

3rd Annual Online Retail Supply Chain Summit



Driving end to end visibility for optimised last mile fulfilment

29th February 2016 - 2nd March 2016
Sofitel, Melbourne



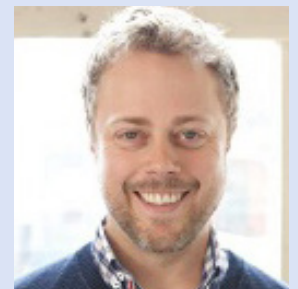
Apurva Chiranewala
Head of Shipping Strategy ANZ
EBay



Liu Bing
Senior Trade Commissioner (A/g),
Deputy Consul-General Shanghai
Australian Trade Commission



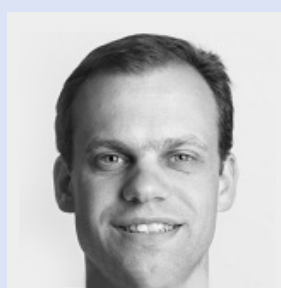
Nick Baker
Chief Executive Officer
Red Balloon



Justin Dry
Managing Director
Vinomofu
(Inside Retail's Top 50 People in E-Commerce 2015)



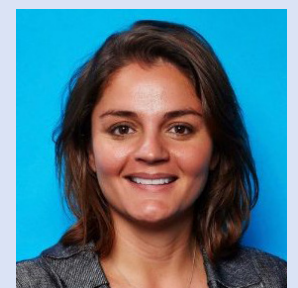
Jordan Muir
Co-Founder & Chief Innovation Officer
Aussie Farmers Direct
(Inside Retail's Top 50 People in E-Commerce 2015)



Ben Hare
Chief Operating Officer
Tinyme
(Inside Retail's Top 50 People in E-Commerce 2015)



Tony Navin
Senior Vice President, Partnerships
and Strategic Initiatives
SnapDeal



Julie Mathers
Head of Online
Masters
(Inside Retail's Top 50 People in E-Commerce 2015)

Hear from over 30 thought-leaders and network with 250+ attendees
See full speaker list inside!



Hear cross sector leaders share the latest trends and influencers in online retail supply chains



Gain insight on how to leverage innovative strategies and technologies to enable end to end visibility



Build strategies for last mile fulfilment that can differentiate your supply chains



Listen to what industry experts are doing to expand access, agility and responsiveness of their supply chains

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supply chain commerce delivered™

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GOLD SPONSOR:

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inspired solutions

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THE VISION IS YOURS

fluentretail
the language of commerce

ROUND TABLE SPONSOR:

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GLOBAL

EXHIBITORS:

VANDERLANDE

SEKO
Omni-Channel Logistics

EDIStech
enabling global e-commerce

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THE VOICE OF NEW RETAIL

ARA
Australian Retailers

The Chartered Institute of Logistics and Transport

SCLAA SUPPLY CHAIN & LOGISTICS ASSOCIATION OF AUSTRALIA

MEDIA PARTNERS:

InsideRetail

inside FMCG

Expert Speaker Panel Includes



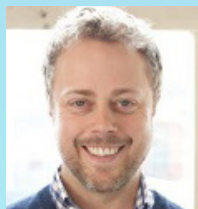
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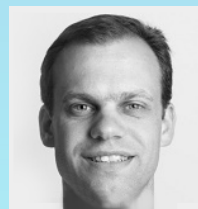
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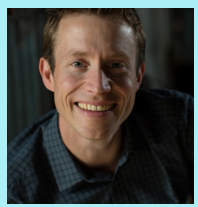
Sven Lindell
Chief Digital Officer
Bras n Things
(Inside Retail's Top 50 People in
E-Commerce 2015)



Julie Mathers
Head of Online
Masters
(Inside Retail's Top 50 People in
E-Commerce 2015)



John Winning
Chief Executive Officer
Winning Group



James Chin Moody
Chief Executive Officer
Sendle



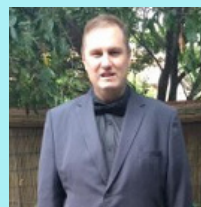
Luke Condon
Head of Toll Customer
Delivery
Toll Group



Leo Zaitsev
Director Commercial
Operations,
Klika



Brad Foender
Head of E Commerce
Coles



Greg Small
Head of Transport
Wine Quarter, The
Woolworths Group



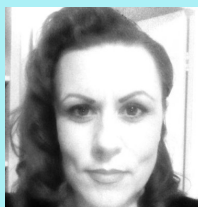
James Wakefield
Co-Founder & Managing Director
InStitchu



