Omni-Channel Strategies: Adding Brand & Customer Value

8th August 2012

Agenda

Venue
Amora Jamison Hotel
11 Jamison Street
Sydney

Forum Partner:
Omni-Channel Strategies: Adding Brand & Customer Value

Some things remain constant. Strong brands and customer relationships create business value; and these relationships are founded on consistent delivery of a relevant brand promise. What has changed – swiftly and significantly – is the challenge in meeting customer expectations as they flick between sales channels and communications channels.

On top of the rapid change in customer behaviour, Australian brands are faced with a slowing economy, a strong dollar, and increased international competition. In this environment shortcomings in service quality and brand relevance are starkly exposed.

It is no longer enough to offer a range of sales channels. Retailers are developing omni-channel strategies to create a seamless experience for the customer (no matter how they interact with a brand). International studies indicate that omni-channel customers are 4 to 6 times more valuable than single channel counterparts.

The term ‘omni-channel’ slips easily off the tongue, but it presents substantial operational hurdles. This year’s BrandFinance® Forum will explore the benefits and pitfalls of omni-channel operations. The focus goes beyond a pure retail application. We explore how service-based and B2B entities can create value in a more complex and connected marketplace.

To book your place, email events@ami.org.au or visit http://www.ami.org.au/2012brandfinance/register.html
# Wednesday 8th August

## BrandFinance® Australia Forum 2012

**Omni-Channel Strategies: Adding Brand & Customer Value**

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<th>Timing</th>
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<td>08:00 - 08:30</td>
<td>Registration and coffee</td>
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<td>08:30 - 08:35</td>
<td>Opening Remarks</td>
<td><strong>Tim Heberden</strong>&lt;br&gt;Managing Director&lt;br&gt;Brand Finance Australia</td>
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<td>08:35 - 09:10</td>
<td>Merging Bricks and Mortar with online</td>
<td><strong>Laura Inman</strong>&lt;br&gt;Chief Executive Officer, Billabong&lt;br&gt;Non-executive Director, Commonwealth Bank</td>
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<td>09:10 - 09:45</td>
<td>Retail Future: The Changing Path to Purchase</td>
<td><strong>John Batistich</strong>&lt;br&gt;Director Marketing&lt;br&gt;Westfield</td>
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<td>09:45 - 10:20</td>
<td>Brand Relevance: The B2B Challenge</td>
<td><strong>Paul McGlone</strong>&lt;br&gt;Group Vice President Strategy and Planning&lt;br&gt;Brambles</td>
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<td>10:20 - 10:45</td>
<td>Morning Tea</td>
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<td>10:45 - 11:20</td>
<td>Customer Experience: Channels, Lounges, Seats and Service</td>
<td><strong>Mark Hassell</strong>&lt;br&gt;Group Executive, Brand and Customer Experience&lt;br&gt;Virgin Australia</td>
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<td>11:20 - 11:55</td>
<td>Omni-Channel Implementation</td>
<td><strong>Mark Goddard</strong>&lt;br&gt;Executive General Manager Retail Development&lt;br&gt;Myer</td>
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<td>11:55 - 12:45</td>
<td>Panel Discussion</td>
<td><strong>Panelists:</strong></td>
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<td>Facilitator: Ky Chow</td>
<td><strong>Adrian Payne</strong></td>
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<td><strong>Mark Hassell</strong></td>
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<td><strong>Mark Goddard</strong></td>
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<tr>
<td>12:45 - 12:50</td>
<td>Closing Remarks</td>
<td><strong>Tim Heberden</strong>&lt;br&gt;Managing Director&lt;br&gt;Brand Finance Australia</td>
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<td>12:50</td>
<td>Lunch</td>
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This programme is correct at time of going to print. Brand Finance reserve the right to change any aspect of the event.
Laura Inman, Chief Executive Officer, Billabong and Non-executive Director of Commonwealth Bank

Laura was recently appointed as CEO of Billabong. She is also a non-executive director of Commonwealth Bank and sits on the World Retail Congress Advisory Board. Laura has a wealth of experience in the retail sector, previous roles include Managing Director of Target, where she increased sales by over $1 billion and operating profit by 85%, and Managing Director of Officeworks.

