

DRIVING THE CHANGE

MELBOURNE

25 OCTOBER 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



THANKS TO OUR CONFERENCE SPONSORS



'FUTURE TALENT' SPONSOR

CONFERENCE SUPPORTERS



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REGISTRATION | 8.30AM

OPENING ADDRESS - FRASER MCNAUGHTON, ICON PRESIDENT | 9AM

KEYNOTE | 9.05AM
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 | 9.45AM
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.



AMANDA FONG
INTENT ADVISORY



MURRAY MCKEICH
RMIT



ABIGAIL FORSYTH
KEEP CUP



LISA NIXON
BBS COMMUNICATIONS
FACILITATOR



COFFEE BREAK | 10.30AM

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



REGAN BARKER
GRANT THORNTON



JAMES FIELDING
FINDEX



TOBY BAKER
HIGHSPOT



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.



DANIELLE BOND
DANIELLE BOND
ADVISORY



FRASER MCNAUGHTON
GRANT THORNTON



CAMERON MENZIES
BECA



GRAHAM SELDON
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.



CHRIS NUGENT
SLALOM



RAJ KUMAR
THE LUMERY



CAROL RILEY
HALL & WILCOX



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.

LIBBY MAYNARD
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.



CAROLINE RUDDICK
CONNECTING HUMANS



ROBYN GRATTIDGE
ZOOS VICTORIA



ANDREW WHITFORD
SENIOR
CORPORATE ADVISOR



PRIYANKA NADKARNI
WS CONSULTING
FACILITATOR

CLOSING REMARKS | 4.45PM

FRASER MCNAUGHTON, ICON PRESIDENT



FOLLOWED BY THE ICON COCKTAIL PARTY | 5.30PM - 8.30PM
VALHALLA, OLDERFLEET

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