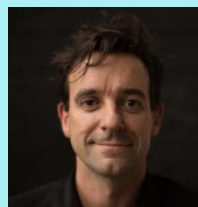
Robin McGowan
Co-Founder & Director
InStitchu



Nick Nicolaou
Managing Director
GoLights



Kristie Kiam
Director of Supply Chain
Clarins



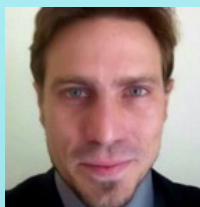
Mike Astin
Head of Supply Chain
T2



Phillip Haddad
Chief Operating Officer
Booktopia



Thomas O'Connor
Supply Chain Manager
Oceania
Louis Vuitton



Mathieu Cordonnier
Sales Operations &
Logistics Manager
Nespresso



Ron Hurley
General Manager Supply
Chain
Fuji Xerox



Paul Greenberg
Executive Chairman
NORA



Steve Thompsett
Vice President Business
Development
DHL Supply Chain



Robert Turner
General Manager - Business
Development and Solutions
Toll Global Logistics -
Customised Solutions



Brad Welsman
Managing Director
Schaefer Systems



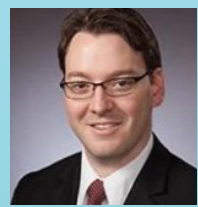
Robert Fleming
Managing Director
BSM Global



Andy Powell
Managing Director
Agile Commerce



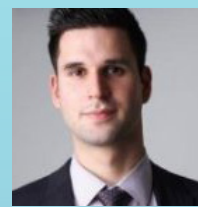
Tess Bennett
Editor
Internet Retailing



Steven Ortley
Senior Manager Consumer
Workflow Solutions
Honeywell Sensing &
Productivity Solutions



Pas Tomasiello
Director, Integrated
Systems Group
Dematic



James Zervoulis
Director
ThinTea



David Wilson
Director
Master Research Australia



Doug Connell
Director
Master Research Australia



Robert Seiler
Managing Director
KNAPP AUSTRALIA



Mehdi Fassaie
Chief Executive Officer &
Co-founder
Fluent Retail & ParcelPoint



Andrew Leggatt
Supply Chain Manager
Cimpress

Plus Senior Representatives from:



Welcome



Dear Peers and Colleagues,

Consumers are expected to spend over \$1.6 trillion online this year, doubling to over \$3.5 trillion by 2019, according to EMarketer. Furthermore, here on our shores NAB's latest Online Retail Sales Index reveals Australians alone have spent \$17.4 billion online in the past year.

The 3rd Online Retail Supply Chain Summit will be a timely event showcasing key online retail pioneers who have led supply chain innovation and growth in Australia. Over three focused days, you will join our sector's leaders and your peers in senior management, to discuss the key trends disrupting the online retail supply chain.

You will hear strategic insights and experiences to enable agile, visible and responsive supply chains, where the customer is at the core.

This will be an opportune forum to hear how you can transform your supply chain and trigger the levers for continuing growth into diverse markets and new geographies.

I look forward to seeing you there.

Best Regards,

John Winning,
Chief Executive Officer
Winning Group

Testimonials

“ Overall the forum was a good opportunity to benchmark ourselves, and meet peers from other industries ”

L'Oréal

“ An excellent industry event, focused on the interests and needs of many Australian retailers, everyone will learn something valuable, very worthwhile. ”

NRA

“ A good gathering of all entities faced with the challenge of online business across a number of industries and scales of business ”

Super Retail Group

Delegate Breakdown

Delegate attending will be

Chief Executive Officers, Managing Directors, Chief Technology Officers, Chief Operations Officers, Chief Digital Officers

Along with Heads of, Directors, General Managers and Senior Managers in:

- E-Commerce
- Online
- Digital
- Supply Chain
- Logistics
- Demand Planning & Forecasting
- Omni-Channel
- Operations
- Transportation & Delivery
- Warehouse & Inventory Management
- Order Management
- Distribution
- Fulfilment
- Information Technology

Delegates attending will come from the following industries:

- 3PL
- Apparel and Fashion
- FMCG
- Lifestyle
- Electrical & Electronics
- Healthcare & Pharmaceuticals
- Cosmetics & Hair Products
- Office Supplies & Stationary
- Furniture & Home Ware
- Books & Magazines
- Kitchenware & Home Appliances
- Manufacturing

