



Contact

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Event Bookings
<http://www.trybooking.com/KDAI>

A word from our major sponsor, Bendigo Bank

Providing banking services to Australian businesses is highly competitive, and it's not just a playing field for Australia's big four banks.

In fact, for an increasing number of business owners, choosing Bendigo Bank has been a revelation.

Aside from the competitive products expected from any bank - the loans, accounts, merchant facilities and more business owners have discovered a bank that seamlessly blends traditional service values with innovative technological advances.

Take miBanker for example.

Designed specifically for Bendigo Bank business customers, the miBanker app provides stock market reports, economic updates from Bendigo Bank's Head of Financial Markets, and even marketing tools to help businesses become more efficient and profitable.

It sends invitations to Bendigo Bank events, and provides real time feedback on issues important to business owners. And, of course, miBanker facilitates mobile banking.

Great products. Personal service. Empowering technology.

It's why Roy Morgan awarded Bendigo Bank their prestigious Business Bank of the Year

gong in 2011, 2012, 2013, and 2014 (at the time of writing, the 2015 award is yet to be announced - but we've made room in the trophy cabinet).



But our most obvious point of difference is our commitment to the communities in which we operate.

To date, our network of over 300 Community Bank® branches has returned over \$148 million to local communities across Australia via grants, sponsorships, and donations. In many cases, our approach to banking has meant the difference between a town that barely survives, and a town that thrives. Rejuvenated local economies have translated to a healthier environment for local businesses.

As our purpose statement highlights:

As a bank we're good with money. But it's bigger than that. We are more interested in the good that money can do.

Andrew Cairns, Head of Customer Lead Connections, Bendigo Bank



Baw Baw Shire BUSINESS INNOVATION SUMMIT

Thursday 14 April 2016
8.30am - 5.00pm

Warragul Country Club
41 Sutton Street, Warragul



Dr Peter Ellyard - The Futurist

Dr Ellyard is Australia's most prominent futurist and a renowned strategist, speaker and author. He is particularly known for his highly original, challenging and inspirational ideas on shaping the future.

He is a graduate of Sydney University, holds a Ph.D from Cornell University and is currently Chairman of the Preferred Futures Institute, which he founded in 1991. Here he assists individuals, families, organisations, communities and nations to chart and implement visions and strategies to ensure success in an emerging, twenty-first century integrated, interdependent, global society.



Guest Speakers

Fergal Coleman



Fergal's presentation will help you learn how to develop your digital capabilities in order to deliver better customer experiences. Fergal will guide you through how to achieve great outcomes for your business through smart use of web technology and data.

Leah Methel



Leah's presentation will help you to communicate better with your customers and your staff, to achieve more profitable outcomes.

Tim Hyde



Tim's presentation will lay out simple principles that will help you to revolutionise the way your business is run.

Learn how to attract and capture more leads, streamline your sales process and close more deals.

Leanne Mitchell



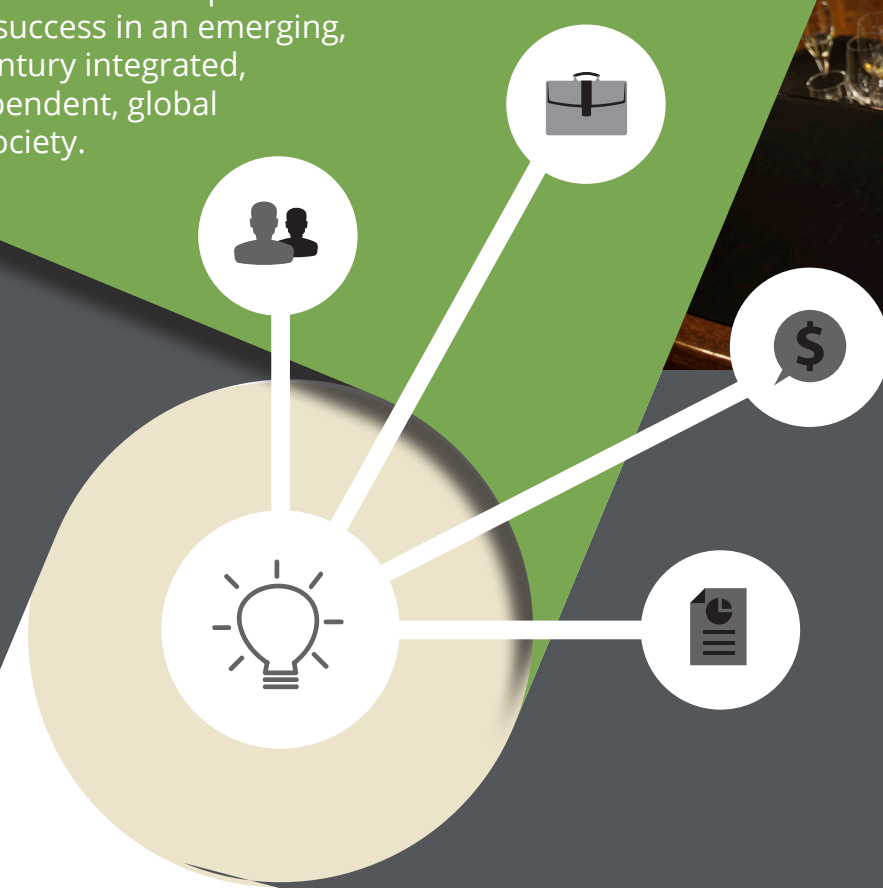
Leanne will reveal the strategies to drive higher profits and the critical numbers that will determine your success.

Once you've heard what Leanne has to say you'll realise she is no ordinary accountant, but rather a remarkable entrepreneur.

Australia's RockStar Marketer Paul McCarthy

A best selling author and award winning speaker, Paul is widely recognised as one of the leading small business marketing experts.

Paul will give you an array of simple, practical and truly game-changing marketing ideas that will enable you to positively impact your marketing results. Paul will reveal how you can instantly magnetise your marketing and create what he calls a positive disruption. This session alone will be worth the price of admission.



Plan for the day

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|---------|---|---------|-----------------------------------|
| 8.30am | Registrations | 11.00am | Morning tea and networking |
| 8.55am | Welcome - MC Rob Robson
Cr Joe Gauci, Mayor of Baw Baw Shire | 11.30am | Paul McCarthy |
| 9.00am | Peter Ellyard - Futurist | 1.00pm | Lunch |
| 9.45am | Major sponsor Bendigo Bank
Andrew Cairns | 1.45pm | Leanne Mitchell |
| 10.00am | Fergal Coleman | 2.30pm | Tim Hyde |
| 10.30am | Leah Methel | 3.15pm | Afternoon tea |
| 10.45am | Panel discussion
Peter Ellyard, Andrew Cairns, Leah Methel and Fergal Coleman | 3.30pm | Paul, Leanne and Tim |
| | | 5.00pm | Close |

Tickets

Early bird (book prior to 11 March) - \$65
Table of eight - \$520
General - \$85

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"You have to have a big vision and take very small steps to get there. You have to be humble as you execute but visionary and gigantic in terms of your aspiration. In the Internet industry, it's not about grand innovation, it's about a lot of little innovations: every day, every week, every month, making something a little bit better." **Jason Calacanis**

