



**AUSTRALIA'S ELITE BRAND & BRANDING EVENT FOR 2005
LEARNING AND EXECUTING POWERFUL BRAND & MARKETING STRATEGIES**

30-31 AUGUST 2005 TWO-DAY EXECUTIVE CONFERENCE
DOCKSIDE FUNCTION CENTRE COCKLE BAY, SYDNEY

ANNUAL BRANDING SUMMIT 2005

LEARNING & EXECUTING THE **TEN BRANDING THEMES**

VALUABLE BRANDS | DYNAMIC COMPANIES | ELITE PRESENTERS | SUCCESSFUL STRATEGIES

WHO SHOULD ATTEND

The Summit is specially designed for executives and managers focused on

BUILDING CORPORATE & PRODUCT BRANDS

in consumer environments.

THIS EVENT WILL BRING TOGETHER:

FROM INDUSTRY

CEOs and Managing Directors

Marketing Executives

Corporate Affairs Executives

Sales Executives

General Managers

Business & Corporate Development Executives

Strategy Executives

Investor Relations Executives

Brand & Product Managers

BRAND PROFESSIONALS

Advertising & Marketing Executives

Management & Brand Consultants

Public Relations Managers

Marketing Academics

Managers of Public Bodies

RESERVE YOUR PLACES NOW.

See the registration page for payment options and group discounts.

☎ (02) 9380 7925

online at www.L21.com.au

fax: (02) 9357 2261

IS BRAND BUILDING HIGH ON YOUR LIST OF PRIORITIES? FUNDAMENTAL BRANDING PRINCIPLES ARE TIMELESS BUT PARADIGMS AND MEDIUMS CHANGE. EXECUTING BRAND AND BRANDING STRATEGIES SUCCESSFULLY MEANS THAT YOUR BRAND CANNOT STAND STILL

What can you learn from the BEST established and emerging brands? Over two days, L21 Annual Branding Summit 2005 brings together elite presenters who lead top brands and companies, and brand professionals who have recently helped companies build the best brands.

COMPELLING BRANDING CASE STUDIES

Martin Crawford	Managing Director (Asia Pacific)	TRAVELEX
Anne Radmacher	Managing Director (Luxury Products)	L'ORÉAL
Kevin Russell	CEO	HUTCHISON TELECOMS
Kate Vale	Regional Head (ANZ)	GOOGLE
Scott Morrison	Managing Director	TOURISM AUSTRALIA
Martin Hoffmann	CEO	NINEMSN
Alan Bowman	Regional MD, Asia Pacific	X-BOX
Bruce Mansfield	CEO (ANZ)	VISA
Warren Wilmott	Managing Director	7 ELEVEN
Robert Atkins	CEO	HARRIS SCARFE
John Batistich	Regional Managing Director	THE WRIGLEY CO
Paul Heath	Managing Director	READERS DIGEST
Michael Anderson	CEO	AUSTereo
Antony Wilson	Head of Marketing	NOKIA
Amanda Brook	General Manager, Marketing	SENSIS

EXPERT 'DYNAMIC BRANDS' PANEL PRESENTERS

Joshua Sparks	Managing Director	SASS & BIDE
Chris Gurney	General Manager	BAKERS DELIGHT
Steve Sheppard	CEO	BRAND STORY
John Casey	Chief Marketing Officer	VODAFONE

BRAND & BRANDING PROFESSIONALS

Roger James	President	AUST MARKETING INSTITUTE
David Kent	CEO	THE RIGHT GROUP
Dirk Howindt	CEO	BRAND ECHO

Branding Themes

Key learnings for delegates

THEME 1: BRANDING IN DYNAMIC INDUSTRIES

Brands have to keep up to survive and aim toward leadership to thrive in industries that are fast paced and continually changing.

- >> Evolving your brand vis-à-vis changing technology, changes in consumer lifestyles, and responding to perceptions of your brand.
- >> Managing product diversification and product extensions – avoiding brand overstretch and a confused consumer.
- >> Aligning your brand now with your future vision.

THEME 2: STRATEGIC BRANDING

Brand strategies cannot be confined to the marketing department. Branding strategy must be aligned with business strategy.

