

# CLICK! Digital Expo Seminar Program

Suitable for  
BEGINNERS



Suitable for  
INTERMEDIATE



Suitable for  
ADVANCED



Welcome  
and Keynote  
Address:  
Plaza Ballroom

8.30am Welcome – Shane Fracchia, Chair RDA Brisbane  
8.35am The Hon Leeanne Enoch MP, Minister for Housing & Public Works and Minister for Science & Innovation  
8.40am Lord Mayor Graham Quirk  
8.45am Keynote Address – Professor Marek Kowalkiewicz, PcW Chair in Digital Economy at QUT  
How your enterprise can find and exploit new opportunities in the digital economy (20 mins)

## Room P1

Sponsored by Lamb Agency

### Digital Marketing and Social Media



9.30am - 11.00am

**Micky Kavanagh, News Corp Australia**

Basics of digital marketing, identifying audience and platforms to use

**Kelly Newbery, Vision6**

How to grow your business with email marketing

**Lionel Thomas, VOFER**

Does my business need social media?

### Internet of Things, Open Data and Digital Disruption



11.30am - 12.30pm

**Facilitator: Tony Chadwick, The Rype Group**

**Franz Eilert, Information Ecosystems**

**Cat Matson, Chief Digital Officer, City of Brisbane**

**Josh Harlen, Co-Founder, Harlen O'Keeffe Pty Ltd**

**Jennifer Callaghan, Xero**

Q & A  
Panel

### Online Tools and Digital Strategy



1.30pm - 3.00pm

**Leigh Angus**

The psychology of digital design and development - a mini masterclass on building your digital presence and messaging

**Tim Miller, Jethro Management**

Digital strategy for small to medium businesses

**Mark McPherson, GAME-ON ITC**

The importance of IT security

### Cloud and Mobility



3.30pm - 4.30pm

**Paul Stapleton, PathFinder Pty Ltd**

Cloud and cloud applications

**Philip Andrews, Liquid State**

Mobilising your communications

## Room P2

Sponsored by Digital Brisbane

### Digital Marketing - Target, Lead Generation and Legal Advice



10.00am - 11.00am

**Facilitator: Tony Chadwick, The Rype Group**

**Micky Kavanagh, News Corp Australia**

**Holly Middleton, Reload Consulting**

**Jeanette Jifkins, Onyx Online Law**

Q & A  
Panel

### Other Digital and Innovative Solutions



12.00pm - 1.30pm

**Dr Renato Iannella, KnowledgeFlux**

Collaborative intelligence - new approaches to measure, manage and socialise information assets in the digital age

**Maree Adshead, Open Data Institute Queensland**

Open data - how it can inform better business decision making

**Lachlan Wortman**

Brand development, expansion and equity

### Digital Marketing and Social Media



2.00pm - 3.30pm

**Alexei Kouleshov, Your Easy Web Solutions**

Google Adwords, remarketing, cross media remarketing

**Roger Seach, RedFox Online Marketing**

Digital marketing and the combined power of blogging through social media

**Ross McKinnon, The CIO Hub**

How SMEs can harness the changing technological landscape and leverage digital technology to increase profit

### Marketing Automation



4.00pm - 4.30pm

**Robyn Simpson, Consult Me Group and MarketSmartly**

Smart marketing automation - save time and money by streamlining and automating your marketing using smart, simple marketing systems & techniques

## Room P3

Sponsored by RDA Brisbane

### Online Tools and Digital Strategy



10.30am - 12.00pm

**Cat Matson, Chief Digital Officer, City of Brisbane**

Cool digital tools to improve performance

**Greg Nelson, Lamb Agency**

How to become a digital native - crash course in what you need to understand about the digital world

**Jerry Crockford, Crockford Carlisle**

Understanding the personas of your target audience and crafting your digital strategy to connect with them

### Cloud and Mobility



12.30pm - 2.00pm

**Tony Harcourt, The Rype Group**

Integrated business solutions including e-Commerce

**Adam Penberthy, Fresh**

Mobile application - development and efficiencies it brings to business

**Nick Richards, TCA**

Mobile workforces and outsourcing using the cloud and technology

### Starting Up - Things You Need to Know, Crowd Funding etc



2.30pm - 4.00pm

**Facilitator: Tony Chadwick, The Rype Group**

**Bryan Vadas, Time Masters (Australia) Pty Ltd**

**Nick Richards, TCA**

**Jane Woodley, JaneWrites Digital**

**Jennifer Callaghan, Xero**

Q & A  
Panel

#2015CLICK

# Exhibitor Floorplan - Plaza Ballroom (Plaza Level), Brisbane Convention & Exhibition Centre