Laura was Telstra Australian Business Woman of the Year in 2003. She completed an Advanced Executive Program at Wharton Business School, holds a Bachelor of Commerce Hons, and a Masters of Commerce in Strategy and Economics.

John Batistich, Director Marketing, Westfield

John is Director of Marketing at Westfield, one of the world’s largest retail property owners. He has played a lead role in the development of Westfield online.

John had previously held brand and marketing managerial roles for major global brands such as PepsiCo, Kimberly Clark and Wrigley. He led campaigns for these brands that won several awards including the Australian Advertising Effectiveness Award and the Cannes Lion Award.

John is a member of the Australian Market & Social Research Society Client Advisory Board and has been a member of the Australian Research Awards judging panel. He holds a Masters in Management, a Bachelor of Business, and Certificate in Digital Marketing from ADMA.

Paul McGlone, Group Vice President Strategy and Planning, Brambles

Paul is currently the global head of strategy, planning and innovation for Brambles Limited, Australia’s most geographically diverse business. His responsibility area covers the groups businesses in 54 countries, US$8.0B in assets and approximately 17,000 people.

Brambles is a pooling solutions company specialising in the provision of reusable pallets, crates and containers, operating primarily under the CHEP and IFCO brands. These businesses primarily serve the consumer goods, fresh produce and general manufacturing sectors, as well as providing specialist solutions in the automotive, aerospace and chemicals industries. Brambles operations are complex and capital intensive, managing more than 300 million pallets, crates containers, servicing more than 500,000 delivery and collection points, through more than 600 service centres world-wide.

Mark Hassell, Group Executive, Brand & Customer Experience, Virgin Australia

Mark is Group Executive, Brand & Customer Experience at Virgin Australia. He has over 25 years’ experience in the aviation industry – focusing on delivering transformational change across to the end-to-end customer experience. Mark was previously Head of Customer Experience at British Airways heading up worldwide ground and air product and service development, worldwide catering and supply chain, alliance marketing development and the worldwide lounge network. He has also headed up the Brand and Product Development division of Qantas.
Mark Goddard, Executive General Manager Retail Development, Myer

Mark was appointed Executive General Manager Retail Development in March 2012. In his role Mark is responsible for driving Myer’s omni-channel strategy which includes e-commerce, Loyalty and customer research (including MYER one), all parts of Myer’s Information Technology, as well as the Program Management Office which has oversight of all major projects and capital expenditures within the business. His role consolidates the parts of the business that are developing and implementing new technologies and retail platforms, as Myer further progresses a leading omni-channel offer.

Mark is a highly experienced career retailer most recently in the role of CEO at Spotlight. Previous to that he held the key position of General Manager Merchandise at Kmart and was Acting Managing Director in 2008 following the Wesfarmers acquisition.

Adrian Payne, Professor of Marketing at the University of New South Wales

Adrian Payne is Professor of Marketing at the University of New South Wales, and chairman of Brand Finance Australia. He specialises in CRM, Marketing Strategy, Customer Retention and Services Marketing. He is a frequent keynote speaker at public and in-company seminars around the world and has lectured at over twenty leading academic institutions around the world including: Darden School, University of Virginia; Northwestern University; INSEAD; IMD; London Business School; Oxford University; and Cambridge University.

Adrian has practical experience in marketing, market research, corporate planning and general management. His previous appointments include positions as Chief Executive for a manufacturing company and he has also held senior company appointments in strategic planning and marketing. He is an author of fourteen books including the first text to be published on Relationship Marketing.