- >> Benefits of being strategic about branding.
- >> Taking a whole-of-organisation view of branding – aligning business plan with branding strategy.
- >> Communicating fundamental branding strategy across different segments of the whole organization.
- >> Broadening your branding perspective – Treating branding as a multi-dimensional activity.
- >> Positioning for advertising markets vs. consumer markets

THEME 3: BRANDING IN DOMESTIC VS. INTERNATIONAL MARKETS

Branding cannot be a cut-and-paste exercise. Branding to domestic markets can bring up different challenges to international markets.

- >> Brand segmentation – Learn to identify segments (core, niche, new and under-developed) in different domestic and international markets
- >> Successfully execute global brand launches and promotions locally
- >> Branding global premium and luxury brands in local markets – preventing premium brand erosion

THEME 4: REBUILDING A BRAND

The task of rebuilding a seemingly shattered or obsolete brand is one of the most difficult challenges.

- >> Know when your brand is aging, obsolete, unfocused or losing brand leadership and equity
- >> Bringing a brand back to life – when it can and cannot be done
- >> Being tactical and giving substance to brand rebuilding – revamping symbols, changing layouts, offering new products to suit changing lifestyles
- >> Learning to target, capture, and hold your new market

THEME 5: BRANDING INTERNALLY

Building and promoting brand values within your organization is as important as branding to customers.

- >> Creating a culture of values and respect for the brand – dos and don'ts
- >> Identifying brand misfits and brand terrorists within your organization
- >> Effecting transfer of brand values between generations – building a brand story
- >> Creating brand ambassadors within your organization

THEME 6: MANAGING RAPIDLY GROWING / EMERGING BRANDS VS. ESTABLISHED BRANDS

Managing rapidly growing and emerging brands bring up some different challenges to managing established brands.

- >> Out-hustling entrenched competitors in crowded markets
- >> Strategies to maintain momentum in your brand and learn to anticipate when momentum is fading
- >> Building resilient brands for the long haul – Why integrity in your fast growing brand cannot be compromised
- >> Moving from adolescence toward maturity – Keeping the brand fresh and reading the signs of brand complacency
- >> Methods of controlling the pace of the brand to suit your capabilities and long-term objectives
- >> Maintaining brand values in fast growing franchises
- >> Maintaining a foothold in core markets for established brands and moving away from core markets & products as an established brand – managing the risks and leveraging off your established brand to full advantage
- >> Evolving from established brand to brand leader & industry champion

THEME 7: BRING ACCOUNTABILITY AND METRICS INTO BRANDING

Branding and brand execution needs to speak a language wider than that of the marketing department. Boards, CEOs, and Finance executives need to understand branding initiatives in a language they know in order to support branding initiatives.

- >> Avoiding waste and promoting discipline in branding – speaking the language of numbers in branding execution and building brand equity
- >> Using Return on Investment (ROI) to drive current and future branding decisions
- >> Understanding the limitations of metrics in branding

THEME 8: TAKING ADVANTAGE OF NEW BRANDING MEDIUMS AND TECHNIQUES

New mediums bring up new challenges and requires new thinking but also offers new possibilities.

- >> Understanding the evolution of the Internet as branding medium.
- >> Brand building using search engines – targeting a local or global presence efficiently
- >> Online presence and branding strategies – Bypassing clutter and achieving cut-through

THEME 9: USING PARTNERSHIPS AND SPONSORSHIPS TO BUILD YOUR BRAND

The right partnerships and sponsorships is one way of quickly building brands but the wrong ones can be expensive and even damaging to your brand.

- >> Learn to identify the right fit – being strategic about associations with other entities
- >> Getting the right terms from sponsors and partners for your brand
- >> The power of building an icon brand

THEME 10: KEY DEVELOPMENT FOR FMCG BRANDS

The FMCG sector is one of the most competitive of any industry. Knowing the ten key changes impacting the growth of FMCG brands provides a critical advantage.

- >> Key changes affecting growth in FMCG brands: Changing consumers; Changing demand dynamics; Rising consumer health & safety needs; The innovation imperative; Managing and supporting brands; The category killer effect; Responding to retailer brands; Leveraging technology; Supply Chain efficiency; Distribution and space attack.
- >> Responses to combat and take advantage of these developments.

