

*newsXpress 2008 NATIONAL CONFERENCE*  
**newsXpress 2.0:**  
**change**



*CONRAD JUPITERS, GOLD COAST, QLD*  
**17-19 SEPTEMBER '08**

**Pacific magazines**  
*We create magazines people love*



**connections**  
 with acp magazines

**TOWER**  
 SYSTEMS 3 software for retailers

  
 Gordon and Gotch  
 A PMP GROUP COMPANY

  
 NETWORK SERVICES



**GWPM**

**Lovatts**  
 CROSSWORDS&PUZZLES

Spirit of Wonder  
**Pentel**

 NEWS LIMITED

  
 CANSON



**R WE**  
 THINKING OUTSIDE THE INTERIOR

 **interfit retail**  
 2000 FITTERS



**FOR SAKE**  
 THE BEST OF THE BEST

**3M**

**ABW**  
 AUSTRALIAN BOOK WHOLESALERS

  
 COMPENDIUM



**WEDNESDAY, 17 SEPTEMBER 2008**

|             |   |
|-------------|---|
| 10:00       | Buses depart Conrad Jupiters for optional golf day at Robina Woods one of the Gold Coast's premier courses<br>Sponsored by Hallmark Cards |
| 16:00-18:00 | Registration Desk open at Conrad Jupiters   |
| 19:00       | Buses depart Conrad Jupiters for Welcome function at 'surprise' destination<br>Sponsored by Canson  |

**THURSDAY, 18 SEPTEMBER 2008**

|       |   |                                 |
|-------|---|---------------------------------|
| 7:45  | Registration Desk open  |                                 |
|       | Business Sessions commence  |                                 |
| 8:30  | <ul style="list-style-type: none"> <li>Welcome by newsXpress Founding Director Graham Randall and handover to Mark Nagy, Master of Ceremonies</li> <li>Keynote Speaker Peter Sheahan<br/>"FLIP - Mind Blowing Success in an Upside Down World" (sponsored by Connections with ACP Magazines)</li> </ul> |                                 |
| 10:00 | Morning Tea   |                                 |
|       | <ul style="list-style-type: none"> <li>Show &amp; Tell: "Group Synergy and what's in it for us" - Jim Carille</li> <li>"Emerging Trends: Our Newsagency of the Future" - Mark Fletcher</li> </ul>   |                                 |
| 10:30 | <ul style="list-style-type: none"> <li>"Where To From Here"<br/>An interactive session on where the Group is heading and allowing member, publisher, distributor, supplier input</li> <li>Show &amp; Tell: "Cultivating Generation Y" - Jarryd Moore</li> </ul>   |                                 |
| 12:30 | Lunch   |                                 |
| 13:45 | Workshops 1 (SESSION 1)   | <b>WORKSHOP 1<br/>SESSION 1</b> |
| 15:00 | Afternoon Tea   |                                 |
| 15:30 | Workshops 1 (SESSION 2)   | <b>WORKSHOP 2<br/>SESSION 2</b> |
| 16:45 | Close of Day's Business Sessions  |                                 |
| 17:15 | Registration Desk closes  |                                 |
| 19:00 | Pre Dinner drinks in Ballroom lobby<br>Sponsored by Pacific Magazines   |                                 |
| 19:30 | Gala Conference Dinner<br>Sponsored by Pacific Magazines  |                                 |

**"Understanding the Mindset of Generation Y"** - Peter Sheahan. An insight into the most influential consumer and employee group in the world.

**Visual Merchandising** - Angie Bell. A hands on workshop critiquing current practices and demonstrating the latest in display technique.

**Increase Your Profit Without increasing Sales** - Damian Knoblanche. Providing you with the best tools to maximise your return on investment (ROI).

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**FRIDAY, 19 SEPTEMBER 2008**

