

2nd annual

Women in Media

22-24 November 2016

Aerial UTS Function Centre Sydney | Australia

Navigating the new media landscape
Promoting the rise of women in media
Inspiring leadership

Delivering key industry experts including:



Marina Go
Non-executive Director,
Autosports Group
Chair, **Wests Tigers**
Director,
The Walkley
Foundation



Beverley McGarvey
Chief Programming
Officer, Programming
Network Ten



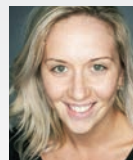
Anthea Loucas Bosh
Editor
Australian
Gourmet Traveller



Jane Huxley
Managing Director,
ANZ
Pandora Internet
Radio



Jihee Nam
Vice President and
General Manager
Nickelodeon
Networks Australia



Ana Basic
Head of Marketing
Seven



Michelle Williams
Group Director HR
Fairfax Media



Sophie Blachford
Head of Brand
Development
Instagram



Fiona Lang
Chief Operating
Officer
BBC Worldwide



Leisa Sadler
General Manager,
Disney Channels AU
and NZ
The Walt Disney
Company



Stig Bell
Head of Talent,
People & Culture
SBS Corporation



Naomi Shepherd
Head of Brand
Facebook &
Instagram
Australia New
Zealand



Karina Carvalho
News Presenter
ABC TV



Caroline Casey
Director of Product
and Audience
Yahoo7



Melanie Novacan
Marketing Director
Stan



Serena Leith
Director of
Marketing, Asia
Pacific
Spotify

- **Donna Reid**, Head of Content Services, **Foxtel**
- **Louise Higgins**, Former Chief Operating Officer, **Nova Entertainment**
- **Kate Eastoe**, General Counsel, **Ooh! Media**
- **Mary Ann Azer**, Executive Director, **Magazine Network**
- **Suzie Shaw**, Managing Director, **We Are Social**
- **Lucielle Vardy**, Chief Strategy Officer, **Emotive**
- **Clare O'Neil**, Director of Legal and Broadcasting Policy, **Free TV Australia**

- **Margaret Alston**, Professor, **Monash University** and Director, **GLASS (Gender, Leadership and Social Sustainability) Research Unit**
- **Yasmin Quemard**, Senior Creative, **Ensemble Australia** and Leader, **She Says Australia**
- **Kate Edwards**, Founder & CEO, **Kontented.com**
- **Dianne Steward**, Owner, Leadership and Executive Coach, **Natural Success**
- **OOnagh Chan**, Senior Consultant, **Media Technology and Production**

See inside for more...

What's new for 2016?

- **Hear** from more of Australia's top female executives and how they achieved senior management roles in media
- **Greater interaction** – new roundtable sessions specifically designed for more discussion and networking
- **New case studies** – learn from the world's biggest disruptors on how to embrace innovation
- **A wider range of sectors** in media to benchmark your own organisation's progress
- **An improved pricing structure** to enable greater access from a wider variety of industry stakeholders

PLUS! Full day in-depth learning sessions on Tuesday 22 November

In-depth Learning Session A

Building the leadership capabilities to advance your career

In-depth Learning Session B

Keeping your content strategy fresh and agile

Register now!

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Conference Day One – Wednesday 23 November

08:15 Registration and welcome coffee

08:50 **Opening remarks from the chair**



OOnagh Chan
Senior Consultant
Media Technology and Production

INSPIRATIONAL MORNING : Leveraging inspiration to advance your career

OPENING KEYNOTE PRESENTATION:

09:00 **Embracing challenges and change in the workplace**

- Re-designing your beliefs and perspectives around what makes an effective leader to reflect ever growing skills
- Learning how culture transformation supports teams to embrace challenges and change
- Keep on keeping on – managing setbacks and maintaining a flexible and persistent attitude towards your goals



Beverley McGarvey
Chief Programming Officer, Programming
Network Ten

KEYNOTE SESSION:

09:40 **How I leverage my career and seek meaningful inspiration to support professional growth**