'Fundamental brand principles are timeless but how we execute branding strategies is always changing. The best brands do not stand still' L21 Research

WHY YOU SHOULD ATTEND?

Brand building remains the top priority for 70% of companies (The Economist). Put simply, the top companies make building the best brands their top priority. Brand and branding leadership matters as brands struggle for cut through in a crowded marketing space. The event focuses on what research suggests are the **TEN BRANDING THEMES** that almost all companies face.

ATTENDING L21 BRANDING SUMMIT 2005 ALLOWS YOU TO:

- >> Recognise and succeed in the **TEN BRANDING THEMES**
- >> Hear from some of the best **AUSTRALIAN & GLOBAL** brands
- >> Learn from presenters who have guided the **BRANDING SUCCESSES** of these top companies
- >> Learn from **EXPERTS** who work with the best current and emerging brands
- >> **COMPARE NOTES & NETWORK** with presenters and delegates who face the same challenges you face

How does your company's branding strategy and execution stack up in the **TEN BRANDING THEMES**?

THE L21 DIFFERENCE

NO SPONSORSHIP

Unique in the conferences industry, L21 does not accept sponsorship for our events as we believe this often has a negative effect on the quality of conference content. Because we do not accept sponsorship, our only goal is to make the event as beneficial as possible for participants. We are completely focused on the needs of conference delegates, not sponsors.

TOP RESEARCH

L21 is a research and conferences organisation. We draw heavily from our research strengths to provide conference programs of an exceptional standard. L21 Conferences target the latest and most successful thinking in designing a truly outstanding agenda. This is borne out by the overwhelmingly positive reaction to our events.

OUR CLIENTS INCLUDE

3M	Bacardi Lion	CommInsure	EyecorpEzyPay	Holden	NAB	Silhouette Optical
ABC	Badjar	Commonwealth	Fairfax	HP	Neverfail	Singapore Airlines
AC Nielsen	Batey Kazoo	Bank	Footo Cone	IBM	Nokia	Smith's
ACP Publishing	Bayer	Corporate Express	Belding	Integral Energy	Nova Radio	Sony
Adelaide Bank	Beringer Wines	Creative Brands	Fosco	Jaguar	OPSM	St George Bank
Adval Australia	BHP	Cryovac	Fossil Aust	Julia Ross	Optus	STW Comm
ALH Group	Blackie McDonald	CSIRO	Foster's	King Gee	Pacific Internet	Sun Rice
AmberTiles	Boags	Dairy Farmers	Four Seasons	Kodak	Parmalat	Sussan Group
Ancor	Boral	David Jones	FutureBrand	Levi Strauss	PB Foods	Telstra
AMP	BCG	Deks	GBST Holdings	LVMH	Pfizer	Tequila
ANZ	Brambles	Dell Computers	GE	Macquarie Bank	Pioneer Electronics	Toyota
Arnotts	Brown Borthers	Deutsche Bank	George Weston	Market 21	Porsche	UNSW
AstraZeneca	Camera House	Diageo	Google	Masterfoods	PZ Cussons	Valcorp Foods
ATO	Campbells	DMG Radio	Grand Hotel Group	McDonald's	QANTAS	Virgin Mobile
Audi	Capilano	Douwe Egberts	Hagemeyer	McWilliams Wines	Reckitt Benckiser	Vision Systems
Aussie Bodies	CUB	Ecorp	Hans Smallgoods	Meat & Lifestock	RTA	Visy
Aussie Home	Carter Holt Harvey	Ego Pharm	HarperCollins	Melbourne IT	Samsung	Vodafone
Loans	Cato Purnell	Einstein Da Vinci	Hausmann Comm	Metcash	Sanitarium	Waterford
Austar	Cerebos	Electrolux	HCF	Microsoft	Sara Lee	Wedgwood
Australian Ballet	Channel Seven	Energy Australia	Heat Group	Mitsubishi	SC Johnson	Weight Watches
Aust Dairy Corp	Chickadee	Envestra	Heineken	MLC	Seek.com	Westfield
Aust Pork	Coastes Hire	Esanda Finance	Hilton	Mrs Crockets	Sensis	Wizard

DELEGATE FEE INCLUDES:

- >> Delegate pass to the complete two day comprehensive program
- >> CD Rom of full presentations as well as a Leather Compendium for notes.
- >> Subscription to future L21 Worth Noting Research Reports plus a CD Rom of past reports.
- >> Platinum Discount Card for future L21 events (may be used by delegate and associates of delegates.)