|       |  |                                 |
|-------|--|---------------------------------|
| 7:45  | Registration Desk open   |                                 |
|       | Business Sessions commence   |                                 |
| 8:30  | <ul style="list-style-type: none"> <li>"The newsXpress Story"</li> <li>Show &amp; Tell: "How HOT ink! has also grown our stationery sales" - Joy Whennan</li> <li>Keynote Speaker Dr Adam Fraser - "FLOW - The Key to Peak Performance"</li> </ul> |                                 |
| 10:00 | Morning Tea - sponsored by Network Services  |                                 |
|       | <ul style="list-style-type: none"> <li>Show &amp; Tell: "Growing Greeting Card Sales" - Nici Hilder</li> <li>"Brand Alignment" - Ben Kay (National Merchandise Manager, newsXpress), Jeff Walsh (Category Manager, newsXpress)</li> </ul>          |                                 |
| 10:30 | <ul style="list-style-type: none"> <li>"Simply Too Good To Be True" - Annette Sym</li> <li>Show &amp; Tell: "Taking Stationery Outside Your Four Walls" - Brett Carey</li> </ul>   |                                 |
|       | Members' Open Forum - members only   |                                 |
| 12:00 | Lunch  |                                 |
| 13:00 | Workshops 2 (SESSION 1)  | <b>WORKSHOP 2<br/>SESSION 1</b> |
| 14:15 | Workshops 2 (SESSION 2)  |                                 |
| 15:30 | Afternoon Tea  | <b>WORKSHOP 1<br/>SESSION 2</b> |
|       | Keynote Speaker Gary Bertwistle<br>"Creative Thinking: The Discipline and Art Behind Exciting Innovative Business"   |                                 |
| 16:00 | Conference close   |                                 |
| 17:15 | End of Conference  |                                 |

**Win in Business** - Peter Irvine. 20 ways to catapult you towards achieving your vision

**The Creative Centre coming Alive** - Canson will demonstrate how to get the best results from your creative centre

**Staff Incentives** - Hamish Cameron. Hamish will share his effective incentive program he has for his staff

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## THE SPEAKERS



### PETER SHEAHAN

PETER SHEAHAN, 2006 Australian Keynote Speaker of the Year. In his opening keynote address, Peter will demonstrate the changing nature of the global marketplace and you will learn what you need to do about it. In his workshop, Peter will provide a real insight into Generation Y, the most influential consumer and employee group in the world. You will gain a vital understanding of the mindsets that drive their behavior so you can attract, manage and engage this generation both as customers and staff. You will leave the conference inspired and informed, ready to blitz the challenges that lay before you.



### ANGIE BELL

ANGIE BELL is the Principal of Bell Retail Solutions, a business which has 25 Years of experience in retail, wholesale, merchandising and training. Working with organisations such as the National Retail Association based in Queensland, Bell Retail Solutions has increased sales turnover for many retailers around Australia.



### DAMIAN KNOBLANCHE

DAMIAN KNOBLANCHE is a Partner of The Peak Partnership, a firm of Chartered Accountants and Financial Services Professionals in Brisbane. With an exposure to a diverse range of businesses, Damian has wide-ranging experience in clients' operational and technological matters. He specialises in client software services, GST, business services and planning, management accounting systems and cash flow forecasts and budgeting. He has a detailed knowledge of retail and, specifically, the newsagency channel.



### ANNETTE SYM

ANNETTE SYM'S business wouldn't exist if she hadn't decided several years ago to give up dieting and become a healthy person, successfully losing 35 kilos and maintaining her goal weight for the last 10 years. The success of Annette's 'Symply' Too Good To Be True cookbooks has been outstanding.



### DR ADAM FRASER

DR ADAM FRASER is one of Australia's foremost experts on health and wellbeing. In addition to his work in Diabetes, he is a leading professional speaker and trainer who specialises in helping corporate Australia improve their engagement and productivity. His corporate clients include Commonwealth Bank, Westpac, National Australia Bank and Century 21.



### HAMISH CAMERON

HAMISH CAMERON . A long time student of increased Business Performance and its measurement, Cameron understands that maximizing productivity is equally important to retail, primary production and service industries. Starting out as a sole 'employee' on the 6000 acre family farm in the late 80's, Hamish spent 12 years learning the value of hard work and the very real importance of productivity while tending a 20,000 head Merino flock in the high rainfall country of WA's south.



### PETER IRVINE

PETER IRVINE has had over 40 years experience in business at a high profile management level. He was part of the team that launched McDonalds in Australia. In 1996 Peter branched out into franchising and in conjunction with his business partner Nabi Saleh, established Gloria Jeans Coffees franchise in Australia. In January 2005, Peter and Nabi purchased the international Master Franchise brand and supply and roasting rights for all countries.



### GARY BERTWISTLE

GARY BERTWISTLE has been working in the area of creativity for 20 years, starting in the retail industry, then moving into the highly creative music industry managing and promoting bands and artists. Gary is the Principal of Blue Moon Creative and, in 2002, created Australia's first ever venue designed specifically to help people unlock their ideas – The Ideas Vault in Sydney. By designing unique tools for creating ideas, Gary is pioneering new approaches to thinking differently.