- Building meaningful relationships by aligning your personal values with your career goals
- Making the most of your relationships with mentor and mentees
- Pinpointing your own personality and values before planning your career goals
- Defining the unique skills and capabilities that women can bring to bear in media
- Achieving successful career pathways by remaining loyal to your core values and beliefs



Marina Go
Non-executive director, **Autosports Group**
Chair, **Wests Tigers**, and Director of **The Walkley Foundation**

10:20 **Inspiring career-minded women to move into executive roles**

- What does it take to achieve a senior executive position?
- Examining the opportunities and overcoming the obstacles in achieving your career goals
- My key lessons – why developing persistence, resilience, flexibility and focus matter



Jihee Nam
Vice President and General Manager
Nickelodeon Networks Australia

10:50 Morning tea

11:20 **Key tips to help you reaching successful career outcomes in the competitive media world**

- Sharing my daily inspiration that helps me make a real difference
- Overcoming challenges on career progression in the media industry
- Encouraging the team to develop creativity, intuition, integrity, commitment and confidence to help them deliver results
- Building the skills demanded for senior management roles in the Australian media landscape



Jane Huxley
Managing Director, ANZ
Pandora Internet Radio

How industry trends are contributing to the future of women in leadership

11:50 **Building meaningful leadership skills and abilities by aligning personal values with career objectives**

- Identifying the key challenges and opportunities for your career progression in media roles
- Clarifying your professional objectives and using them to harness your career plan
- Investing in upskilling and expansion of behaviors and strategic capabilities to increase opportunities professional advancement
- How to build a meaningful network that can support your professional growth



Fiona Lang
Chief Operating Officer
BBC Worldwide

12:20 Networking lunch

13:20 **An overview of the evolution and the future of women in leadership from a social science perspective**

- Examining some of the social, economic and community contexts in which emerging leaders work and implications of ethical practice
- The value of staying current and effective in constantly evolving environments
- How these changes can be an opportunity for emerging leaders to play a key role
- Considering the perception of 'double standards' of any type in any industry and achieving professional fulfilment



Margaret Alston
Professor, **Monah University**
and Director, **GLASS (Gender, Leadership and Social Sustainability) Research Unit**

PANEL DISCUSSION:

13:50 **Facilitating career progression by taking advantage of diversity as a strategy to stay ahead of competition**

- How can media professionals reposition themselves to stay up-to-date in a constantly evolving industry?
- Is it time to look out of the box and invest in an inclusive culture as a competitive advantage for the business?
- What are the benefits of diversity and how it can actually help your organisation stay ahead of industry fluctuations?
- How can thought leaders help women define and develop the skills demanded for leadership roles and enhance opportunities for career advancement?

Panel moderator:



OOnagh Chan
Senior Consultant
Media Technology and Production

Panellists:



Leisa Sadler
General Manager, Disney Channels AU and NZ
The Walt Disney Company



Clare O'Neil
Director of Legal and Broadcasting Policy
Free TV Australia



Michelle Williams
Group Director HR
Fairfax Media



Donna Reid
Head of Content Services
Foxtel

Creating an outstanding team by encouraging rising starts to ascend the media ladder

ROUNDTABLE DISCUSSION:

14:35 **The importance of encouraging media rising stars**

This interactive 40 minute moderated roundtable discussion will mastermind the importance of cheering emerging leaders to get on an expedition to a challenging – yet treasuring – career in media. During this session, participants will be divided into groups. The moderator will pose questions to the groups to discuss their thoughts on their table. After the group discussion, the moderator will turn to the tables for their responses.