Ky Chow, Associate Editor, Multimedia at Financial Review Group

Prior to joining the Financial review Ky was a journalist and producer at Sky News Business Channel. He has also worked as a journalist at SBS, and Marketing Communications Executive at Macquarie Bank.

He has interviewed Australia’s top CEOs including Gail Kelly, Ralph Norris, Alan Joyce, Terry Davis and Andrew Forrest, directors such as David Gonski and Janet Holmes a Court, regulators such as Graeme Samuel and Tony D’Aloisio, ministers such as Lindsay Tanner and Chris Bowen, and international heavyweights such as the Director General of the World Trade Organisation, Pascal Lamy.

Ky has a Master’s degree in Business.

Tim Heberden, Managing Director, Brand Finance Australia

Tim has extensive experience of intangible asset valuation, intellectual property transactions and value-based brand strategy. He has an MBA and is a Chartered Accountant, Fellow of the Chartered Institute of Marketing and Fellow of the Royal Institute of Chartered Surveyors. Tim advises the Australian Taxation Office on cases involving intangible assets. Other clients include leading brand owners, intellectual property lawyers and private equity firms in Australia, Asia, Europe and Japan.

He is a visiting lecturer at the University of Sydney, presenting a course on ‘Evaluation Marketing Performance’ for the Master of Marketing. Tim chairs the ICAA’s NSW Business Valuation Special Interest Group and is a judge on the AFA’s Advertising Effectiveness Awards and the AMSRS’s Market Research Effectiveness Award.

Prior to joining Brand Finance’s UK office in 1998, Tim worked for the BBC, KPMG and founded an award winning media company in South Africa.
The Australian Marketing Institute

The Australian Marketing Institute’s record of service to the marketing profession goes all the way back to our origin in 1933. Over the intervening years we have continually evolved to meet the changing needs of marketers, delivering services to help members maximise their professional growth.

Today the AMI represents professional marketers throughout Australia, including practitioners from all marketing functions and industries. Through our unified voice, the Institute has established strong links with business, academia and government to become the voice of the marketing profession.

The AMI’s leadership role in advancing the marketing profession has resulted in the emergence of Certified Practising Marketer (CPM) accreditation as a practising benchmark, the establishment of a Code of Professional Conduct, and the move towards defined practising standards for marketers and marketing metrics for organisations.

Members guide the policy and priorities of the Institute through elected State Councils and a National Board of Directors, ensuring representation for every state at the national level. Branch offices in each state conduct events on topics of local interest to augment national programs.

The Brand Finance Institute

The Brand Finance Institute (BFI) is the education and training division of Brand Finance Plc in which technical and practical issues surrounding brands and brand measurement are explored. The BFI organises events around the world featuring leading edge thinkers in the area of brand strategy, brand measurement and brand valuation, who come together to share their experiences and to better understand the process by which valuable brands are created.

The BFI produces The BrandFinance® Journal every quarter. The Journal includes exclusive interviews from high-profile industry leaders as well as in-depth articles and analysis of current topics.

For more information, please visit www.brandfinance.com
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About Brand Finance Forums

Brand Finance is committed to the development of theoretical and practical issues surrounding brands. As part of this process, we organise a series of events and forums around the world where leading practitioners in the area of brand strategy, brand building and brand valuation come together to share their experiences and to better understand the process by which valuable brands are created.

The Brand Finance Forum has progressively become one of the definitive events in the area of brand valuation and should not be missed by anyone who is serious about maximising the value of their brands and intangible assets.

To find out more visit www.brandfinanceforum.com

The ultimate collection of information for the world’s largest brands.

- Brand League Tables
- Brand Valuation Reports
- Brand Profiles
- Brand Comparison Tool

Brandirectory is an online encyclopedia of brands where financial results, visual identities, trademark histories and the latest marketing news will be compiled and shared. It is an invaluable resource for brand managers, offering detailed brand profiles and comparative analysis across all major commercial sectors.

To find out more visit www.brandirectory.com

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