



Commercial Economic Advisory Service of Australia

-- Established 1967

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## **CEASA MARKETING & MEDIA FORUM**

**Royal Sydney Yacht Squadron**

**Monday 21<sup>st</sup> November 2011**

### ***The economy, consumer activity, marketing & media in 2012***

*What are the chances of problems in America and Europe affecting us in Australia ? When and how much ? What are the industries in the “two speed economy” ? Are Marketing and Media affected ? Why can’t the Stock Exchange settle down ? Consumers have devastated the retail industry by saving and not buying. Will this last ? These questions and many others which are worrying us will be raised at the Marketing & Media Forum on November 21<sup>st</sup> at the Royal Sydney Yacht Squadron, Kirribilli. JOIN IN AND ADD YOUR OWN QUESTIONS.*

*The Programme Outline;*

*9.20am (40 min) The Commonwealth Government’s view of the economy in 2012*

*10.00am(20 min) MORNING COFFEE*

*10.20am(40 min)Banking in unsettled times. Possible uncertainties in 2012.*

*11.00am(40min) A window on financial institutions. Behavior of the Stock Exchange. Fear and hair trigger reactions. Expectations for 2012. Jolanta Masojada, Director, CreditSuisse.*

*11.40am(1 hour) Alternative outcomes for 2012. Drawing together all the facts. Chris Richardson, Director, Access Economics.*

*12.40pm LUNCH*

*2.00pm (40min) Consumer outlook, expectations, confidence, spending in 2012. Charlie Nelson, Managing Director foreseexchange.*

*2.40pm (40min) Indicators for2012 from among Australia’s leading companies. Harold Mitchell, Chief Executive Officer, Aegis Australia Pty Ltd.*

*3.20pm(20min) AFTERNOON COFFEE*

*3.40pm (1hour) Panel of National Advertisers. We do not think that 2012 will be any easier than 2011, but at least we are used to operating in difficult times.*

*4.40pm Chairman’s Summary*

*5.00pm CLOSE*