Key discussion points:

- Defining the key drawbacks for a career in media – what are the unique skills and capabilities that women can bring to bear in media?
- Assessing opportunities for growth that can generate successful outcomes for emerging leaders and for the business as a whole
- Outlining career pathways within the organisation and within the media space and working towards your outmost purpose



Yasmin Quemard
Senior Creative, **Ensemble Australia**
and Leader, **She Says Australia**

15:15 Afternoon tea

CASE STUDY:

15:45 **How SBS is transforming its brand and employee experience to win the war for talent**

- Responding to the challenges of increased competition for talent in the media market
- Understanding how to leverage your organisations unique point of difference as an employer
- How diversity and inclusion can be the beating heart of your attraction and retention strategies



Stig Bell
Head of Talent, People & Culture
SBS Corporation

PANEL DISCUSSION:

16:15 **Developing the competencies to do business with international partners in challenging cultures**

- Considering the challenges and opportunities offered by growing regional players – and how to achieve specific skills to enable business
- Embracing diversity and finding the right people for the right job to achieve business excellence
- Building an inclusive environment to attract and retain great diversity within your team and organisation
- Assessing the cultural learning from effective collaboration and the essentials of personal and business conversation
- The global nature of digital and social media – how can we engage with global audience and multi territory stakeholders

Panel moderator:



OOnagh Chan
Senior Consultant
Media Technology and Production

Panellists:



Liz Ferguson
General Manager Australia and New Zealand
Brave Bison

Panellists:



Serena Leith
Director of Marketing, Asia Pacific
Spotify



Delphine Aggoune-Soustre
International Sales Manager
WineVine.TV

17:00 Closing remarks from the Chair

17:10 End of Day One and networking drinks

19:00 Official event dinner



Conference Day Two – Thursday 24 November

08:30 Welcome coffee

08:50 **Opening remarks from the Chair**



Oonagh Chan
Senior Consultant
Media Technology and Production

An overview of Australia's media industry and how to turn challenges into opportunities

NEWS OPENING KEYNOTE:

09:00 **How the news sector is overcoming contemporary challenges in reaching and interacting with viewers**

- An overview of global new and emerging trends in media and how this influences the Australian sector
- How diversity can support media organisations survive the global media revolution – why people (and women) matter more than ever
- Analysing how news companies are redesigning and repositioning themselves to maintain business competitiveness
- Examining the opportunities arising for senior and emerging leaders and how to stay alive in this constantly changing industry



Karina Carvalho
News Presenter
ABC TV

ONLINE AND DIGITAL KEYNOTE:

09:30 **Learning from global digital disruptions how to enable new business opportunities and stay ahead of competition**

- Examining Yahoo7's disruptive innovation strategies – and why this is key in staying relevant and achieving successful business results
- Understanding the impacts of technology evolution in business and strategies to stay abreast of new opportunities
- How to successfully embrace digital disruption and adapt your organisation's core products to offer what customers want



Caroline Casey
Director of Product and Audience
Yahoo7

ADVERTISING SESSION:

10:00 **The Identity Shift – sailing across a changing sector**

Becoming a leader involves much more than being placed in a leadership role. This session will offer a new perspective on how to make the leap successfully from one paradigm to the next. We'll hear from some of the marketing and advertising industries top executives on unwritten pearls of wisdom, on how to navigate what is a rapidly changing industry.



Lucielle Vardy
Chief Strategy Officer
Emotive

10:30 Morning tea

PRINT & PUBLISHING SESSION

11:00 **An overview of the Australian print and publishing industry – how they can reinvent themselves to survive the global media revolution**

- Analysing how different print and publishing will be in ten years and what have already changed
- Planning for success – how turning challenges into opportunities have led us to our greatest achievements
- Overcoming the challenges of staying relevant in business by bringing customers' expectations into line with your business strategies and values



Mary Ann Azer
Executive Director
Magazine Network

PANEL DISCUSSION:

11:30 **Examining the challenges facing Australian players from all parts of media and brainstorming how to overcome them**

- "Every adversity has the seed of an equal or greater benefit" – Napoleon Hill. Are we making the most out of the opportunities arising in media?
- How the global media revolution is putting added pressure in professionals to build the bridge that will harness great achievements?
- Preparing for the future – why exploring unconventional opportunities for business expansion matters more than ever?

