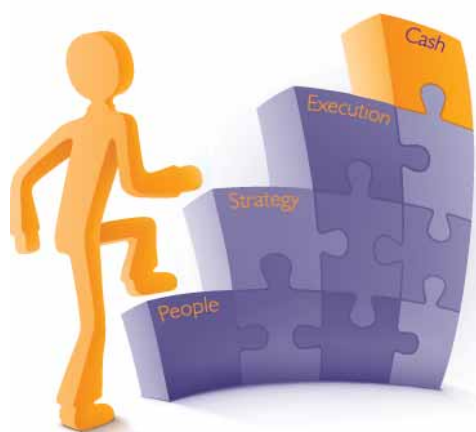


Register before 25 September 2009 and **WIN** a trip to the Growth Summit in the US!



**PLUS
Special
\$995 Rate**

NATIONAL GROWTH'S SUMMIT '10

Going Global, Getting Lean

Two-day executive event
for entrepreneurs and
leaders of growing
companies

Four Critical Decisions That
Drive Sustainable Growth

People > Strategy > Execution > Cash

Learn from ground-breaking business thinkers who will
help you grow your business and take advantage of this
once-in-a-lifetime economic opportunity.

Speakers include:

17 & 18 February 2010
Sydney Convention Centre



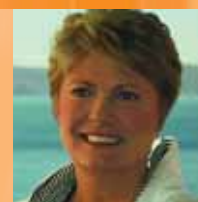
Hermann Simon
Success Strategies
of Hidden Champions



Guy Parsons
Getting Lean – the most
important tool of the
21st Century



David Meermann Scott
The New Rules of
Marketing and PR



Sarina Bratton
Strategies and Funding
for Growth

Platinum Partner:



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To register visit www.growthsummit.com.au or call 1300 721 778

DAY ONE: Preliminary Program



Going Global, Getting Lean

Six Strategies for Doubling Cash Flow and Profitability

Verne Harnish, *The "Growth Guy"*, CEO of Gazelles Inc

Verne Harnish, our Growth Summit MC, will highlight the six critical strategies that you will take away from the two-day program that will double your cash flow and profitability! The program is structured around the four key decisions that will drive sustainable growth – People, Strategy, Execution and Cash.



Engage Your Customers – The New Rules of Marketing & PR (LIVE via satellite)

David Meerman Scott, a marketing strategist, entrepreneur, author of the number-one best-selling PR and marketing book *The New Rules of Marketing and PR* and *World Wide Rave*.

The web has profoundly changed the rules. Smart marketers now communicate with buyers through content rich websites, blogs, YouTube videos, ebooks, and other online media that buyers want to consume.

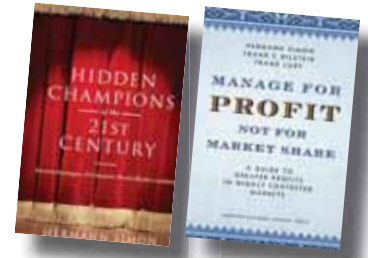
Scott provides a step-by-step action plan for harnessing the power of the new rules of marketing and PR, showing how to identify audiences, create compelling messages, get those messages to the most customers possible, and lead those customers directly into the buying process. Told with many case studies and real-world examples, he'll lead a practical discussion about the new reality of PR and marketing.



Success Strategies of Hidden Champions of the 21st Century

Hermann Simon, Partner of Simon-Kucher & Partners, a world authority in strategy, marketing and pricing for mid-market privately owned companies globally

Hidden Champions are world market leaders you may not recognise. These medium-sized firms consistently experience exceptional growth rates and profitability. They ignore the management fads of big businesses and they serve as role models for companies of all sizes. Simon goes deep inside these hidden champions to uncover the secrets of how they own significant market share in narrow niches, charge 10 – 15% more than their competitors and produce substantial profits..



Building with BRICs – engage with the new economic super-powers of the 21st Century!