CONFERENCE DAY ONE: TUESDAY 29th FEBRUARY 2016

- 8:00 Welcome and registration
- 8:50 Opening remarks from the Chair
John Winning, Chief Executive Officer, Winning Group

PLENARY - DEFINING THE LEVERS FOR ONLINE SUPPLY CHAIN VALUE

- 9:00 **KEYNOTE**
The disruptive nature of the retail supply chain
- How digitalisation and mobility of shopping has reengineered the process and technology of online retail
 - Rethinking and redesigning the purpose of the retail supply chain
 - Who is buying? What are they buying? How are they buying
- Apurva Chiranewala**, Head of Shipping Strategy ANZ, EBay
- 9:30 **KEYNOTE**
Critical drivers transforming the retail supply chain
- How price, assortment and service drive differentiation
 - Examining the impact of economics and geography in determining scale, scope and efficiency
 - The ubiquity of technology to enable the underpinnings - visibility and information
- Nick Baker**, Chief Executive Officer, Red Balloon
- 10:00 **Levers for maximising value for online retail**
- Maximising delivery performance while minimising costs
 - Enabling flexibility and responsiveness
 - Conquering the complexity of management
- Luke Condon**, Head of Toll Customer Delivery, Toll Group
Paul Greenberg, Executive Chairman, NORA
- 10:30 **INTERNATIONAL KEYNOTE**
Building the value proposition of online retail in an emerging hybrid retail space
- The transition to online retail or the integration of online and offline platforms as a natural progression
 - Factors underpinning the value proposition for buyers and sellers in a marketplace model
 - Adding efficiency and new growth avenues
- Tony Navin**, Senior Vice President, Partnerships and Strategic Initiatives, SnapDeal
- 11:00 Morning tea

STREAM A – SUPPLY AND DEMAND MANAGEMENT

- 11:30 **Integrating demand planning and forecasting**
- How a push and pull process can enhance responsiveness
 - Anticipation of demand and determination of capacity
 - The value of collaborative forecasting across the supply chain
- Ron Hurley**, General Manager Supply Chain, Fuji Xerox

- 12:00 **Supply chain agility**
- Managing and responding with immediacy to opportunities and threats through end to end visibility
 - Building multi dimensional qualities - alertness, accessibility, decisiveness, swiftness and flexibility
 - Adapting quick response strategies
- Jordan Muir**, Co-Founder & Chief Innovation Officer, Aussie Farmers Direct

STREAM B – LAST MILE FULFILMENT

- 11:30 **Innovation in logistical systems, practice and infrastructure**
- Organisational shift from cost driven to customer driven innovation
 - Triggers and drivers for innovation
 - Developing market and technology intelligence to enable both shippers and service providers
- Mike Astin**, Head of Supply Chain, T2
Andy Powell, Managing Director, Agile Commerce

- 12:00 **Enable efficient, accurate and timely fulfilment**
- Rendering the fulfilment pathway visible to retailer and customer alike
 - Interactivity for internal management and customer accessibility and dialogue
 - Big data analytics for logistics and warehousing
- Steven Ortley**, Senior Manager Consumer Workflow Solutions, Honeywell Sensing & Productivity Solutions

<p>12:30 Planning and execution of an agile supply chain</p> <ul style="list-style-type: none"> • Process integration and demand management • Streamlining and automation of internal logistics • Building effective back-end enterprise system services <p>Andrew Leggatt, <i>Supply Chain Manager</i>, Cimpress</p>	<p>12:30 Models for transport and logistic</p> <ul style="list-style-type: none"> • Planned and speedy delivery as a critical operation for online retail • Examining the value proposition for an effective logistics model • Optimising costs and the order completion cycle <p>Greg Small, <i>Head of Transport, Wine Quarter</i>, The Woolworths Group</p>
<p>1:00 Networking Luncheon</p>	<p>1:00 Networking Luncheon</p>
<p>2:00 The Commerce Ready Enterprise – Getting your supply chain closer to your customer in this omni-channel world</p> <p><i>Senior Representative</i>, Manhattan Associates</p>	<p>2:00 The next level in fulfilment</p> <ul style="list-style-type: none"> • Diversifying the logistics function to the nth level of customisation • How technology is fuelling this change in the coming two years • Collaborative innovation to differentiate product and add value <p>Robert Turner, <i>General Manager - Business Development and Solutions</i>, Toll Global Logistics - Customised Solutions</p>
<p>2:30 Building supplier relationships</p> <ul style="list-style-type: none"> • Leveraging supplier relationships • Expansion into new geographies to broaden the scope and scale of supplier base • Driving supply chain innovation through supplier collaboration <p>Leo Zaitsev, <i>Director Commercial Operations</i>, Klika</p>	<p>2:30 Automation in Ecommerce Warehousing and Fulfilment</p> <ul style="list-style-type: none"> • Latest technology and trends • Local and global examples <p><i>Senior Representative</i>, Swisslog</p>

