

EDA

ECONOMIC DEVELOPMENT AUSTRALIA

EDA Conference Victoria Chapter 2010

Thursday 22 April to
Friday 23 April 2010, Moonee Ponds

CUTTING THROUGH THE NOISE

*Connecting with Business,
Government & Key Stakeholders*

This conference is a must for anyone working in business or with business.

Connecting with businesses, developing relationships with government agencies, business peak bodies and individual business leaders is essential to creating thriving, sustainable and prosperous local communities.

This conference will explore the issues and offer practical advice and strategies aimed at building on your existing communication, marketing, relationship building and connecting skills.

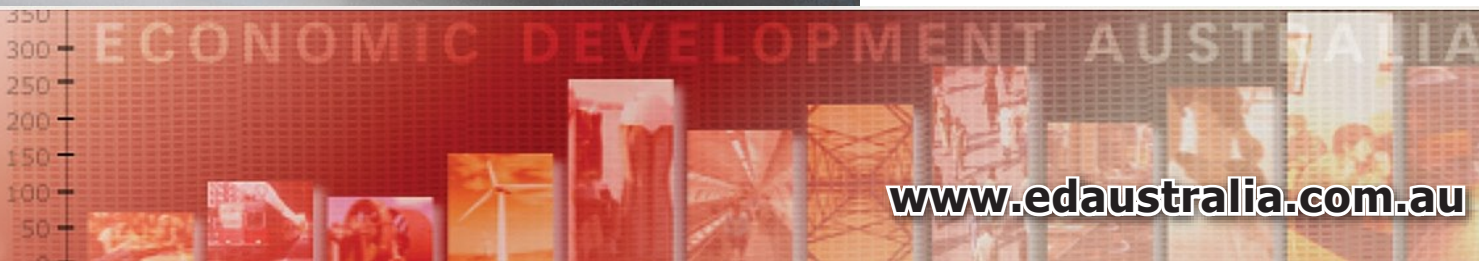
The conference, to be facilitated by former ABC Radio Presenter Terry Laidler, will bring together a number of high profile presenters, each expert in their respective fields. And for something completely different the conference dinner will include a special appearance from Melbourne Comedy Festival performer Ben Lomas.

Stephen Mayne
Shareholder Activist, Walkley
Award Winning Journalist

Cutting
through the **noise...**

Todd Sampson
CEO Leo Burnett
Advertising Guru
Conqueror of Mt Everest

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CONFERENCE PROGRAM

Thursday 22 April

Cox Plate Room Moonee Valley Racecourse
McPherson Street, Moonee Ponds (Enter Members Car Park)

6.30pm for 7.00pm Registration and pre dinner drinks

7.00pm to 10.30pm 3 Course Dinner

Ben Lomas
 Direct from the Melbourne Comedy Festival
Stephen Mayne
 Shareholder Activist, Walkley Award Winning Journalist

Friday 23 April

Moonee Valley Racecourse

8.00am – 8.30am Registration / Coffee & Tea on Arrival

8.30am Welcome & Opening

Conference Facilitator Mr Terry Laidler
Mayor, City of Moonee Valley Cr Shirley Cornish

8.45am **Business & Government - a 360 degree view**

Stephen Mayne: Founder Crikey.com
 Corporate Media Expert

9.45am **Creativity & Fear**

Todd Sampson: CEO Leo Burnett
 Advertising Guru
 Conqueror of Mt Everest
Media Star: The Gruen Transfer 7pm Project

10.45am **Morning Tea**

11.15am **Bridging the Business Cultural Divide**

Panel Discussion

11.45am **Creating True Loyalty With Your Businesses**

Craig Cherry: Managing Director, The Loyalty Zone

12.30pm **Lunch**

1.20pm **Making it Happen & Keeping it Going**

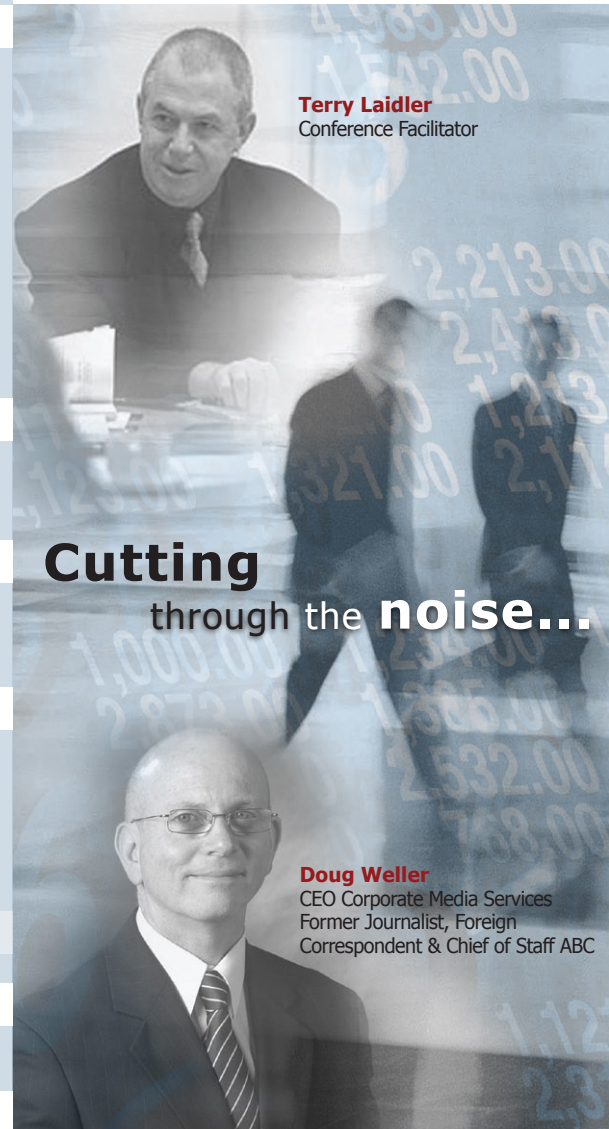
Events, Sponsorship & Longevity
 Panel Discussion

2.05pm **Handling and Using the Media in 2010**

Doug Weller: CEO Corporate Media Services
 Former Journalist, Foreign
 Correspondent & Chief of Staff ABC

3.05pm **Close**

Your are invited to join the EDA Vic Chair & Board for post conference drinks



Terry Laidler
 Conference Facilitator

Cutting
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Doug Weller
 CEO Corporate Media Services
 Former Journalist, Foreign
 Correspondent & Chief of Staff ABC

Cost (per person including GST)

Conference & Dinner	EDA member	\$200
	Non member	\$280
Conference Only	EDA member	\$140
	Non member	\$180
Dinner Only	EDA member	\$100
	Non member	\$130

Book here: www.edaaustralia.com.au

Accommodation: Quest Moonee Valley
 cnr McPherson & Coats Streets Moonee Ponds PH: 8325 9500
www.questmooneevalley.com.au

For further information please contact Brett Luxford
 9747 7286 or email: brettl@melton.vic.gov.au

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