David Thomas, CEO, Think Global Consulting

The BRIC Economies (specifically Brazil, Russia, India and China, but also known as the "Big Rapidly Industrialising Countries" of the 21st Century) represent critical business development and growth opportunities for Australia's companies in the coming decades, and dynamic, progressive and entrepreneurial business leaders need to quickly learn, adapt and react to changing market conditions. But how much do you know about these countries? What are the opportunities for your business? Where should you go first? Who should you talk to? David Thomas will answer these questions and more.



Getting Lean – The Lean Transformation Challenge

Guy Parsons, founder of ValueStreams and leading authority on LEAN methodology

Guy Parsons will cover five critical steps to lean thinking that will change the way you do business. In order to be competitive locally and on a global scale, your company and processes must be running smoothly and efficiently. LEAN, the preferred process used by Toyota to dominate the global automotive market is making its way into all aspects of service and retail organisations as well as manufacturing. It is a systematic approach to business management with a relentless focus on: Customer Value, Waste Elimination and Lead Time Compression.



Speaking from Experience! Strategies and Funding for Growth

Sarina Bratton, Founder and Managing Director, Orion Expedition Cruises

Sarina Bratton founded Orion Expedition Cruises in 2004 and serves as managing director of the company. Culminating a career that has taken her from nationally ranked sportswoman to the first female founder of a shipping line, Bratton has succeeded in creating Australia's only international-standard, five-star expedition cruise line and a world leader in maritime environmental sustainability. In her presentation, Sarina will cover inspiring messages of determination, the challenges and joys that come with persistence and refusing to compromise ideals on the path to success.



Accelerating Growth After the Downturn

Gregory Will, Partner, Private Client Services, PricewaterhouseCoopers

Gregory Will shares insights and lessons learnt from previous downturns. Greg has more than a decade's experience working with private companies and clients and will lead a conversation in what better companies did in recent upswings to maximise growth and opportunities.

PLUS Networking breakfast and evening cocktail party

Register and pay the special \$995 rate before 25 September 2009 and go in the draw to win a trip to the Growth Summit in the US in October 2009. NSW LTPS/09/8055 and ACT TP 09/03344.

DAY TWO: Concurrent Workshops

\$995 rate only
available until
25 September 2009

The National Growth Summit workshops allow delegates to choose topics which are most critical to their business. The workshops will involve interaction, debate and discussion, practical exercises and tools that you can apply immediately. *Please choose between one of the four concurrent workshops.*

Pricing for Profit – How to Survive the Short-Term and Achieve Long-Term Leadership

HERMANN SIMON, Partner of Simon-Kucher & Partners and author of *Hidden Champions of the 21st Century*.

For the last 4 years, business leaders have named Simon one of the most influential management thinkers in Europe. Simon has published more than 30 books on strategy, marketing, and pricing. Before founding Simon-Kucher & Partners in 1985, Simon was a professor of business administration and marketing at the Universities of Mainz and Bielefeld in Germany. He has also served as visiting professor at Harvard Business School, London Business School, INSEAD, Stanford, and MIT.

Simon-Kucher & Partners (SKP) is a global strategy and marketing consulting firm and widely recognised as the world leader in price consulting. The firm has helped thousands of market leaders achieve high rates of revenue-driven profit growth, including companies in most industry sectors.

Workshop Outline:

Pricing is at the core of smart profit growth. Only a firm that understands pricing can serve you well in strategy, marketing and sales issues as well. How do companies in mature markets achieve sustainable increases in profits?

Hermann Simon will provide a comprehensive guide to greater profits in highly contested markets. Simon will take you through some proven actions that businesses can take to position themselves for rapid profit growth as the crisis abates.

The workshop offers practical strategies managers can use to differentiate mature products, raise prices effectively, time promotional activities properly, better understand consumer preferences, and more.