3:00 Afternoon tea

3:30 BREAKOUT SESSIONS

Supplier relationship management

The breakout session will feature three dedicated facilitated interactive discussions giving the groups an opportunity to engage in depth on the particular issue sharing experience, discussing challenges and strategies.

Breakout session 1:

- Looking beyond the cost drivers for strategic procurement – reliability, accessibility, speed

Facilitator: **Mathieu Cordonnier**, *Sales Operations & Logistics Manager*, **Nespresso**

Breakout session 2:

- Building collaboration with a dynamic and dispersed supplier base

Facilitator: *Senior Representative*, **L’Oreal**

Breakout session 3:

- The changing face of global retail trade management

Facilitator: **Robert Flemming**, *Managing Director*, **BSM Global**

CLOSING PLENARY

4:00 KEYNOTE

Consumer delivery capabilities into Asia

- Understanding the Asian market and the inherent opportunities for Australian retailers
- China in focus – the internet revolution driving retail buying trends and m-commerce
- Australia China FTA – Implications for the online retail world

Liu Bing, *A/g Senior Trade Commissioner & Deputy Consul General – Shanghai*, **Australian Trade Commission (AUSTRADE)**

4:40 Closing remarks from the Chair and end of conference day one

John Winning, *Chief Executive Officer*, **Winning Group**

4:45 NETWORKING COCKTAIL RECEPTION



7:00 GALA DINNER

Informal networking plus entertainment

CONFERENCE DAY TWO: WEDNESDAY 1st MARCH 2016

- 8:00 Welcome and registration
- 8:50 Opening remarks from the Chair
Sven Lindell, *Chief Digital Officer, Bras n Things*

THE CUSTOMER REVOLUTION AND THE CHANGING RETAIL BUSINESS MODEL

- 9:00 **KEYNOTE**
Evolving the next level of customer experience
- Understanding customer behaviour to deliver differentiation, customisation and personalisation
 - Informed customer segmentation and tailored supply for complex and standard customers
 - Enabling end to end visibility and accessibility for customer – from clicking buy to deliver
- Justin Dry**, *Managing Director, Vinomofa*
- 9:30 **KEYNOTE**
Integrating online and in-store buyer experience for a customer experience driven commerce strategy
- Replicating the physical in-store experience on the web
 - How the digital platform ensures that the customer's experience integrates information, pricing, product diversity, ease of use and choice
 - Building a scalable, innovative and efficient e-commerce platform
- Brad Foerander**, *Head of E Commerce, Coles*
- 10:00 **Building a customer-centric lean retail chain**
- Developing a lean retail model
 - Leveraging social technology strategies to engage with customers
 - Leveraging data and analytics to render the multi-channel supply chain intelligent and responsive to customer behaviour
- Ben Hare**, *Chief Operating Officer, Tinyme*
- 10:30 **The Digital Connected Customer: Bridging the gap between retail stores and the online marketplace**
- Using technology in store to transform the buying process
 - Understanding customer buying behaviour and anticipate where it is heading
 - Embracing multiple order fulfilment options without reducing margins and overstocking
- Facilitator:** *Senior Representative, Manhattan Associates/Honeywell*
Panellists:
Thomas O'Connor, *Supply Chain Manager Oceania, Louis Vuitton*
Julie Mathers, *Head of Online, Masters*
James Zervoulis, *Director, ThinTea*
- 11:00 Morning Tea

STREAM A - SUPPLY CHAIN RISK MANAGEMENT & SUSTAINABILITY

- 11:30 **Charting the commercial risk profile for online retail**
- The economic slowdown and the implications for global online retail
 - Managing increasing customer expectation and diverse customer and supplier base
 - Increasing competition –the continuing effort for differentiation, the implications for slow response for the bottomline
- Phillip Haddad**, *Chief Operating Officer, Booktopia*
- 12:00 **Sustainable supply chains**
- Examining key risks and strategies for management for procurement, distribution and last mile fulfilment in supply chain
- Steve Thompsett**, *Vice President Business Development, DHL Supply Chain*
- 12:30 **Simplifying and securing delivery**
- Getting the delivery service model right
 - Considering the risks for frictionless and smart delivery
 - Technology to prevent and mitigate risk
- James Chin Moody**, *Chief Executive Officer, Sendle*
- 1:00 Networking Luncheon