Our aim is to provide benefits to attendees and their companies that significantly exceed the cost of attending the event.

Register Now to Reserve Your Place ☎(02) 9380 7925 online at www.L21.com.au fax: (02) 9357 2261

Day One August 30

8:30AM REGISTRATION

8:50AM WELCOME & OPENING

9:00AM MARTIN CRAWFORD, MANAGING DIRECTOR (AUSTRALASIA & JAPAN), TRAVELEX

Theme: Using sponsorship to build your brand

Travellex has become one of the most recognized brands in the world whilst becoming the global leader in the diversified money business industry. An effective sponsorship strategy has been a large part of their brand building success. Sponsorships include the Australian Cricket Team, Panasonic Formula 1 and UK coverage of the FIFA World Cup.

9:40AM KEVIN RUSSELL, CEO, HUTCHISON TELECOMS

Theme: The 3 Story – Building a dynamic brand in a static market

For the past decade, mobile service delivery around the world has essentially been static. In 2003 Hutchison Telecoms in Australia launched 3 – our flagship brand for 3G mobile communication. Since its launch, 3 has championed many 'firsts' in Australian telecommunications, including the introduction of revolutionary capped voice pricing and services such as person to person video calling, 24/7 music streaming, real-time multiplayer games and the market's most sophisticated range of content services. Hear how Hutchison created a global brand to echo that quantum shift in the mobile market, and how the Australia operation has made it its own.

10:20AM MORNING TEA

10:40AM DAVID KENT, MANAGING DIRECTOR, THE RIGHT GROUP

Theme: Being strategic about branding

Many organisations fall into the trap of advertising the brand long before they are capable of delivering on its promise. Branding is the total customer experience that the organisation, product or service is promising to deliver to your customers. Therefore, successful strategic branding involves aligning an organisation's vision, culture and image internally and externally.

11:20AM SCOTT MORRISON, MANAGING DIRECTOR, TOURISM AUSTRALIA

Theme: Domestic vs. international markets – branding challenges

Branding to domestic markets can bring up different challenges to international markets. When a brand is as valuable as 'Australia', with the international market alone a \$17 billion industry, the expectation is enormous. With the largest ever marketing package revealed – \$600m over the next 4 years with an additional \$235 million mooted – the recently created super body Tourism Australia has the enormous responsibility of heading up domestic and international tourism marketing.

12:00PM ROBERT ATKINS, CEO, HARRIS SCARFE

Theme: Back from the dead – Rebuilding the brand two years on

By mid-2001, 160 year old Harris Scarfe appeared dead and buried. Using his own resources and private equity, Robert led a management buyout and financial rescue of the retailer. In 2002, the 'new' rebranded Harris Scarfe received a new lease of life and the turnaround is evident with about two dozen stores gaining ever stronger footholds in their markets. Robert will look at the brand rebuilding journey some two years on.

12:40PM LUNCH

1:30PM JOHN BATISTICH, REGIONAL MANAGING DIRECTOR (PACIFIC), THE WRIGLEY COMPANY

Theme: Ten key changes impacting the growth of FMCG brands

The FMCG market is one of the most challenging. Only the more successful brands can compete and struggle for small

improvements in market share, shrinking margins and changing tastes. Still one of the great global brands even after over 100 years, Wrigley's is known for their brand innovation and John will look at '10 changes impacting the growth of FMCG brands'

2:10PM ANNE RADMACHER, MANAGING DIRECTOR (LUXURY PRODUCTS), L'ORÉAL

Theme: Executing global brand launches and promotions locally

Posting global annual double digit growth for the past twenty years is a remarkable record when you are the world's largest cosmetic and hair company. Success in each individual market relies heavily on executing global brand promotions and re-launches and tailoring them expertly to local markets. Anne has the enormous challenge of driving & positioning established brand giants such as Lancome, Giorgio Armani & Ralph Lauren fragrances and make-up, and Biotherm, in Australia.