Panel moderator:



Oonagh Chan
Senior Consultant
Media Technology and Production

Panellists:



Karina Carvalho
News Presenter
ABC TV



Caroline Casey
Director of Product and Audience
Yahoo7



Anthea Loucas Boshia
Editor, **Australian Gourmet Traveller**,
Bauer Media Group



Kate Eastoe
General Counsel
Ooh! Media

12:10 Networking lunch

Taking advantage of multi-platform channels to reach and interact with your customers

CASE STUDY:

13:10 **An overview of the landscape of apps – building your own or leveraging others for success?**

- Understanding Instagram's business model – keeping up with digital disruption or being the disruptors themselves?
- Developing successful strategies to define when and why build your own apps
- Benchmarking for success – taking advantage of standard industry practice and building on innovation for even greater achievements



Sophie Blachford
Head of Brand Development
Instagram

CASE STUDY:

13:40 **Benchmarking the best approaches to interact with the right customer, at the right time and on the right channels**

- Assessing inventive approaches that is supporting Facebook in staying competitive and relevant
- Analysing how to take advantage of the opportunities arising from mobile phones and connected devices
- Improving product definition by reframing competition and persuading customers to switch to innovative products
- Understanding how to deliver creative messages that generates successful outcomes



Naomi Shepherd
Head of Brand
Facebook & Instagram Australia New Zealand

14:10 **Measuring ROI to classify the most effective platforms and make better investment decisions**

- Identifying effective channels for specific campaigns for individual and multi-platform models
- Analysing different media channels to plan, develop and produce the most suitable model and make the most out of your investment
- Increasing results by implementing innovative strategies and connecting with customers across different platforms
- Assessing audience measurement tools and identifying the most powerful solutions to engage with different profiles of customers



Suzie Shaw
Managing Director
We Are Social

14:40 Afternoon tea

Adapting your core products and services to meet contemporary consumers' expectations

15:10 **Overcoming the challenges of increasing viewership by offering what customers want in a progressively competitive market**

- An overview on Seven's business model and strategies to keep up with new trends
- How to innovate and adapt to change according to consumers viewing habits
- How the shift to digital could impact your business by reaching, engaging and influencing customers in more innovative ways



Ana Basic
Head of Marketing
Seven

15:40 **Understanding what contemporary customers expect and changing and preparing to keep up with new trends in media**

- Strategies to respond quickly to the undergoing changes in the media industry
- How streaming services and broadcasters are acknowledging that they are operating in an interactive world
- Adapting your core products and services to successfully shift consumer's mindset around your brand



Melanie Novacan
Marketing Director
Stan

16:10 Closing remarks from the Chair and drawing of the lucky door prize!

16:20 End of Day Two and close of the conference

Register now!

Register online at www.questevents.com.au or call +61(0)2 9977 0565

Pre-conference in-depth learning sessions – Tuesday 22 November

Registration and morning coffee for both sessions is at 08:30 and sessions will conclude at 17:00. Lunch, morning and afternoon tea provided. **Choose between:**

Separately
bookable

**In-depth learning session A:
Building the leadership capabilities to advance your career**

This practical in-depth learning session is designed to focus on pinpointing the core values and skills required for media leaders to develop effective leadership and advance their career. Those in attendance will be leaders from broadcast, news, print, publishing, social media, radio, advertising and any other part of the media landscape in Australia who have the purpose and aspiration to achieve senior executive roles. Through interactive discussion and small group sessions, participants will mastermind how organisational excellence goes hand in hand with effective leadership.

Key topics and takeaway skills/benefits:

- **Develop** an authentic leadership style that is aligned with your personal values and career purposes
- **Fine-tune** your existing strengths and capabilities and identify how they support you in achieving your goals
- **Develop** the skills and expertise to successfully engage and influence your team in meaningful and positive ways
- **Develop** a strategic resilience that enables growth, creativity and innovation
- **Learn** how to skillfully lead your team by providing clear direction and inspiration to increase result and performance

Facilitator:



Dianne Steward
Owner, Leadership and Executive Coach
Natural Success

**In-depth learning session B:
Keeping your content strategy fresh and agile**

These practical sessions are designed to define the most effective content and strategy creation that supports business transformation in a constantly changing environment. Those in attendance will be managers from all parts of the media industry in Australia who are proactively seeking for strategies to create purpose-driven content that enables business growth and innovation.

