

Executive Breakfast Seminar

Connecting with the Community

PACIFIC
MICROMARKETING

www.pacmicro.com.au



Pacific Micromarketing is part of the PMP Group - Australasia's leading integrated provider of consumer insight and printed communications solutions. An ASX listed company with over 2,800 people in locations across Australia and New Zealand - PMP operates in the areas of data-driven market and customer analytics, marketing advisory services, photographic and creative services, pre-media solutions, printing, letterbox and magazine distribution through its Pacific Micromarketing, Pinpoint (NZ), PMP Digital, Maxum (NZ), PMP Print, PMP Distribution, Gordon & Gotch and Griffin Press companies.



Connecting with the Community

Pacific Micromarketing warmly invites you to join us to discover how consumer insights can be leveraged to maximise business intelligence and a 'citizen centric' approach to strategic planning and service delivery within the public sector.

Our key speakers, who are all experienced senior public servants with extensive and practical knowledge in this arena, will explain how you can deliver real value to citizens and communities through intelligent consumer insights. They will also provide visionary examples of effective service delivery, strategic planning and community engagement.

Learn how you can **turn data into insights** to:

- Better meet the needs of citizens and communities;
- Create effective service delivery; and
- Improve operational efficiency in the implementation of national and local policies.

This event will challenge your current thinking about data and help you to further develop your ideas through networking with senior executives.



Venue National Museum of Australia
Lawson Crescent, Acton Peninsula, Canberra, ACT
www.nma.gov.au

Date Tuesday 31 August, 2010

Time 8.30am registration for 9.00am start

RSVP By Friday 20 August, 2010 to Nicola Haines
P 1300 766 420 E nicola.haines@pmlimited.com.au

A complimentary sit down breakfast will be provided.
Please advise any dietary requirements when you RSVP

Agenda

Time	Topic	Speaker
9.00am	Welcome & Introduction	Vic Hodge Head of Consulting Pacific Micromarketing
9.10am	Delivering citizen centric policy and service	Felicity Mullens Director, Marketing and Sales The Royal Australian Mint
9.35am	The role of intelligence fusion	Dr Andrew Churchill Population Health Intelligence Specialist, Melbourne
10.00am	The importance of business intelligence in service planning	Dr John Biggins Senior Manager, Information Strategy, Standards and Quality Health System Information and Performance Department of South Australia Health
10.25am	Closing remarks	Vic Hodge
10.35am	Networking	