



FORTNIGHTLY BULLETIN

17 JULY 2018

BULLETIN 13

Dear Scholars & Members

Welcome to the thirteenth Fortnightly ILFSN Bulletin.

Please note all invitations for ILFSN functions and events will be sent via the ILFSN Bulletin.

PREVIOUS EVENTS

To view photos from previous events held by The Industry Leaders Fund please click onto the following link:

<https://industryleaders.com.au/functions-events-photo-gallery/>

COMING EVENTS/DATES

WEDNESDAY 25 JULY

ILFSN INVITATION

ONLY A COUPLE OF SPOTS LEFT – BOOK NOW

DIGITAL MARKETING PLAN 360 WORKSHOP with facilitator Geoff Kwitko

RE-RUN DUE TO STRONG DEMAND

THE FIRST WORKSHOP WAS BOOKED OUT AND WITH STRONG RESIDUAL DEMAND GEOFF KWITKO HAS AGREED TO PROVIDE ANOTHER SEMINAR.

FOR THIS SEMINAR THE ILF BOARD HAS APPROVED EACH SCHOLAR BRINGING ONE DIGITAL MARKETING SPECIALIST FROM YOUR BUSINESS.

Held at: EY, Level 12/121 King William Street, Adelaide

Time: 12.30pm to 6.30pm (Includes lunch, afternoon tea and networking drinks)

This 4 hour workshop is for business owners **who want to gain a high level understanding of digital marketing so they can better lead and manage their marketing team**. The workshop includes a **concise and practical** explanation of every important aspect of digital marketing. What you can expect to gain from attending:

- The workshop is primarily aimed at business owners who are either supervising a marketing manager or an external marketing agency..... BUT it would still be very useful for the marketing managers themselves to come along too.
- The goal of the workshop is for every participant to walk out with a five page internet marketing plan, based on the template marketing plan I will provide them (with fill in the blanks / checkboxes). This internet marketing plan will outline topics such as “what marketing channels will we use” to “what social media networks will we use” to “how will we use videos to market our product”. This marketing plan can then be used as a prompt for further discussion / planning with their wider marketing team (which includes external marketing agencies). In addition to being a structured action checklist for future marketing activities, the internet marketing plan will provide an objective audit of strengths/weaknesses of their current marketing mix.
- In order to help audience members to make informed decisions on their internet marketing plans, Geoff will provide an introductory explanation of the technology/marketing theory as well as business strategy behind it. This will leave the audience with a much better understanding of questions like “why is social media important” and “why is blogging still relevant and important”.
- Geoff will also cover tips on how to manage / lead marketing teams (with an emphasis on how to create high performance relationships with external marketing agencies)
- Below are the topics that Geoff will teach, and the topics that will be documented in the marketing plan that the audience will create.

You will immediately apply your new knowledge by quickly creating a five page internet marketing plan, based on easy to use questionnaires and checklists. This workshop will cover the following topics

1. **Start a digital relationship**
 - a. Social Media
 - b. Blogging
 - c. Video Marketing
2. **Attract website traffic**
 - a. Search Engine Optimisation
 - b. Online Advertising
3. **Capture leads**
 - a. Copywriting
 - b. Web Page Design
 - c. Content Marketing

The South Australia Dinner, at the Naval, Military and Air Force Club of South Australia.

Speakers are -

Jim Grose from Precision Manufacturing &

Scott Begbie from APC Technology

Click on this link to view the flyer

<https://industryleaders.com.au/wp-content/uploads/2018/07/August-SA-Dinner-3.pdf>

Time: 1800—2000

Location: 111 Hutt Street, Adelaide

Price: \$60.00 - Includes two-course dinner and Club beverages

Dress: Jacket and Tie

RSVP: By Friday, 17 July 2018 Please contact Sarah on 8223 2422 or by email

sarah.lewis@navmil.org

* Late booking fee applies

MONDAY 24 SEPTEMBER

ILF GRANT AWARDS CEREMONY – 5.30 TO 7.30 PM

To be held at: Sanctuary Function Rooms – Adelaide Zoo

1 Plane Tree Drive, Adelaide

Save the date for the ILF “Premier event” of the year.

FRIDAY 19 OCTOBER

ILFSN TRAINING WORKSHOP – GOOD CULTURE IN BUSINESS – 12.30 TO 6.30 PM

Save the date for a highly requested topic workshop.

EXTERNAL PROGRAMS

The Impact Awards 2018

Nominations close Friday 20 July 2018

<https://www.judgify.me/theimpactawards2018>

Twenty per cent discount for ILF Scholars who are Adelaide University Alumni and wish to do an Executive Education course at the Adelaide University.

<https://business.adelaide.edu.au/execed/>

SCHOLARS IN THE MEDIA *(Click on the link to read the article)*

Congratulations to Power Health, Patrick Power (ILF 2014) have won the Telstra Business Awards SA for the Medium and Making Waves category.

Anthony Kittel (ILF 2010) explains the advantages of Adelaide's South in The Advertiser – 17 July 2018.

https://industryleaders.com.au/wp-content/uploads/2018/07/Anthony-Kittel-ILF2010-explains-advantages-of-Adelaide's-south-The-Advertiser-7_17_2018.pdf

Congratulations to Sage Automation (Andrew Downs ILF 2013, and Adrian Fahey ILF 2016) and Redarc Electronics (Anthony Kittel ILF 2010, Ben Marsh ILF 2013 and Jo Hugman ILF 2014) winners at the Endeavour Awards.

<https://industryleaders.com.au/wp-content/uploads/2018/07/winners-of-Endeavour-Awards-2018.pdf>

Eddie Lane (ILF 2012) in full feature article in Indaily.

https://industryleaders.com.au/wp-content/uploads/2018/07/40-Under-40-winner-of-the-day_-Eddie-Lane.pdf

Tonkin Engineers (Gerry Doyle ILF 2016) boosted to 140 head count acquiring 15 person Sydney firm.

https://industryleaders.com.au/wp-content/uploads/2018/07/Tonkin-engineers-Sydney-acquisition-The-Advertiser-7_9_2018.pdf

Kris Lloyd (ILF 2014) held out as Women of Influence role model in Australian Financial Review.

<https://industryleaders.com.au/wp-content/uploads/2018/07/Kris-Lloyd.pdf>

Please send us your news for inclusion in the bulletin – copies of news, articles published in papers or magazines or MP3 recording of live interviews preferred.