nestle Australia Ltd
- Mark Reinke, Suncorp
- Amanda Johnston-Pell, Telstra Corporation
- Peter Webster, Toyota Motor Corporation
- Mark Green, Three Drunk Monkeys
- Craig Galvin, The White Agency

Panel to Address:

1. Is the agency model obsolete?
2. How should clients assess agency value?
3. What are the factors for a successful/
productive client-agency relationship?

FEES

- AANA Member \$99 per person (incl. GST)
Non-member \$198 per person (incl. GST)

PROGRAM AMENDMENTS

Although every effort will be made to keep presentations as represented, AANA reserves the right to make any necessary changes to the program.

Sponsorship Opportunities

Reach key decision makers responsible for over \$8 billion in adspend.
Email michelle@aana.com.au or call 02 9221 8088 to discuss how you can get involved.

REGISTRATION FORM (please photocopy this form for additional registrations)

Name: _____ Organisation: _____

Job Position: _____

Phone: _____ Email: _____

Postal Address: _____

Please tick: I am a AANA Member and will attend at cost \$99 I am a Non-Member and will attend at cost \$198

I wish to pay by (please tick):

Cheque payable to Australian Association of National Advertisers

Bank transfer to Australian Association of National Advertisers, Commonwealth Bank, BSB: 062-000, Acct No: 13533451

Credit Card: Visa* MasterCard* Amex** (please tick)

_____ Expiry: ____ / ____

Name on Card: _____ Signature: _____

* Payments made by Visa or MasterCard will incur a 2% admin fee.

** Payments made by Amex will incur a 3% admin fee.

Please post to AANA, Suite 2, Level 5, 99 Elizabeth Street, Sydney NSW 2000.
Phone reservations to 02 9221 8088, fax to 02 9221 8077, or email admin@aana.com.au.