"...in pricing you offer something no one else does!" Peter Drucker

Getting Lean – Value Stream Mapping for the Office and Service

GUY PARSONS, the leader in implementing Toyota's LEAN Methodology in service and retail firms (as well as manufacturers).

Guy Parsons is the founder of valuestreamSolutions. In this role he provides lean manufacturing consulting, leads Value Stream Mapping workshops and delivers educational presentations on lean principles.

He worked closely with Jim Womack in developing and managing research projects, educational materials, seminars, and building a network of lean thinking leaders in industry. Now, more than ever, growth firms can't afford to waste a dollar or a second of time. The first company in any industry that fully adopts and implements the principles of LEAN will dominate their industry like Toyota is dominating the auto industry.

"We get brilliant results from average people managing brilliant processes"
Mr Cho, Chairman, Toyota

Workshop Outline:

This interactive workshop demonstrates how to apply value-stream mapping to address what many companies find difficult to do: making a fundamental change in business processes such as administrative, professional, and transactional activities.

You will learn how to:

- Identify a business process
- See the entire value stream
- Map the value stream to identify and eliminate waste
- Redesign the value stream for improved cost, service, and quality
- Create contemporary lean metrics to understand the performance of value streams
- Connect improved enterprise communication with bottom-line performance
- Improve customer response and service.

Mastering the Rockefeller Habits – Four Key Decisions to Drive Growth

VERNE HARNISH, CEO of Gazelles, Inc, Founder of Young Entrepreneurs Organisation (YEO), Author of *Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Fast Growth Firm*

The founder of two world-renowned entrepreneurship organisations, the Young Entrepreneurs' Organisation (YEO) and the Association of Collegiate Entrepreneurs (ACE), Verne is presently founder and CEO of Gazelles, Inc., and has spent the past 24 years educating entrepreneurs. Verne is the "Growth Guy" columnist for several publications and a contributing editor for Fortune Small Business magazine. He was named one of the "Top 10 Minds in Small Business" by Fortune Small Business Magazine (FSB).

Workshop Outline:

Most firms think they have a viable growth strategy, but don't. In this highly popular workshop, Verne will give you the fundamentals and take away tools that drive sustainable growth and take you step by step through his highly regarded One Page Strategic Plan that previous attendees call "simple...brilliant...simply brilliant".

The day will cover the One-Page Strategic Plan document. Topics covered include: Cash Model, Market Intelligence, People, Core Ideology, BHAG (Big Hairy Audacious Goal), Brand Promise, X Factor, Annual and Quarterly Focus, Rockefeller Habits Checklist, Meeting Rhythm, Metrics, Priorities, Organisational Structure and Themes.

Technology to Drive Growth (NEW)

This highly interactive workshop will give you an overview on new business technology solutions, strategies and trends available to:

- Drive top line growth
- Streamline and integrate business systems
- Maximise efficiency, boost productivity and stay ahead of the competition

Topics include:

- Engagement marketing – understanding how technology should be used in your business
- Online financial management
- Using content to drive customers and loyalty
- Using social media with your employees and clients
- The future of mobile in the workplace
- SEO and E-marketing: driving traffic to your website
- Cloud Computing – key trends and developments from around the world
- Web 2.0 technologies and what that means to your business?

Registration Form

4 ways
to register

ONLINE: www.growthsummit.com.au TEL: 1300 721 778
FAX: 1300 723 779 MAIL: Business Connect (Australia) Pty Ltd
PO Box 2585, Strawberry Hills NSW 2010 Australia

*Register before 25 September 2009
for the special rate of \$995 and go in
the draw to win a trip to the Growth

Summit in the US in October.

