

THE NATIONAL NEWSAGENT CONFERENCE YOU WILL NOT WANT TO MISS.

GRAND HYATT MELBOURNE 14-16 OCTOBER 2009
WORLD CLASS SPEAKERS. PRACTICAL WORKSHOPS. BRILLIANT NETWORKING.

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DIAMOND SPONSORS



HOSTED BY



CONFERENCE PROGRAM

WEDNESDAY 14 OCTOBER 2009

9.00am	Buses depart Grand Hyatt for optional Golf Day at Medway Golf Club – one of Melbourne's premier courses.
4.00pm – 6.00pm	REGISTRATION DESK OPEN AT GRAND HYATT HOTEL
7.00pm – 10.00pm	WELCOME FUNCTION sponsored by Pacific Magazines – “The Residence” Grand Hyatt

THURSDAY 15 OCTOBER 2009

7.45am	REGISTRATION DESK OPENS
8.00am	TRADE DISPLAY OPENS
8.30am	BUSINESS SESSIONS COMMENCE – Welcome by <i>newsXpress</i> Founding Director Graham Randall , <i>newsXpress</i> Director Mark Fletcher , <i>newsXpress</i> General Manager Ben Kay
9.30am	“Reinventing an Old Industry” Geoff Lord – Chairman Belgravia Leisure & Melbourne Victory FC
10.15am	MORNING TEA
10.45am	“Making Money from Magazines in 2010 and Beyond” Nick Chan – Managing Director Pacific Magazines
11.10am	“Why some newsagencies are more successful than others” Mark Fletcher – Tower Systems
11.40am	Innovation & Leadership – Facilitator Trent Shields <i>newsXpress</i> Marketing Manager
12.30pm	LUNCH sponsored by ACP Connections and Network Services
1.30pm	Workshops 1,2,3,4 & 5 (Session 1)
2.15pm	Workshops 1,2,3,4 & 5 (Session 2)
3.00pm	AFTERNOON TEA
3.30pm	Workshops 1,2,3,4 & 5 (Session 3)
4.15pm	Workshops 1,2,3,4 & 5 (Session 4)
5.00pm	Close of Business Sessions
5.15pm	Registration Desk Closes
	Trade Display Closes
7.00pm	Pre Dinner Cocktails Plaza Ballroom Collins Street – Sponsored by Hallmark Cards
7.30pm	GALA AWARDS DINNER – Plaza Ballroom Regent Theatre

FRIDAY 16 OCTOBER 2009

7.45am	REGISTRATION DESK OPENS
	TRADE DISPLAY OPENS
8.30am	“How Valuable is the Greeting Card Category” Russell Parker – Group Managing Director Hallmark Cards Australasia
9.00am	“Building a Successful Group of Book and Stationery Retailers” Rob Smith – CEO Paper Plus New Zealand

10.00am	MORNING TEA
10.30am	“Channel Challenges” Eric Beecher – CEO Private Media Aust Pty Ltd and Publisher of “crikey.com”
11.30am	“The Future of Print Media” James Manning – Publisher Media Week
12.10pm	“Profit from Technology Products” James Simadas – Principal Jenlist Distributors
12.30pm	LUNCH
1.30pm	“How to Compete in a Traditional Channel” Michael Logos – Founder Crust Pizza
2.30pm	“ <i>newsXpress</i> – 2010 and Onwards” Graham Randall, Mark Fletcher, Ben Kay
3.00pm	AFTERNOON TEA
	TRADE DISPLAY OPEN
3.30pm	OPEN FORUM – <i>newsXpress</i> Members ONLY BUILDING A BETTER NEWSAGENCY – For non- <i>newsXpress</i> members <i>newsXpress</i> Support team members will host an introduction to <i>newsXpress</i> . We encourage all newsagents interested in achieving more from their business to attend. During the session <i>newsXpress</i> Support Staff will outline exclusive <i>newsXpress</i> business marketing initiatives, exclusive <i>newsXpress</i> supplier deals, provide an excellent networking opportunity and explain the business strategies that provide their point of difference every year, every season, every promotion and every day.
4.30pm	CONFERENCE CLOSE
7.00pm	CASUAL DINNER (optional) – For those staying over night Friday 16th Oct, there will be a networking opportunity at some of Melbourne's local restaurants at your own expense if you wish to attend.

