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MEDIA RELEASE

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AUSTRALIAN MARKETING INSTITUTE SUMMIT TO SHOW BUSINESS HOW TO ENJOY THE RECESSION

Australian companies are being encouraged to learn how to “enjoy” the recession in a “fun, fast-paced and interactive climate” by international business thought leader Jonathan Sands, while learning how to emerge as winners from the global financial crisis.

Mr Sands, the Chairman of one of the world’s leading brand identity companies, the UK-based Elmwood, will be in Brisbane next month as the keynote speaker at the Australian Marketing Institute (Queensland) Summit from 27-28 May.

“Creating Desire - Capturing the Hearts and Minds” consists of a one-day summit with a half-day masterclass and is designed to open the eyes of Australian businesses and provide them with effective techniques to discover the desires of consumers and how to create new desires among them.

Mr Sands has helped sell everything from condoms to chips and toothpaste to television through his company Elmwood.

His company boasts of being the most effective design consultancy in the world, having won more Design Effectiveness Awards than any other agency.

As well as being keynote speaker, Mr Sands will conduct a half day masterclass where he will help Australian companies arm themselves with the practical tools to improve their strategies to better manage their current and future challenges.

Mr Sands says it is possible for businesses to “enjoy a recession in a fun and interactive environment where we are all fighting for glory” by changing the rules of engagement and thinking their way – rather than spending their way - to increased market share.

He also believes consumer fear is the marketers friend, with the public looking for reassurance and comfort in familiar brands, especially those with a “retro” feel that take them back to days when life was simpler and seemingly safer.

The 2009 Marketing Summit is the first time that the Australian Marketing Institute (Queensland) has secured an international speaker for its annual event as well as the first time it has been recognised as a national event.

AMI Queensland president, Mr Jason Greenhalgh, said the timing and relevance of the "Creating Desire" 2009 Marketing Summit was more important than ever.

"This is one of the most significant marketing summits held in Australia with the presence of international business thought leader Jonathan Sands and some of the best marketing minds in Australia," Mr Greenhalgh said.

"In these difficult economic times it is not enough to connect with customers on a product, price or promotional level.

"Business has to be smarter than that. It needs to create more of an emotional than physical connection with consumers and clients and that is where 'capturing the hearts and minds' becomes critical."

Mr Greenhalgh said experiential marketing was also a fantastic way for companies to differentiate their product or service, because being the cheapest or the best was not enough these days.

"Businesses need to find additional ways to attract new customers or clients and service existing ones," Mr Greenhalgh said.

"Anyone attending the 2009 AMI Queensland Marketing Summit will be challenged to think more laterally about their offering to consumers."

As well as Jonathan Sands, the "Creating Desire" Summit will feature some of Australia's best and brightest marketing and business brains, including the AMI 2008 Marketer of the Year Ms Tara Lordsmith.

Also listed to speak at the Brisbane summit are marketers and business people from the wine and spirits industry, food, digital technology, media and philanthropic industries.

The 2009 AMI Queensland Marketing Summit will be held at the Sofitel, Brisbane on 27-28 May.

The Australian Marketing Institute is the country's peak organisation for marketing professionals, representing over 5000 practitioners nationally across all marketing functions and industries.

For bookings, please visit:

www.ami.org.au/2009summit

For further information and/or interviews with speakers at the 2009 Marketing Summit, please contact:

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