

TRANSFORMING BUSINESS 2017

SMART TECHNOLOGY: HOW IT AFFECTS BUSINESS



THURSDAY 10 AUGUST 2017

SPEAKERS - MORNING



MARK CLEMOW

General Manager - Starcom

2017 and Beyond Media Disruption!

Mark has been General Manager of Starcom for SA and WA since 2014. Starcom is a global business that

uses a knowledge of human behaviour to design brand experiences for people.

Having worked in senior marketing roles in Australian and State governments, the advertising industry and the media, Mark has extensive managerial expertise and a rare insight to all facets of the marketing communications industry.

Mark began his advertising career with the iconic Neville Jeffress Advertising in Canberra. From there, he led agencies in Canberra, Adelaide and Perth, before returning to his "home" state in 2007. Mark then had a change of perspective with several years with News Corporation as Classified Advertising Manager. In 2009, Mark was appointed by the Government of South Australia as Director of Strategic Communications, where he worked closely with all government agencies to inspire effective marketing communications, including the development and management of advertising policy and guidelines.

Mark mentor's final year advertising and marketing students at the University of South Australia. Out of work, he is involved with community leadership in his home town of Nairne and for relaxation, he enjoys leisurely rides on his motorcycle through beautiful regions of the state like the Barossa.



SIMONE DOUGLAS

CEO - Social Media AOK

How to survive and thrive in the digital age with Social Media.

Simone Douglas is the CEO of Social Media AOK, a highly sought-after

speaker and consultant on all aspects of social media and business.

Her strong practical focus on tangible outcomes combined with an extensive background in business, change management and process improvement has seen her work with all types of businesses from the local hairdresser, through to the Attorney-General's Department, and everything in between.

She is also currently chair of the State Advisory Committee for the South Australian arm of the Australian Marketing Institute and serving on the Board of Fresh FM.

Combining a wealth of marketing knowledge, strategies and experience, Simone is well placed to take you through the social media minefield that is the modern age of marketing.



BRAD WRIGHT

Partner - Deloitte

Driving business performance through data driven insights and automation.

Brad is a Partner in the Deloitte Analytics Team. Brad's passion for technology and innovation combined with a strong understanding of business, risk and data analytics provides a unique combination that delivers unique data driven insights.

Brad has been successful in establishing a high performing analytics team in South Australia providing data analytic services. Being a champion for analytics, Brad played an important role in establishing a national specialist analytics capability that has become an important differentiator for a number of the Deloitte services.

Brad has travelled extensively with the firm and delivered projects in the UK, United States, Germany, China and Canada.



ROB WILSON
CEO - Incent Loyalty

How blockchain technologies are shaping to revolutionise commerce

Rob Wilson is a former Commander in the Royal Navy who, since 2012, has been immersed in the burgeoning Crypto-Currency scene. His first commercial foray into this space was BitScan, a Bitcoin directory and e-marketplace that remains the most comprehensive product of its type globally. His second is Incent, a Crypto-Currency and suite of applications aimed at revolutionising the rewards based marketing sector - for the benefit of merchants and consumers. Having self-funded Incent through a crowdsale of the currency itself, Rob's team have developed this technology to help others do the same. A recent client has just completed a Currency crowdsale enabled by Incent's technology which raised over US\$54million in 4 weeks.



RICHARD FLANAGAN
Head of Business Marketing
- Google

Boosting Your Business Online with Google

Richard Flanagan is Head of Business Marketing at Google Australia & New Zealand where he is focused on helping businesses of all sizes succeed in the digital economy. He is charged with driving awareness and adoption of Google products including AdWords and Google My Business. He launched The Digital Garage, Google's digital skills training platform to enable business owners, job seekers and students to learn the skills needed for today's economy. He has been with Google for over 9 years working in Dublin and Tokyo before joining the Sydney office in 2010. He holds a BA magna cum laude from the University of Pennsylvania in International Relations and French and an MBA from INSEAD.



DR. EVA BALAN-VNUK
State Manager - Microsoft

The Impact of the Fourth Industrial Revolution on Business & Teams

Dr Eva Balan-Vnuk is State Director for Microsoft in South Australia, and, with her team, works to support the modernisation of SA Government agencies, with technology as a key enabler. Eva spent nine years working for Microsoft in Europe, Middle East, Africa and Asia, in a variety of sales and strategy roles, based in both Vienna, Austria, and Singapore before coming back to Adelaide with her family.

Eva completed a PhD in innovation and entrepreneurship at the University of Adelaide to better understand the business model strategies of non-profit social enterprises in Australia, as well as innovation capabilities, entrepreneurial orientation and the absorptive capacity of non-profit organisations. Eva is a Visiting Research Fellow at the Entrepreneurship, Commercialisation and Innovation Centre at the University of Adelaide. Eva is passionate about building the innovation ecosystem in South Australia through the Microsoft Innovation Centre SA, showcasing STEM educational opportunities, and developing a strong growth mindset. She is co-deputy chair of the SA Council for the Australian Information Industry Association and a Director for Novita Children's Services.



JONATHON KAESLER

Education Consultant - Datacom

Improve your business using Office 365 - practical insights for business owners and managers

Jonathon is the Education Consultant here at Datacom South Australia. Jonathon engages directly with schools and specialises in delivering professional development for teachers on best practice methods on technology in the classroom.

Jonathon is a Certified Microsoft Innovative Educator Trainer (MIE Trainer), engaging with the Office 365 suite. While Jonathon is primarily education-focussed, he also works closely with Datacom SA's corporate clients, specialising in collaboration and productivity around the Office 365 suite of products.

One of Jonathon's driving passions is helping to deliver better student outcomes through supporting and improving teacher skills around the best use of technology and how to deliver great outcomes with technology.

Jonathon is also a ThinkUKnow volunteer, sharing his expertise with the wider community on Cyber-Safety, educating parents and schools on how to use technology safely.



MATTHEW BENNETT

Digital Manager - Country Arts

Virtual Reality- Its relevance to Tourism, Business and Arts!

Matthew has worked as an Arts Marketer for over five years starting at the Adelaide Festival of Arts for the 2012 – 2014 festivals before making the move to Country Arts SA in the role of Digital Manager. Matthew is passionate about the digital space especially in the areas of social media, web development, content marketing and digital media production. He also has a strong interest in disability access and improving the accessibility of the arts. In addition to his current role with Country Arts SA, Matthew also consults on digital strategy and accessibility for businesses both in the arts and external sectors. He is committed to finding innovative digital solutions for improving audience engagement with the arts.



WAYNE CHAO

Managing Director - I AGE MEDIA

We Chat-Learn how to link your business to 889M monthly users! And use its financial App.

Wayne Chao is the founder and director of several companies focused on facilitating cultural and business ties between Australia and China.

Wayne established SA's leading Chinese media company, I AGE MEDIA Group, in 2007, providing Chinese media, marketing, promotion and payment solutions for Australian local businesses.

In 2015, he established an industrial investment company AWTE Enterprise Pty Ltd with his business partners. The company has invested in Harbour Bottling Pty Ltd, provides wine production, packaging, warehousing and exporting services to help local wineries and exporters deliver their products overseas.

His passion for building bridges between people and communities drives his involvement in several groups. He is:

- President of the Hong Kong Australia Business Association SA Chapter
- Vice Chairman of the Adelaide Great Wall Football Club

Click here to register and book your tickets.
Early bird tickets ONLY \$149 until 15th July. \$195pp (includes a lunch and beverages).