SATURDAY 17 OCTOBER 2009

OPTIONAL ACTIVITIES

Option 1 \$95.00 per person	Caulfield Cup – Caulfield Racecourse 10.00am Coaches depart Grand Hyatt Hotel 5.00pm Coaches depart Caulfield Racecourse for Grand Hyatt Hotel
Option 2 \$160.00 per person	Retail Tour and Hallmark Cards Visit 9.00am Coaches depart Grand Hyatt Hotel Visit Hallmark Cards facility, and Knox City Shopping Centre LUNCH at a Red Hill Winery 5.30pm Coaches arrive Grand Hyatt Hotel

ADDRESSES

GRAND HYATT MELBOURNE
123 Collins Street
Melbourne, VIC 3000
TEL: +61 3 9657 1234

PLAZA BALLROOM – Regent Theatre
191 Collins Street
Melbourne, VIC 3000

WORKSHOP SESSIONS

	SESSION 1	SESSION 2	SESSION 3	SESSION 4
WORKSHOP	1 Visual Merchandising – IDEAL FOR STAFF MEMBERS Dennis Price – CEO, Gonador Management Solutions	Visual Merchandising – IDEAL FOR STAFF MEMBERS Dennis Price – CEO, Gonador Management Solutions	Visual Merchandising – IDEAL FOR STAFF MEMBERS Dennis Price – CEO, Gonador Management Solutions	Visual Merchandising – IDEAL FOR STAFF MEMBERS Dennis Price – CEO, Gonador Management Solutions
	2 Why Brands Matter! David Haskard – Hallmark	Why Brands Matter! David Haskard – Hallmark	Why Brands Matter! David Haskard – Hallmark	Why Brands Matter! David Haskard – Hallmark
	3 Recession Busting Round Table! Mark Fletcher – Director, <i>newsXpress</i>	Local area marketing for your business Trent Shields – National Marketing Manager, <i>newsXpress</i>	Recession Busting Round Table! Mark Fletcher – Director, <i>newsXpress</i>	Local area marketing for your business Trent Shields – National Marketing Manager, <i>newsXpress</i>
	4 XchangeIT and EDI Standards Gavin Williams – General Manager, Tower Systems	XchangeIT and EDI Standards Gavin Williams – General Manager, Tower Systems	XchangeIT and EDI Standards Gavin Williams – General Manager, Tower Systems	XchangeIT and EDI Standards Gavin Williams – General Manager, Tower Systems
	5 How to sell to your customers! – IDEAL FOR STAFF MEMBERS Ben Kay – General Manager, <i>newsXpress</i>	How to sell to your customers! – IDEAL FOR STAFF MEMBERS Ben Kay – General Manager, <i>newsXpress</i>	How to sell to your customers! – IDEAL FOR STAFF MEMBERS Ben Kay – General Manager, <i>newsXpress</i>	How to sell to your customers! – IDEAL FOR STAFF MEMBERS Ben Kay – General Manager, <i>newsXpress</i>

THE SPEAKERS



GEOFF LORD

Geoff Lord is the current chairman of the Australian football (soccer) club, the Melbourne Victory in the newly formed A-League. A well known corporate identity in Melbourne and former chairman of Hawthorn Football Club (AFL), he founded the Belgravia Group in 1990. It now employs over 3000 people in a wide variety of operations, and is one of the largest operators of golf courses and fitness centres in Australia. Amongst the companies owned by Lord's Belgravia Group is Belgravia Soccer Management, which in turn owns a 50% stake in Melbourne Victory.



NICK CHAN

Nick Chan is the CEO of Pacific Magazines. He joined the company in March 2004 after previously holding the position of CEO at Text Media Group. Prior to joining Text Media Group, Nick held a series of senior management positions at Australian Consolidated Press - including Group Publisher - Major Market & Lifestyle Group and Chief Operating Officer. Nick has a total of 20 years publishing experience.



MARK FLETCHER

Mark Fletcher is the owner of Tower Systems Pty Ltd and has been offering state of the art Point of Sale software systems for over 28 years. A committed and dedicated newsagent, Mark is continually working to make the newsagency industry survive well into the future.



MICHAEL LOGOS

In 2001 Costa Anastasiadis & Michael Logos identified a hole in the Australian pizza market. The industry was made up of the big chains, which either focused on fast delivery with mediocre products and limited choice, or the independent operators who offered high quality products with limited, or no delivery service. Costa & Michael took the best of both worlds and created a niche in the market place with a high quality product and delivery service. Since day one the response was phenomenal, revolutionising the perception of pizza delivery.



ROB SMITH

Rob Smith is the CEO of the Paper Plus Group that began 24 years ago and is one of New Zealand's largest stationers and bookseller. The Group incorporates two separate retail brands; Paper Plus, which has 101 stores, and Take Note with 74 stores, all offering a great range of stationery, books, magazines, cards and gifts to New Zealand consumers. There is a Paper Plus store in every town and city, from Kaitia to Invercargill.



ERIC BEECHER

Eric Beecher is a former editor-in-chief of the Herald & Weekly Times and editor of the Sydney Morning Herald. He has worked as a journalist with The Age, the Sunday Times and the Observer in the UK, and the Washington Post. In 1985, at 33, he became the youngest editor of the Sydney Morning Herald before being approached by Rupert Murdoch to become editor-in-chief of the Melbourne Herald and Weekly Times newspaper group. Eric was one of the founders of The Text Media Group.



