

AGENDA

9.00am Registration and Refreshments

9.30am **Welcome by Chair**
Joe Talcott, Group Marketing Director,
News Limited and Chairman, AANA

9.40am **Opening Address**
Darren Woolley, Managing Director,
Evalu8ing Pty Ltd

9.55am **Expert Panel on Client-Agency Value**

Facilitator: Darren Woolley, Managing Director,
Evalu8ing Pty Ltd

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?

11.20am Questions and Discussion with
Audience

12.20pm Closing Remarks by Chairman

12.30pm Networking Lunch

1.30pm HotHouse Closes

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.



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.