

# DRIVING THE CHANGE

## BRISBANE

1 NOVEMBER 2023

### WELCOME TO ICON APAC'S 30TH ANNIVERSARY CONFERENCE.

It's great to be back after a 5 year absence. We are really excited to bring you this conference to not only address the current challenges and opportunities in professional services, but most importantly, to provide a forum for you to reconnect with your peers and friends in the industry.

Launched 30 years ago as a community of professional services marketers, ICON, then APSMA, has now evolved into an organisation which reflects the diversity, complexity and expertise of our industry. ICON is your organisation to leverage and lean into – I encourage you to get involved and continue to make the most of the opportunities it can provide. I've personally been involved with ICON for 12 years, in which time I have built a fantastic network of great people whom I constantly connect with to bounce ideas or gain insight and opinions from. This has helped me develop and grow in my role with the added bonus of also making lifelong friends, something I will be forever grateful for.

We're at the start of a new chapter – the way we work is constantly changing and we have to be increasingly resilient and adaptive. The sessions in our conference are intended to help you navigate the new landscape and provide the knowledge you need to set the agenda for your firm's growth and renewal.

We hope you get a lot out of the day and look forward to catching up with you at the cocktail party. Most of all, have fun!

**FRASER MCNAUGHTON**  
ICON PRESIDENT



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REGISTRATION | 8.30AM

OPENING ADDRESS - FRASER MCNAUGHTON, ICON PRESIDENT | 9AM

**KEYNOTE | 9.10AM**  
**THE IMPACT OF AI ON  
PROFESSIONAL SERVICES**

This keynote will explore the profound impact of artificial intelligence on professional services firms. In today's rapidly evolving business landscape, AI is permeating firms, offering both incredible opportunities and significant risks.



**MELISSA DONNELLY**  
AFFINITY COMMUNICATIONS

**PANEL | 9.55AM**  
**THE HOT TOPIC: ETHICS,  
TRUST, AND THE  
MANAGEMENT OF  
PROFESSIONAL SERVICES  
BRANDS**

What keeps you up at night? The ethical practices of firms and the responsibility of managing the reputational brand risk from unethical behaviour has been front and center this year.



**SONYA BEYERS**  
GOVERNANCE BY  
DESIGN



**KATHRYN BRITT**  
BBS  
COMMUNICATIONS



**LUCY GRIFFIN**  
AURECON



**LISA NIXON**  
BBS COMMUNICATIONS  
FACILITATOR



**COFFEE BREAK | 10.40AM**

**WORKSHOP | 11AM**  
**STORYTELLING**

In this workshop, we will outline how to structure your story, how to craft your story and how to deliver your story more effectively.



**LISA NIXON**  
BBS COMMUNICATIONS

READ THE FULL PROGRAM DESCRIPTIONS AT [ICONAPAC.COM](https://iconapac.com)

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**PANEL | 12PM**  
**THE GREAT DEBATE: SHOULD  
MARKETERS HAVE SALES  
TARGETS?  
REVENUE MARKETING IN  
FOCUS**

Join us for a thought - provoking debate as we delve into the heart of this pivotal issue and explore the concept of Revenue Marketing.



**ANDY MCFARLANE**  
INFLEXION GROUP



**NICOLA LAMBIE**  
FINDEX



**KIM ROBERTSON**  
CORPORATE  
TRAVELLER



**MILING HARPUR**  
CORPORATE  
TRAVELLER



**WARWICK ABSOLON**  
PWC



**MONA LOLÁS**  
PARTNER READY  
FACILITATOR

**LUNCH | 12.45PM**

**CMO PANEL | 1.30PM**  
**THE FUTURE OF WORK**

Four-day work weeks, working with AI tools and hybrid flexibility are just some of the topics our CMOs will cover to unpack the workforce trends of the future.



**CHRIS BLAKELY**  
HSF



**MARIA RAMPA**  
AURECON



**JOHN KIMLIN**  
EY



**KATIE ROSSER**  
SELDON ROSSER  
FACILITATOR

**PANEL | 2.30PM**  
**REIGNITING CRM USE AND  
OPTIMISING EFFECTIVENESS**

This session will cover how to use your CRM more effectively, practical tips on how to identify opportunities using a CRM, and using a CRM to enhance efficiency and increase marketing ROI.



**KATHERINE GILBEY**  
KG CONSULTING



**ANDREW ASHER**



**TENNILLE ROACHE**  
LEXIS NEXIS



**VIVIENNE CORCORAN**  
MARKETING LOGIC  
FACILITATOR

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COFFEE BREAK | 3.15PM

**KEYNOTE | 3.30PM**  
**IS YOUR FIRM A BEST KEPT  
SECRET? THE RELATIONSHIP  
BETWEEN CLIENT SERVICE  
AND BRAND**



Does your brand accurately reflect the reality of what it is like for clients to work with your firm? Does your client service live up to your brand promise? Beaton Research + Consulting will share the latest Beaton Benchmarks insights that answers these questions.

**DAVID GOENER**  
BEATON

**CXO PANEL | 4.15PM**  
**GETTING A BUSINESS CASE  
OVER THE LINE**

In this session, our panellists will cover: The metrics that matter to decision-makers, how to demonstrate ROI of the proposed project and some of the best frameworks to use when developing a business case.



**NAOMI LYNN**  
BDO



**BERNADETTE STIRLING**  
HPX GROUP



**ANDREW BEVAN**  
JLL



**RENEE BIDWELL**  
MCGRATHNICOL  
FACILITATOR

**CLOSING REMARKS | 4.45PM**  
**FRASER MCNAUGHTON, ICON PRESIDENT**



**FOLLOWED BY THE ICON COCKTAIL PARTY | 6PM - 9PM**  
AT BABYLON

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