STREAM B – OMNI CHANNEL: FROM EVOLUTION TO REVOLUTION

- 11:30 **Integrating your traditional business model with the online retail revolution**
- Building the next gen fulfilment network for omni channel success
 - Creating flexible commerce and marketing platforms to provide seamless experience across digital and physical realms
 - Delivering interconnectivity between every touchpoint from the consumer's perspective
- James Wakefield**, *Co-Founder & Managing Director, InStitchu*
Robin McGowan, *Co-Founder & Director, InStitchu*
- 12:00 **Creating effective multiple fulfilment pathways**
- Building pathways and defining optimal flow paths
 - Understanding the dynamics/synergies across the supply chain
 - Designing a distribution center to include flexible fulfillment paths to meet demand
- Brad Welsman**, *Managing Director, Schafer Systems*
- 12:30 **The latest trends in eCommerce and retail shopping**
- Omnichannel: What does it really mean and how are leading companies changing their game?
 - Meeting the expectations of the ever-evolving consumer
 - How is the supply chain transforming and why is it critical to the success of companies
 - Which strategies and technologies can help online retailers achieve a competitive advantage
- Pas Tomasiello**, *Director, Integrated Systems Group, Dematic*
- 1:00 Networking Luncheon

<p>2:00 Behind every business, Datalogic makes it happen <i>Senior Representative, Datalogic</i></p>	<p>2:00 The omni-channel customer and the impact on demand management</p> <ul style="list-style-type: none"> • How changing customer expectations will influence demand planning • Delivering both online and store demands while servicing the particular nature of each • Trends in demand forecasting and planning for omni channel <p>Thomas O'Connor, Supply Chain Manager Oceania, Louis Vuitton</p>
<p>2:30 Innovative solutions for sustainable multi-channel supply chain fulfilment</p> <ul style="list-style-type: none"> • Building a technological architecture in the warehouse for efficiency and responsiveness using sub-systems such as GTP, Shuttle Systems, etc. • Rendering the inventory and warehouse systems visible for flexible and reliable order handling • Integrating functions in the distribution centre for efficient resource management and cost reduction <p>Robert Seiler, Managing Director, KNAPP AUSTRALIA</p>	<p>2:30 How Smart Technology Enables Omni-Channel Fulfilment</p> <ul style="list-style-type: none"> • Omni-channel retailers have a unique advantage over their pure play competitors – the store network • The question then becomes “how do I leverage my inventory, staff and systems across all sales channels for best customer experience and still make a profit?” • Smart technology is the answer, including being able to represent store inventory in your online shop, shipping from local stores and handling returns in-store, no matter where they originated • This ensures your customers get what they want, when they want it, and you maximise your profit margins <p>Mehdi Fassaie, Chief Executive Officer & Co-founder, Fluent Retail & ParcelPoint</p>

3:00 **Afternoon tea**

3:30 **BREAKOUT SESSIONS**

Critical business functions for omni channel efficiency

The breakout session will feature three dedicated facilitated interactive discussions giving the groups an opportunity to engage in depth on the particular issue sharing experience, discussing challenges and strategies.

Breakout session 1:

- Organisational transformation to integrate online culture and structures

Facilitator: Tess Bennett, Editor, Internet Retailing

Breakout session 2:

- Building customised structures for online supply chain management, logistics and distribution

Facilitator: Senior Representative, Teds Cameras

Breakout session 3:

- Selecting digital tech to engage different customer groups to build robust data and analytics capabilities

Facilitator: Senior Representative, Body Shop

CLOSING PLENARY

4:00 **Assurance of supply through innovative and visible online strategies**

- Impact of merging online and offline business on the supply chain
- Talking customer first – engaging customers from click to delivery
- Creating visible, collaborative systems for order/transaction and delivery

Julie Mathers, Head of Online, Masters

4:30 **Ethical procurement in the global chain**

- Changing customer and investor expectations for ethical procurement – who makes what you buy and how?
- Integrating a seamless strategy for corporate citizenship for the supply chain
- Transparency in purchasing policies to reflect CSR frameworks and regulatory obligations

