

INVITATION

BUSINESS DEVELOPMENT DAY

THURSDAY 30 JULY 2009 • SKYCITY CONVENTION CENTRE



Hosted by
**INSTITUTE OF
FINANCIAL
ADVISERS®**

THURSDAY 30 JULY 2009 PROGRAMME

- 8.30am Registration and coffee around the trade exhibition
- 9.00 am **Tom Potter:**
The Competition want you Dead – What are you going to do about it?
- 10.30 am **Morning Tea**
- 11.00 am **David Penglase:**
Beyond the BASICS: Step Up To Your Value
- 12.15 pm **Lunch**
- 1.30 pm **Victoria Carpenter:**
The Authentic Voice-Engage as the Expert
- 2.10 pm **Xisu Wang:**
Dance with the Chinese Dragon
- 3.15 pm **Afternoon tea**
- 3.45 pm **Belinda Yabsley:** *Fostering a Culture of 'Entrepreneurship'*
- 4.45 pm Conclusion

YOU'RE INVITED...

THE INSTITUTE OF FINANCIAL ADVISERS invite you to join us for a one day not to be missed **Business Development Day** – featuring quality international business speakers.

Topics for the day include 'The Competition want you Dead – what are you going to do about it?', 'Beyond the Basics', 'Engaging as the Expert', 'Fostering a Culture of Entrepreneurship' and 'Dance with the Chinese Dragon'.

This one day stand alone seminar to be held at SkyCity Convention Centre, Auckland on Thursday 30th July is part of our wider three day conference and is open to outside business professionals. This is a great opportunity to mix and network with around 500 professionals from the financial advisory industry as well as a large trade exhibition.

We are confident you will find this Business Development Day outstanding in terms of quality, value for money, with an exceptional line up of speakers to appeal to the wider business professional. We have limited spaces for this day. Don't hesitate, register now!

- Cost (incl GST):** Earlybird – register prior to 30 April \$645; Standard \$695
- Inclusions:** One Day Seminar, Morning Tea, Lunch and Afternoon Tea, Seminar Pack
- CPD Credits:** NZ Institute of Chartered Accountants – 5 technical credits
IFA – 5 structured credits
NZMBA – 3.5 credits



Register at www.ifa.org.nz or complete the following and post in.

YES!

Register me for the Business Development Day.

First Name _____

Family Name _____

Company Name _____

Postal Address _____

Suburb/City _____

Phone _____ Mobile _____

Email _____

Special dietary requirements _____

PAYMENT DETAILS Earlybird \$645 Standard \$695

Cheque enclosed Mastercard Visa American Express Diners

Cardholder's Name _____

Cardholder's Signature _____

Card Number

Expiry Date

SPEAKER PROFILES

1 Tom Potter

*The Competition Want you Dead –
What are you going to do about it?*

Tom Potter is Managing Director and founder of Australian owned Eagle Boys Dial-A-Pizza and in his early 40's heads an expanding \$100 million plus pizza empire across Australia and Asia.

Tom left school at 15 to become an apprentice baker but found himself jobless at 23. In 1987 he borrowed the money to open his first pizza shop in Albury, New South Wales. Today he has built his business to over 145 stores throughout regional and metropolitan Australia, basing stores across Queensland, Victoria, New South Wales, Western Australia and ACT.

The Eagle Boys enterprise employs over 2,300 full-time and part-time employees. Tom has set down an ambitious national and international growth strategy for Eagle Boys in the next five years.

In 1994, Tom Potter was named the Australian Young Business Person of the Year by the Australian Financial Review, entitling him to a scholarship to attend Harvard Business School. He completed a three-year OPM Executive Education Degree and graduated Valedictorian of the 1997 class.

2 David Penglase

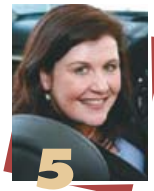
*Beyond the BASICS:
Step Up to Your Value*

David is a professional speaker, business educator and one of Australia's most sought after facilitators for conferences, seminars and workshops.

He is a leading expert in the field of organisational ethics and values, specifically applying his expertise to help organisations improve and increase sales and service. David has achieved the professional designation of Certified Speaker Professional (CSP). The CSP designation is the only recognised standard of the International Federation for Professional Speakers, and places David in the top 7% of professional speakers world wide.

David is author of the books What's Ethical About Selling, the BASICS of selling, Your Sales Success Vol's 1 & 2, The Essential Selling Series and Father Muldoon's Philosophy of The Shoe.

Supporting over two decades of experience in the fields of organisation and people development, David has a degree in business and human resource development. He holds an MBA and a Masters Degree in Professional Ethics.



3 Victoria Carpenter

*The Authentic Voice –
Engage as the Expert*

Victoria Carpenter is director of Polish Ltd. a presentation consulting firm, which coaches clients in personal branding, formal presentation and media skills.

During her 13 year career in financial services, working as an Equity Analyst in London, Sydney and New Zealand, Victoria recognised the increasing pressure on professionals to look good, to present well and to be totally confident in every work situation. Career progression is more than just technical ability, it is about how people present themselves, how well they build new business relationships and how well they represent their organisations.

Polish is retained by corporate institutions to run in house courses that motivate and develop front line teams; build strong brand awareness and sales effectiveness. She also works with individual clients, who range from young career executives looking to forge ahead, to senior managers gearing up for partnership or simply individuals who want to make positive changes in their lives.

4 Xisu Wang

Dance with the Chinese Dragon

Dr Xisu Wang lived through Mao's communism and the Cultural Revolution, studied political, social and cultural reform in China, studied and gained his doctorate and MBA at Harvard in the US, and witnessed China's transition from a socialist planned economy to a free market economy. He is now a business consultant in Beijing, and wrote the first book on business leadership for Chinese nationals. At the IFA Conference, and for the first time in New Zealand, Xisu will discuss China's place in the world today, how this has changed in the past 100 years, its current social issues and challenges, the role and attitudes of China's leaders, and how the attitudes of China's people will affect its economic growth in future. These issues are more relevant than ever bearing in mind New Zealand's ground-breaking Free Trade Agreement with China,

and China's pivotal role in contributing to global economic restructuring post the financial crisis. Xisu is always rated as a standout communicator by the many groups he presents to.

Xisu Wang will give an insiders perspective on Modern China and the pivotal role it will play in contributing to global economic restructuring post the financial crisis.

5 Belinda Yabsley

*Fostering a Culture of
'Entrepreneurship'*

Belinda Yabsley has built an inspiring reputation for innovation in the art of customer relationship management. Starting in the automotive industry as a receptionist, Belinda went on to become the youngest Branch Manager of a Mercedes-Benz owned dealership in Australia, and the first female to be recruited for this position. Belinda then went on to launch the worlds first 'Mercedes-Benz Airport Express' in Sydney, a unique concept resulting in previously unheard of levels of customer satisfaction.

Belinda believes in creating client experiences based on respect, trust, patience and empathy. For her, relationships do not stop after the sale, in fact that's only the beginning. As a result, 100% of her sales business has come from repeat clients and referrals. This level of commitment enabled Belinda to set new benchmarks in the prestigious Automotive industry, including writing the first custom order in Australia for the Maybach Saloon valued at \$1 million. It also gained her International recognition, having been nominated for many of Australia's leading business awards, including winning 2005 Sydney Business Woman of the Year by Sydney Business Review.

SEMINAR ORGANISERS

THE CONFERENCE TEAM

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Business Development Day

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