JAMES MANNING

As Publisher and Editor of Mediaweek, James Manning is a respected analyst of Australian media businesses. His independent analysis will help newsagents understand trends in print and how they may impact our businesses.



JAMES SIMADAS

James and Donna Simadas owned a successful newsagency in the Blue Mountains for over 13 years. During that time James noticed the growing business of telecommunications and the benefits of the telecommunications industry and became a distributor of prepaid internet products. This included prepaid mobile phones, recharge, international calling cards and now much, much more. After three years James sold the newsagency and began to run Jenlist Distributors full time with one clear goal, to give Newsagents a piece of the ever-growing pie that is telecommunications. James and his wife Donna have successfully been supplying and supporting the newsagent industry with telco for over 11 years now.



RUSSELL PARKER

Russell Parker is the Group Managing Director of Hallmark Cards Australasia. Prior to his current position Russell worked in the Hallmark International and UK business in the following areas; Customer Operations, Merchandisers, Warehousing & Display Space Management teams and Category Management.

PLATINUM SPONSORS



GOLD SPONSORS



AN INVITATION

newsXpress is proud to conduct our second national conference. An invitation is extended to you to register as a delegate at what will be an informative, enjoyable and memorable event. In an environment of networking and social interchange, our exciting conference program will ensure a rewarding and meaningful takeaway for all delegates. Delegates are assured of an experience they will never forget. This conference is open to all newsagents regardless of whether you are a member of the **newsXpress** group.

WHO SHOULD ATTEND

The conference is for both **newsXpress** members and newsagents generally. Newsagency staff members are especially welcome. Publishers, Distributors, Suppliers and Service providers to the newsagency industry are all welcome to attend. 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

The Grand Hyatt Hotel in Melbourne has been selected as our venue due to its central location in the glorious city of Melbourne and its reputation as one of Melbourne's leading hotels. It has recently completed a quality refurbishment and is ideally suited to our Conference.

ACCOMMODATION RATES

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

REGISTRATION INCLUSIONS

The conference Registration Fee includes the following:

- Welcome Function (includes substantial canapés & beverages) Wednesday 14 Oct 09
- Entry to conference Sponsors Trade Display each day
- Attendance at all conference sessions & workshops
- Morning/Afternoon teas & lunches Thursday 15 & Friday 16 Oct 2009
- Pre Dinner Cocktails Thursday 15 Oct 09
- Gala Conference Dinner Thursday 15 Oct 09
- Delegate Compendium & Promotional Items

CONFERENCE REGISTRATION COSTS

Thanks to the generosity of the Conference sponsors registration fees have been kept to a minimum.

TYPE	EARLY BIRD	REGULAR
newsXpress Members	\$395	\$450
Non Members (Other Newsagents)	\$435	\$495
Suppliers	\$495	\$550
Supplier Staff (Day only - No Events)	\$120 per day	
Newsagency Staff (Does not apply to principals. Must be accompanied by a member. Must be approved by Head Office.)	\$120 (includes all sessions & functions, excludes golf & optional tours)	

*Early Bird registration cutoff date is the 14th of September 2009.

TRAVEL/FLIGHTS

No group travel arrangements have been made as some delegates prefer to make their own arrangements. Virgin Blue Airlines are the official Conference Airline and travel arrangements can be made by contacting the conference organiser 212°F and asking for Carrie or Tanya on (03) 8620 7820

*A \$45.00pp flight booking fee will be charged to all flight bookings. To avoid this fee you can book your flights yourself by registering online at www.newsxpress.com.au and clicking on the "Leading the Way! 2009 National Conference" logo.

SPONSORS TRADE DISPLAY AREA

Conference Sponsors welcome delegates to visit them in the Sponsors Trade Display area. This will be adjacent to our Conference Sessions venue and will be available for interaction with Sponsors before and after business sessions and during lunch and morning/afternoon tea breaks. A Trade Passport will be issued to all newsagent delegates which will need to be signed by a Sponsor representative on visiting their trade display. Completed passports will be entered into a draw for a chance to win excellent prizes.

CONFERENCE DRESS

Dress for all conference activities is smart casual (including the Conference Gala Dinner).

CONFERENCE REGISTRATION

The Conference Registration Desk will be located within the Grand Hyatt Convention area on the 8th floor of the hotel and will be open for Delegates to register and collect their name tag, compendium etc on Wednesday 14 October from 4.00pm to 6.00pm. It will also be open before and during business sessions.

REGISTER NOW!

ONLINE:

By going to www.newsxpress.com.au and clicking on the following logo:



MAIL:

Fill out the paper registration included in this program.

SILVER SPONSORS