2:50PM ALAN BOWMAN, REGIONAL DIRECTOR, ASIA PACIFIC & CHINA MICROSOFT HED (XBOX)

Theme: Preparing a brand for a future vision

As we accelerate into the digital world our homes are being transformed so that technology is integral to everything we do and connects us to the outside world and each other. The truly connected digital home is a reality today, but we have only scratched the surface. Alan Bowman, regional director of Microsoft's Home Entertainment Division in Asia Pacific and Greater China, will discuss the future for the connected home, Microsoft's vision for consumer entertainment, and how Microsoft HED is preparing their brand to be a leader of the future vision.

3:30PM AFTERNOON TEA

3:45PM SPECIAL EVENT

Theme: Managing Rapidly Growing Brands – Maintaining Momentum and Integrity in your Brand

A brand on the rise is powerful. It can be used to improve sales volumes, margins, bargaining power with retailers or distributors, image with stakeholders such as franchisees, creditors and other partners, as well as used to expand product range and introduce new products. But few brands stand the test of time. So when our brand is growing rapidly, how do we maintain the momentum? How do brands achieve staying power? How do we also maintain the integrity of the brand and the values the success was built when managing rapid growth? How do growing brands avoid complacency?

Designed to be interactive and free flowing, the session allows you the chance to pose your most pressing questions to Panelists who lead the management of some of the fastest growing brands.

PRESENTERS & PANELISTS

STEVE SHEPPARD, PRINCIPAL, BRAND STORY (CHAIR)

Successful brands, especially those that are rapidly growing, are built on the back of compelling stories. For a customer to be loyal to your brand, they need to believe in your brand story or narrative. What is a brand story? Why are they important? How do you develop them?

JOSHUA SPARKS, CEO, SASS&BIDE

Founded by Sarah-Jane Clark (nickname 'sass') and Heidi Middleton (nickname 'bide') as a creative relief from their day jobs in 1997, the label quickly expanded into S.E. Asia, Japan, U.S.A., Europe and the Middle East. Harvey Nichols, UK Vogue and Glamour Magazines, Kylie Minogue, Sarah-Jessica Parker, Kate Moss, Sadie Frost among others have greeted the brand enthusiastically and is now stocked in hundreds of boutiques & department stores across the world.

**CHRIS GURNEY, GENERAL MANAGER –
MARKETING & NZ, BAKERS DELIGHT**

Beginning as a single bakery in 1980, the company still under the original founders is one of the fastest growing franchises and is Australia's largest and most successful bakery retail group with over 700 franchises and about 15,000 employees. The secret behind their success has largely been a result of maintaining their standards of integrity and values, and quality of product: in other words their brand promise.

JOHN CASEY, CHIEF MARKETING OFFICER, VODAFONE

To maintain credibility and momentum in a fast rising brand, your internal values must mirror the brand values you promote externally. This engenders credibility in your corporate brand, inspires a sense of pride and loyalty from staff, and this will be recognized by clients and customers. Creating a genuine values based organization has been part of the phenomenal rise of the Vodafone brand. The presentation will look at giving substance to your company 'living the brand'.

5:45PM DRINKS & CANAPES

Day Two, August 31

**8:30AM ROGER JAMES, PRESIDENT, AUSTRALIAN
MARKETING INSTITUTE**

Theme: Bringing accountability & metrics into marketing & branding

Brand building can be an expensive activity. Without disciplined systems and processes in place, return on investment (ROI) in branding spend is speculative at best. Moreover, without accountability and measurement, senior management & Boards are unlikely to give the go ahead for significant marketing spend. Roger will look at bring accountability and metrics into branding, the benefits of marketing discipline and also the fallacy of absolute certainty in measurement.