### AN INVITATION

newsXpress proudly announces its inaugural National Conference. An invitation is extended for you to register as a delegate at what will be an enjoyable and memorable event. In an environment of networking and social interchange, an exciting program will ensure a rewarding takeaway for all delegates. From the golf at Robina Woods to the close of conference, delegates are assured of an experience they will never forget.

### WHO SHOULD ATTEND

The Conference is for newsXpress members, their senior staff, publishers, distributors, suppliers and service providers to the Group. The program, featuring keynote presenters who are experts in their field and including practical workshops, will deliver a package to delegates which will be of vital value for the future.

### VENUE

Conrad Jupiters on the Queensland Gold Coast has been chosen for the Group's first National Conference. It is one of Australia's largest hotels with 594 accommodation rooms. The purpose built Convention Centre measures 2500 sq metres. It has seven restaurants, temperature controlled swimming pools plus 2 heated spas, a fully equipped fitness centre with aerobics classes and steam rooms, jogging and walking tracks. It is connected to the Oasis Shopping Centre by monorail. For full details on this magnificent venue: [www.conrad.com.au/jupiters](http://www.conrad.com.au/jupiters).

### ACCOMMODATION RATES

Very attractive accommodation rates have been negotiated with Conrad Jupiters. Full details are shown on the Registration Form in this Registration Brochure. The conference rate is also available for pre and post conference for those wishing to arrive early or extend their stay.

### REGISTRATION INCLUSIONS

The conference Registration Fee includes the following:

- Welcome Function at 'surprise' destination Wednesday 17 September
- Conference Dinner at Conrad Jupiters Thurs 18 September
- Delegate compendium and promotional items
- Morning/afternoon teas and lunches Thurs 18 September & Frid 19 September
- Entry to conference Sponsors Trade Area
- Pre Dinner cocktails Thurs 18 September
- Attendance at all conference sessions

### CONFERENCE REGISTRATION COSTS

Thanks to the generosity of the conference Sponsors, registration fees have been able to be kept low (compare them with the fees charged for other Industry/non Industry conferences).

|   | EARLY BIRD<br>Prior to 4 <sup>th</sup> August '08 |                                | NORMAL<br>After 4 <sup>th</sup> August '08 |            |
|---|---|--------------------------------|--|------------|
|   | SINGLE  | DOUBLE                         | SINGLE                                     | DOUBLE     |
| newsXpress member/Staff                         | \$395   | \$370/each                     | \$435                                      | \$410/each |
| Publisher/Distributor/Supplier/Service Provider | \$495   |                                | \$535                                      |            |
| Day Registration                                | Thursdays, 18 September '08                       |                                |  |            |
|   | Friday, 19 September '08                          |                                |  |            |
|   | \$195   | (does not incl. Dinner)/single |  |            |
|   | \$195   | /single                        |  |            |

### TRAVEL

No group travel arrangements have been made as experience shows for domestic travel it is more beneficial to delegates for them to make their own arrangements. Airlines offer specials to Coolangatta and Brisbane and delegates should search online for the best available deals. Conrad Jupiters is located at Broadbeach some 30 minutes drive from Coolangatta airport or just over one hour from Brisbane airport. Early airline bookings will achieve the best deals.

### SPONSORS TRADE AREA

Conference Sponsors welcome delegates to visit them in the Sponsors Trade Area. This will be located adjacent to the conference room and will be available for interaction with Sponsors before and after business sessions and during morning/afternoon tea/lunch breaks. A Trade Passport will be issued to all newsXpress member delegates which should be signed by a Sponsor representative on visiting their stand. Completed Passports can be entered in a draw for the chance to win a ladies and mens quality wristwatch.

### CONFERENCE DRESS

Dress for all conference activities is smart casual (including Conference Dinner). It is suggested a sweater be taken to the Welcome 'surprise' destination function.

### CONFERENCE REGISTRATION

The Conference Registration Desk will be located within the Conrad Jupiters Convention Centre and will be open for delegates to register and collect their name tag, compendium etc on Wednesday 17 September from 4pm to 6pm. It will then be open before and during business sessions.

## REGISTER NOW !!!

### Conference Organiser

For any assistance with your registration, please contact the Conference Organiser

Paul Waite, 82 Gianmire Road, Baulknam Hills NSW 2153

Phone: 0419 460 299

Fax: (02) 9624 4378

e-mail: [pau1w@newsxpress.com.au](mailto:pau1w@newsxpress.com.au)