



inspiration
from a different point of view

ALL TEC DAY 2010
THE MANY ROLES OF THE CEO



You know the collective power of the members in your group. Now experience the power of the entire TEC community at the 2010 All TEC Day.

All TEC Day 2010: The Many Roles of the CEO

Imagine you need to devise a strategy to achieve a sustainable return on a new service when your market research says it's not possible. Or you have to identify a new way to connect with your customers online to drive your sales growth. Or you must find the strength to turn around your business in the wake of personal tragedy.

You don't have to imagine because these are real challenges faced by CEOs like you right now. TEC members from across the country will share the real, practical ways they tackled these challenges and more, at the 2010 All TEC Day this September.

We are also delighted to present International speaker Jonathan Pain, who will give you a global economic perspective of The New Reality, to inspire and challenge you during the afternoon.

ALL TEC DAY MELBOURNE

Melbourne Convention & Exhibition Centre
Banquet Room 201

Thursday 9 Sept 2010

- 7.45am Registration opens
- 8.30am Morning Session starts
- 10.15am Break
- 10.45am Morning Session continues
- 12.30pm Lunch
- 1.15pm Afternoon Session starts
- 2.45pm Close

Morning Speakers: TEC Members

Todd Coates : BridgeClimb
TEC 11 member (8yrs)

Todd built a culture that balances the 'hard' and 'soft' sides of business, creating a world famous experience and industry-leading commercial success.

Gillian Hurst : DTH Products
TEC 44 member (4yrs)

Gillian pushed through personal tragedy to lead her company from financial challenge to financial success.

Chris Kenny: Markforce
TECR 209 member (3yrs)

Chris brought new vision to a tired brand, lifting it to a new profit level.

Mark Parker : Smart Selling
TEC 24 member (8yrs)

Mark identified the powerful potential Social Media has, as an avenue for strong and cost-efficient business growth in leveraging customer and community relationships.

Afternoon Speaker: Jonathan Pain

The New Reality: A Global Economic Perspective

Over the last several decades the world has been described in terms of the developed and developing nations. Perhaps we should be talking of the submerging versus the emerging world? The emerging world is driven by the two most populous giants, India and China, whilst the submerging world is represented by nations such as Iceland, Greece, United Kingdom and America. Where do we sit in the divide between submerging and emerging and what are the key factors which will shape and define our world in the decades ahead?

Jonathan Pain will share his insights with members, painting a vivid picture of the global landscape based on his extensive research into the world's diverse economies and the behaviours that drive their fiscal engines.

Jonathan has 25 years of international investment experience including roles as Chief Investment Strategist of HFA Asset Management, Chief Investment Officer of Rothschild Australia Asset Management, Head of Investments at Gulf International Bank in Bahrain and Chair of the International Asset Allocation Committee at Paribas Asset Management in London.