Morning - Part 1

During the morning of this interactive session, you will examine how organisational transformation is pivotal in effectively embracing digital disruption and planning and adapting to the global media revolution. This session will cover different content creation models that will help you identify the best suitable strategy for your organisation.

Facilitator:



Kate Edwards
Founder & CEO
Kontented.com

Afternoon - Part 2

During the afternoon of this interactive session, you will examine how content creation can support your brand to build connections that matter. This session will delve deep into the how you can see your brand through your audience's eyes.

Facilitators:



Nat Kuznetsova
Strategy Manager
Ikon Communications



Abbie Love
Strategist
Ikon Communications

For details on your facilitator's credentials please visit the speaker page on the event website: www.questevents.com.au

Hear what past delegates and this year's speakers are saying about the event:

"I have chosen to speak at the 2nd Women in Media conference about my career and the 20 success strategies that I have employed over the past 30 years, as I am passionate about assisting the next generation of female leaders achieve their personal career goals."



Marina Go
Non-executive director, **Autosports Group**
Chair, **Wests Tigers**, and Director of **The Walkley Foundation**
(Speaker, 2016)

"By sharing my career journey and learnings at the 2nd Women in Media conference, I hope to inspire future women leaders to grow and overcome challenges in the dynamic media landscape."



Jihee Nam
Vice President and General Manager
Nickelodeon Networks Australia
(Speaker, 2016)

"The ever-changing media landscape means fewer people are consuming news in the traditional way and this poses significant challenges for broadcasters as they explore new ways to connect with viewers. The 2nd Women in Media offers an opportunity for you to do just that."



Karina Carvalho
News Presenter
ABC TV
(Speaker, 2016)

"I learnt everything I know from those around me in my career and think the 2nd Women in Media conference is a great opportunity to soak up the wisdom of the many fantastic women in media that are involved."



Suzie Shaw
Managing Director
We Are Social
(Speaker, 2016)

"Great insights into successful women and strategies for success"

- Strategy Research and Insights Manager, **Ooh! Media**
(Delegate, 2015)

"Empowering women (and men) on how to be nimble and evolve with the industry"

- Head of Marketing, **BBC Worldwide**
(Delegate, 2015)

"Great range of speakers - inspiring women, experts in their fields. Loved hearing a bit about their career paths"

- Brand Manager, **SBS**
(Delegate, 2015)

"Awesome and inspiring"

- Group National Sales Director, **Go Transit Australia**
(Delegate, 2015)

Key benefits of attending 2nd Women in Media 2016:

- **Hear** from the most inspiring women in Australia how to overcome challenges in their media career
- **Analyse** the evolution of women in leadership to plan and prepare for the future
- **Create** an outstanding team by encouraging rising starts to ascend the media ladder
- **Get** inspired to become the change you want to see in the world
- **Measure** investments to classify the most effective platforms to reach your customers
- **Understand** what contemporary customers expect and change and prepare to keep up with new trends in media

PLUS! The three pillars of any Quest event:

- Meet:** Senior media managers from across industry sectors
- Learn:** From 25+ high profile speakers over 3 days – delivering you premium content and value that is second to none
- Grow:** Your professional network and create business development opportunities through face to face interaction

It's what our events are all about...



Want to develop business at the event? Speaking, sponsorship and exhibition opportunities available

The 2nd annual Women in Media 2016 conference will bring together partners, prospects and customers to explore technology, products and services that drive efficient and sustainable systems for their organisations. By participating in this conference you'll be face to face with a large pool of prospects and customers eager to discuss your media solutions.