9:10AM KATE VALE, REGIONAL DIRECTOR ANZ, GOOGLE

Theme: Search engines as a brand building strategy

How can search engines build brand awareness? Google is the world's most effective Internet search engine, an enormously successful company valued at about US\$50 billion and one of the most recognized brands in the world. Google is the largest online advertising program in the world and Kate will look at search engine local & global brand building tactics that can be successful, efficient and economical.

9:50AM ANTONY WILSON, HEAD OF MARKETING, NOKIA

Theme: Evolving your brand in a dynamic industry

Can your brand survive in a genuinely dynamic and fast changing industry? The IT & T world is littered with once successful brands that could not keep pace with change. A leader in the mobile phone age and now a leader in digital convergence solutions, Nokia is a global leader in managing and evolving their brand vis-à-vis complexity and speed of change in technology.

10:30AM MORNING TEA

10:45AM MICHAEL ANDERSON, CEO, AUSTEREO

Theme: Leading the rebirth of a brand

Several years ago, Austereo faced the twin challenges of potentially tired & unfocused brands, and a determined and hostile new entrant in the competitive 18-29 space. Since then, Triple M has now become the radio story of the year with incredible growth while 2DayFM is now only 0.5 percent away from being the number one FM station in Sydney. Michael will look at the challenges facing these brands, why a rebirth was necessary and how the process was managed successfully.

11:25AM PAUL HEATH, MANAGING DIRECTOR, READER'S DIGEST

Theme: Steering an established brand in new and changing core markets

Reader's Digest is a brand and publication with extraordinary staying power. Started in 1922, it now appears in 48 editions in 19 languages with almost 100 million readers every month. In Australia, readership is almost 1 million and Reader's Digest is the third highest selling monthly magazine. Targeting the over 40 market, the brand is one of the most trusted brands anywhere with customer loyalty to the Digest a key attribute.

**12:00PM BRUCE MANSFIELD, GENERAL MANAGER –
AUSTRALIA & NZ, VISA**

Theme: 'Building brand leadership through local and global partnerships & sponsorships'

Visa is one of the most successful companies at using partnerships, alliances and sponsorships to connect stakeholders and enhance their brand. Visa sponsors the Olympic Summer and Winter Games, the Paralympic Games, the Rugby World Cup, the Australian Wallabies and other events around the world.

12:40PM LUNCH

**1:30PM AMANDA BROOK, GENERAL MANAGER MARKETING &
PRODUCT, SENSIS**

Theme: Total brand evolution – Sensis case study

Easily one of the most dynamic companies in Australia, Sensis left behind their once staid 'phonebook' image through a combination of brand and product redevelopment, an evolving corporate culture and embracing new technologies and possibilities. Now the gem in Telstra's stable of companies, Amanda will look at the past, present and future brand & product evolution of Sensis.

2:10PM WARREN WILMOTT, CEO, 7-ELEVEN STORES

Theme: Keeping the 7-Eleven brand on the move – changing with the marketplace

With almost 400 stores and serving almost 80 million customers in Australia, 7-Eleven has to keep improving their brand and in-store offering to remain as the leader in convenience store market. 7-Eleven needs to continually redefine the execution of their core values to meet changing customer expectations and needs, and bring franchisees and other partners along with them during periods of change and transformation.

2:50PM AFTERNOON TEA

3:10PM MARTIN HOFFMAN, CEO, NINEMSN

Theme: Evolution of the Internet as a branding medium

An online strategy is a must for most brands but we need more than a hit-and-hope approach. How do you bypass the clutter and form an effective Internet branding strategy? A lot of recent research and activity has been done looking at the evolution of the Internet as branding medium and Martin will take us through this and how this can help you form an effective branding strategy online.

3:50PM DIRK HOWINDT, MANAGING DIRECTOR, BRAND ECHO

Theme: New thinking in branding: Branding – A Multidimensional Task

Brands that go beyond one-dimensional toward multi-dimensional strategies are differentiated from their competitors and have a better chance of positive customer memories and repeat purchase. Complete branding involves looking at ALL the ways customers experience and 'sense' the brand. Dirk is a pioneer of conceiving and adopting multi-dimensional branding.