NSW LTPS/09/8055 ACT TP 09/03344

Please print clearly

Mr/Mrs/Ms/Dr: First Name: Surname:

Position:

Organisation:

Address:

State: P/Code:

Tel: () Fax: ()

Email:

Where did you hear about the event? **Fast 100 Growth Coaching - Ted Bonel**

I wish to attend the National Growth Summit '10 – 17 & 18 February 2010
(2 days – includes a choice of 4 workshops)

	Earlybird: Register and pay before 18/12/09	Register and pay after 18/12/09
<input type="checkbox"/> National Growth Summit Fees	\$1195 Inc GST	\$1395 Inc GST
<input type="checkbox"/> Business Connect Member/Past Attendee Rate	\$1095 Inc GST	\$1295 Inc GST
<input type="checkbox"/> Group Discounts (for bookings of 6 or more)	\$1050 Inc GST	\$1250 Inc GST
<input type="checkbox"/> Special Growth Summit Launch Special	\$995 (valid until 25 September 2009)	

As part of your registration fees, please choose which workshop you wish to attend on Day 2:

- HERMANN SIMON: Pricing for Profit
- GUY PARSONS: Getting Lean
- VERNE HARNISH: Four Decisions to Drive Growth
- TECHNOLOGY TO DRIVE GROWTH

I wish to attend a Workshop ONLY: 18 February 2010 (1 day)

	Earlybird: Register and pay before 18/12/09	Register and pay after 18/12/09
<input type="checkbox"/> Growth Summit Workshop Fees	\$695 Inc GST	\$795 Inc GST
<input type="checkbox"/> Business Connect Member/Past Attendee Rate	\$595 Inc GST	\$695 Inc GST
<input type="checkbox"/> Group Discounts (for bookings of 6 or more)	\$550 Inc GST	\$650 Inc GST

Please choose which workshop you wish to attend:

- HERMANN SIMON: Pricing for Profit
- GUY PARSONS: Getting Lean
- VERNE HARNISH: Four Decisions to Drive Growth
- TECHNOLOGY TO DRIVE GROWTH

Payment Details

Qty _____ National Growth Summit (2 days) **\$995** Total \$ _____

Qty _____ Growth Summit Workshop Only (1 day) \$ _____ Total \$ _____

Please find enclosed cheque made payable to **Business Connect (ABN 22 104 682 644)**

Please charge my credit card Total \$ _____ Visa MasterCard Amex*
(3% surcharge on Amex added to your total fees)

Card No:

Cardholder's Name: Expiry:

Signature:

YES! I wish to receive further information from Business Connect and its sponsors on events and resources that will help my business.

DATES AND VENUES

National Growth Summit '10:
Wednesday 17 February &
Thursday 18 February 2010

Growth Summit Workshops:
Thursday 18 February 2010

Venue: Sydney Convention Centre,
Darling Harbour

TIMING

Summit: 8.30am – 5.30pm each day

Summit Fees Include

- Workbook and notes
- Working lunch, morning and afternoon tea
- Cocktail Party
- Networking Breakfast

Earlybird Offer

All delegates who register and pay before 18 December 2009 will receive a \$200 discount on the National Growth Summit fees.

Group Discount

Group Discounts are available for 6 registrations or more from the same business.

Confirmation

Registration will only be accepted and confirmed once full payment has been received.

Cancellation Policy

If you cancel before 18 December 2009, a \$100 administration fee applies. After 18 December 2009, tickets are strictly non-refundable. If you are unable to attend a substitute is welcome at no extra charge.

Privacy Clause

In registering for these seminars relevant details will be made available to parties directly related to the seminar including Business Connect and key sponsors.

Information is correct at the time of going to print. The organisers reserve the right to change the program if necessary.

*US Growth Summit Competition Terms & Conditions

- The prize is one return economy airfare to Dallas, two night's accommodation at the Fairmont Hotel in Dallas and one ticket to the Growth Summit 20 & 21 October 2009 (valued at approximately AU\$5000)
- To participate in this competition, the entrant must submit an Australian National Growth Summit '10 registration form along with payment by midnight on Friday 25 September 2009.
- One registration is equivalent to one entry – thus if you register multiple people to attend you will receive multiple entries.
- Participants must be aged 18 years and over.

Go to www.businessconnect.com.au for full terms and conditions.