It is not the strongest of the species that survive nor the most intelligent but the one most responsive to change.

Schibsted

Explore and discover ideas to adapt, respond and thrive in the highly competitive Vocational Education and Training (VET) market. ATMA Survival of the Fittest provides the opportunity to learn from best practice marketing and business development activities to best position VET Providers in the current climate.
**Day 1**

**Understanding the competitive VET environment and marketing strategies for a commodity based service industry**

**Keynote Speakers**

- Tim Reid - The Ideas Guy - will inspire you with highly practical, easy to implement and cost effective marketing ideas that can help you adapt and respond to your competitors.
- Owen Davies - Bendigo Bank Head of Marketing and Communication - will share his organisation’s experiences in setting up a program that successfully differentiates the service and products provided by the Bendigo Bank.
- Stephen Holmes - Director of The Knowledge Partnership - specialises in providing marketing services to the education sector and will provide marketing insights associated with this sector from his experiences with a wide range of higher education organisations.
- Kellie-ann Williams - Chief Marketing Officer Gold Coast Institute of TAFE - will present a range of marketing ideas and strategies being used by American colleges following her trip to the USA as part of the TAFE Directors delegation.

Best practice workshops will feature sessions on market research, customer service, and leadership techniques within a marketing environment.

**Day 2**

**Business development growth and relationship strategies**

**Keynote Speakers**

- Peter Graves - Director of Strategon - will talk about his observations of business development opportunities within our markets, touching on growth strategies and ways to engage industry with 21st century training products.
- Tim Ferguson - Senior Manager Business Development, The Gordon - has implemented a highly successful business development strategy - during his presentation he will share some of his observations and ideas.
- Rebecca Hall will discuss international engagement strategies from her experience as a founding Director of the Brisbane based International Education Resources Group, specialising in international education strategy, policy development, professional development and research for the sector. Rebecca is a passionate advocate for international education and has a unique understanding of the critical factors impacting institutions and communities in a globalised world.

More speakers and workshops to be announced.

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**Survival of the Fittest**

**Day 1**

A tribal activity to get the blood running and invigorate so that you enjoy the full conference.

**Day 2**

A Geoffrey Robertson style hypothetical on the VET sector exploring the challenges we face as marketers when interacting with our environment.
Register

Registrations can be completed through the online registration form at www.atmaltd.com.au. In order to minimise costs we are unable to provide a credit card payment option. An invoice will be raised upon registration.

Excellence in Marketing Awards

Entries for the 2011 ATMA Excellence in Marketing Awards close on Friday August 26, 2011. The awards criteria and process are available at www.atmaltd.com.au

Conference Venue

William Angliss Institute
555 La Trobe Street,
Melbourne Victoria 3000

Accommodation

Group booking prices are currently being arranged with several providers close to the William Angliss venue. These details will be provided in coming weeks.

Dinner Venue

To be announced.