4:40PM CLOSING

30-31 AUGUST TWO-DAY EXECUTIVE CONFERENCE

DOCKSIDE FUNCTION CENTRE COCKLE BAY, SYDNEY

L21 ANNUAL BRANDING SUMMIT 2005

CONTACT L21 NOW TO REGISTER BY PHONE, FAX, MAIL OR INTERNET

Phone: (02) 9380 7925 Online: www.L21.com.au Fax: (02) 9357 2261

ATTENDEES

Name _____

Position _____

E-mail _____

Name _____

Position _____

E-mail _____

Name _____

Position _____

E-Mail _____

Name _____

Position _____

E-Mail _____

Name _____

Position _____

E-Mail _____

Organisation _____

Address _____

State _____

Postcode _____

Ph _____

Fax _____

Type of Business _____

Approx No. of Employees _____

How did you receive information about this conference?

NB For more than 5 attendees, include an attachment with this form.

FEES (Please indicate number of attendees)

[no] [total]

[] x **Standard Price** []

\$2395+\$239.50 (GST) = \$2634.50

[] x **CD-Rom of Conference Presentations** []

per pack \$695 + \$69.50 (GST) = \$764.50

(including postage and packaging) NB Available to non-attendees of the conference. All attendees will receive conference documentation FREE.

EARLY PAYMENT DISCOUNTS

Pay by 12th August and receive

10% off the total price.* **LESS DISCOUNT []**

OR

PREMIUM PACKAGES (valid till event date)

Bring 3 to 5 attendees and receive a 20% discount off the total price.* **LESS DISCOUNT []**

OR

PREMIUM PACKAGES (valid till event date)

Bring 6 or more attendees and receive a 25% discount off the total price.* **LESS DISCOUNT []**

L21 PLATINUM CARD NUMBER (if applicable) **LESS DISCOUNT []**

No: _____

TOTAL []

*These discounts may not be used in conjunction with any other offer.

PAYMENT METHODS

Payment must be received before the event.

Payment is required within 5 working days of invoice.

PLEASE DEBIT MY CREDIT CARD

VISA Mastercard Bankcard Amex Diners

Card Holder's Name _____

Card number _____

Exp _____

Signature _____

CHEQUE ENCLOSED

All cheques crossed and made payable to **L21 PTY LTD.**

Send cheques to: Registration Officer L21 Pty Ltd,

432 Moore Park Road Paddington NSW 2021

Please write your name and organisation on the back of the cheque.

BANK DEPOSIT

Deposit to **L21 Pty Ltd.**

Westpac Banking Corp

Branch Code 032-023 Account # 159272

Quote delegates name and 'Form R14' as reference.

CONFIRMATION DETAILS Invoice will be sent within 5 working days after registration. Places for registered attendees are not confirmed until payment of invoice is received. Once payment is received, confirmation details will be sent within 10 business days. Please contact the Registration Officer at L21 Pty Ltd if invoice or confirmation has not been received within this time.

CANCELLATION POLICY A substitution delegate is always welcome. Otherwise, a full refund, less a \$170 admin service charge, will be received for cancellations received in writing (fax or letter) up to two weeks before the event. Documentation and a 50% refund will be sent for cancellations received one week prior to the event.

NO REFUNDS CAN BE GIVEN FOR CANCELLATIONS WITHIN ONE WEEK OF THE EVENT. Every effort will be made to contact each attendee should an event be rescheduled or cancelled by L21 Pty Ltd for any reason. If an event is rescheduled or not held for any reason, L21's liability is limited to the event fee only.

INDEMNITY L21 Pty Ltd reserves the right to change the venue and/or speakers of any event due to circumstances beyond our control. In the event of changes to venue or speakers, or cancellation of the event, L21 Pty Ltd is indemnified against any or all costs, damages, expenses, including legal fees, which are incurred by the attendee/s. In the case of venue change, all reasonable efforts will be made to inform attendees.

L21 GUARANTEE If you are not satisfied with the L21 conference you attended, write to us within 2 weeks of the event and we will offer you another L21 conference of your choice to a similar value.

FOR MORE INFORMATION VISIT WWW.L21.COM.AU | PH (02) 9380 7925 | FAX (02) 9357 2261