



Established 1967

CEASA 10th ANNUAL MARKETING AND MEDIA FORUM

The Water's Edge, Pier One, Hickson Road, The Rocks Monday 9th November. 2009

"The Economy, Marketing, Media and Consumer Spending in 2010"

9.00am Chairman: Joe Talcott, Group Marketing Director News Ltd., Chairman Australian Association of National Advertisers.

9.00am (1 hour) Chris Richardson, Director, Access Economics. *The economic outlook for 2010. What can we expect ?* Questions and discussion.

10.00am (20 Min) COFFEE

10.20am (40 Min) *The Outlook for Consumer Spending in 2010* Charlie Nelson, Managing Director, foresechange. He has been spot on every year ! Questions and discussion.

11.00am (1 Hour) **Panel:** Outlook for 2010. **Panel Chairman:** Steven Bosiljevac, Partner, Pricewaterhouse Coopers. **Panel Members:** Michael Lonie, Director of Tenancy, Australian Retailers Association., Ian Alwill, Executive Director, Group Marketing & Communications, Nestle Australia Ltd., Immediate Past Chairman AANA. Greg Patten, Deputy CEO, Motor Traders Association of NSW. The Housing Industry.

12.00pm (1 hour) LUNCH

1.00pm (1 hour) **Panel** *What will we be wrestling with in 2010 ? - ROI, Accountability, The new media mix, the move to direct consumer approach, squeezed budgets. Brand support versus immediate return.* **Panel Chairman,** Roger James, Chairman, Australian Marketing Institute. **Panel Members:** Kathy Hatzis, Head of Multi-Brand Strategy & Architecture, The Westpac Group ; Mark Veyret, Global Business Development Leader, PricewaterhouseCoopers. (2 still to confirm) Questions & discussion.

2.00pm (40 min) *Harnessing Brain Power to Check Reactions to Marketing & Advertising Propositions.* Peter Pynta, Director, Neuro Insight Pty Ltd. Questions & discussion.

2.40pm (40min) *My Views on 2010.* Alex Pollak, Senior Analyst – Media, Macquarie Equities (Australia) Ltd. Questions & discussion.

3.20pm (20 Min) COFFEE

3.40pm (1 hour) **Panel:** Placement Agencies and Strategists - *Views on Media Advertising in 2010 in the changing Media Mix.* Each member of the panel will give their views on how they see media advertising in 2010, who the winners are likely to be and why. **Panel Chairman:** Harold Mitchell, Chairman, Mitchell Communication Group Ltd. **Panel Members:** Mark Coad, Chief Executive Officer, OMD; Anne Parsons, Chief Executive Officer, Mediacom; John Sintras, Chief Executive Officer, Starcom Worldwide; Henry Tajer, Chief Executive Officer Universal McCann..

4.40pm *Chairman's Summary* CLOSE 5pm ***DVD's of the Forum are included in your registration and will be forwarded to you shortly after the event. Share the information with your people !***

REGISTRATION FORM

TAX INVOICE

Commercial Economic Advisory Service of Australia

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Please return to:

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10th MARKETING & MEDIA FORUM NOVEMBER 9TH

Waters Edge, Pier One, Hickson Road, Sydney

Registration - \$990.00 Incl. GST

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