Nick Nicolaou, Managing Director, GoLights

5:00 **Closing remarks from the Chair and conference adjourns**

Sven Lindell, Chief Digital Officer, Bras n Things

POST-CONFERENCE WORKSHOPS DAY THREE: THURSDAY 2ND MARCH 2016

<p>Workshop A : 9:00 AM – 12:00 PM Delivering capacity and capability for leading edge last-mile fulfilment</p>	<p>WORKSHOP B: 1:00 PM – 4:00 PM Cross border fulfilment in a diverse global online retail era</p>
<p>This workshop will look at the key factors underpinning customer expectations for last-mile fulfilment and offer insights into how to develop the right strategies and systems to optimise and refine the fulfilment process.</p> <ul style="list-style-type: none"> • Understanding the nature of diverse fulfilment models for the omni-channel supply chain • Integrating end-to end visibility to render fulfilment as a part of the customer experience • Key elements in delivering operational capability in supply chain logistics in a commercially viable way <p>Andy Powell, Managing Director, Agile Commerce</p>	<p>This workshop is designed to provide insights into the designing of an effective cross-border strategy based on deep understanding of diverse markets, demographics and consumer groups with a particular focus on the Asian marketplace.</p> <ul style="list-style-type: none"> • The emergence of cross-border e-commerce and the implications for market access for large and sme retailers • Developing fulfilment strategies in a disparate and fragmented landscape • International regulations, customs and regional agreements • Collaboration with fulfilment partners across the chain for rapid growth, rapid response and flexible scalability <p>Dr David Wilson, Director, Master Research Australasia Doug Connell, Director, Master Research Australasia</p>

REGISTRATION FORM – SCM16

REGISTRATION FEE

(Excluding GST)

Register & book before

STANDARD RATE

20 Nov 2015

11 Dec 2015

22 Jan 2016

12 Feb 2016

Standard Rates

Conference Only	\$ 1,299	\$ 1,399	\$ 1,499	\$ 1,599	\$ 1,699
Conference Plus 1 Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	\$ 1,899	\$ 1,999	\$ 2,099	\$ 2,199	\$ 2,299
Conference Plus 2 Workshops	\$ 2,199	\$ 2,299	\$ 2,399	\$ 2,499	\$ 2,599

Solution Provider Rates

Conference Only	\$ 3,099	\$ 3,199	\$ 3,299	\$ 3,399	\$ 3,499
Conference Plus 1 Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	\$ 3,699	\$ 3,799	\$ 3,899	\$ 3,999	\$ 4,099
Conference Plus 2 Workshops	\$ 3,999	\$ 4,099	\$ 4,199	\$ 4,299	\$ 4,399

Gala Dinner (Dinner is for conference participants only).

\$ 195

AN ADDITIONAL 10% GST IS APPLICABLE ON ALL CHARGES

SAVE! Choose between:

1: **EARLY BIRD DISCOUNT.** Register and pay by a deadline indicated above to achieve up to 20% SAVINGS on the Standard Rate. Registrations received without payment are ineligible for an Early Bird Discount and will be charged at the Standard Rate.

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All group registrations must be from the same company, at the same time and for the same event.

Registrants must choose between the most advantageous discount option.

Please check here for a free trial subscription to Inside Retail Weekly Premium magazine.

5 EASY WAYS TO REGISTER

Phone: 61 2 9247 6000

Fax: 61 2 9247 6333

Email:
registration@akolade.com.au

Online: www.akolade.com.au

Mail:

Akolade Pty Ltd
Suite 3.02, Level 3, 20 Loftus St.
SYDNEY, NSW, 2000 Australia

DATES & VENUE

(Please tick)

MELBOURNE
29th Feb 2016 - 2nd Mar 2016
Sofitel Hotel
25 Collins Street
Melbourne VIC 3000
+61 3 9653 0000

Day One

Day Two

Stream A **Stream A**
 Stream B **Stream B**

NETWORKING DRINKS

Please tick to indicate attendance

If you registered as a group, please indicate how many people will be attending.

VIP CODE

DELEGATE DETAILS (Please complete in black letters)

Today's date: / /

Name

Job Title

Phone Email

Name

Job Title

Phone Email

Name

Job Title

Phone Email

Company

Postal Address

CITY

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POSTCODE

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EFT: Transfer your payments to Akolade Pty Limited at Commonwealth Bank of Australia BSB 062 099 Account No. 1068 5915. Please quote SCM16 on the EFT.

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* A credit card fee of 2.5% will apply for Diners or Amex in the amount of \$ _____

Card No: / Expiry Date: /

Card holder's Name: _____ Signature: _____

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