If you have media products or services for across all parts of the media landscape in Australia and if you want to meet senior and emerging broadcast, online and digital, publishing and print, news, social media, radio and advertising executives, then you can't afford not to sponsor or exhibit at the 2nd Women in Media 2016 conference.

It's where the industry will meet. Can you afford not to be there?

Who should attend:

Senior executives, managers and aspiring leaders from right across Australia's media landscape, including:

- **C-level executives**
- **General Managers, Directors and Heads of Operations, Information, Marketing, Digital, People and Culture, and others**
- **Editors-in-chief**
- **Presenters**
- **Producers**
- **Those women in media aspiring to any of the above roles**

From all parts of the media landscape, including representatives of broadcast, online and digital, publishing and print, news, social media, radio and advertising as well as those that manage the industry.

Official Event Advisory Panel



Valentina Borbone
Co-Owner and Client Relationship Director
Zuni



Jo Dryden
Sales Director Australian Community Media
Fairfax Media



Melissa Fitzgerald
Sales Director
Turner International



Andrea Ingham
Director of Sales, Australia & New Zealand
Spotify



Lucielle Vardy
Strategic Planning Director
GPY&R

Quest Events would like to take this opportunity to sincerely thank the official event advisory panel who contributed their valuable time and expertise to ensure the agenda for this event is timely and relevant for all media professionals.

Potential sponsors please note:

In designing this event we have researched extensively with media practitioners about their challenges and we have designed an agenda specifically for them to discuss these at the event. By sponsoring this event you have a prime opportunity to demonstrate that you have their solutions at a time and place where they are actively looking.

For speaking, sponsorship or exhibition opportunities at **Women in Media 2016**, please contact **Deen Haniff** on +61(0)2 8188 7501, or 0407 487 282, or e-mail deenhaniff@questevents.com.au

Visit www.questevents.com.au to download the sponsorship prospectus

☐ **Yes!** I would like to register ____ (number) delegate/s to attend **Women in Media 2016**

REGISTER IN 3 EASY STEPS

STEP 1 - Enter delegate details

Delegate 1

Title (Mr/Ms): _____ First Name: _____ Surname: _____

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Approving Manager

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Please list some profiles you would like to meet (ie: communications, public relations, corporate affairs, public affairs, HR, community relations, stakeholder engagement, agencies, media monitoring, recruitment, research, consultants, etc.)

Don't want to fill out and return this form?

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Are you a member? ☐ ASTRA ☐ CBAA ☐ Magazine Network (Please indicate and eligible for a 10% discount) **Note:** Only 1 discount may be applied whichever provides the greatest saving

	Registration Items	Dates	Book and pay	Number of delegates	Total
<input type="checkbox"/>	3 Day Package A (2 day conference plus in-depth learning session A)	22-24 Nov	AUD \$3,095 incl. GST		
<input type="checkbox"/>	3 Day Package B (2 day conference plus in-depth learning session B)	22-24 Nov	AUD \$3,095 incl. GST		
<input type="checkbox"/>	2 Day Conference Package (2 day conference only)	23-24 Nov	AUD \$2,195 incl. GST		
<input type="checkbox"/>	In-depth Learning Session A only	22 Nov	AUD \$1,995 incl. GST		
<input type="checkbox"/>	In-depth Learning Session B only	22 Nov	AUD \$1,995 incl. GST		
<input type="checkbox"/>	Official Event Dinner**	23 Nov	AUD \$195 incl. GST		
*Group Discounts apply for bookings made simultaneously and on one invoice only.			Deduct your discount		
**The event dinner is available to registered attendees of the event only			Total		

STEP 3 - Register & pay

☐ Credit Card: ☐ ☐ ☐ Note: No surcharge is applied on credit cards

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Please email my invoice to Name: _____

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 Level 2, 53-55 Sydney Rd,
 Manly, NSW 2095

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From time to time we would like to provide you with relevant information from our sponsors for this event. If you would prefer not to receive this information please tick this box. ☐