



FORTNIGHTLY BULLETIN

3 JULY 2018

BULLETIN 12

Dear Scholars & Members

Welcome to the twelfth 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

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.

THIS SEMINAR IS SURE TO FILL QUICKLY. BOOK EARLY TO AVOID DISAPPOINTMENT

Held at: To be confirmed

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

- d. Competitions
- 4. **Nurture leads**
 - a. Webinars
 - b. Email marketing
- 5. **Convert sales**
 - a. Sales Automation
 - b. CRM systems
- 6. **Reactivate sales**
 - a. Customer Retention Strategies
 - b. CRM Systems
- 7. **Strategic Review**
 - a. Internet Marketing Plans
 - b. Funnels / Data / Metrics / Goals

Read about Geoff Kwitko:

<https://industryleaders.com.au/wp-content/uploads/2018/03/About-Geoff-Kwitko-Digital-Marketing.pdf>

Please RSVP to Suzi: suzi@industryleaders.com.au by Thursday 19 July 2018

TUESDAY 21 AUGUST

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

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

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 the Detmold Group for celebrating their 70 Year Anniversary Zoe Detmold (ILF 2016), Alf Ianniello (ILF 2011) and John Scott (ILF 2013)

This year The Detmold Group celebrates its 70 Year Anniversary. Founded in 1948, and proudly remaining family owned with global headquarters in Adelaide, The Detmold Group is a leading manufacturer of paper and board based packaging products for a diverse range of customers. With offices in 17 countries, 8 world class manufacturing facilities and a global sales network, they employ over 2500 people worldwide in offices and factories strategically located to support their customer's operations and future growth.

Rodney Detmold is the Executive Chairman and all 3 daughters, Sascha Detmold Cox, Pippa Detmold and Zoe Detmold (ILF 2016) have forged careers within the Detmold Group.

While reflecting on their history, the Detmold Family appreciate that their growth and development would not have been achieved without their employees, past and present, and their constant efforts to improve the business. The Family believe that their success has been driven by an entrepreneurial spirit, developing new markets and products and maintaining the highest standards of quality and customer service. Detmold believe that opportunities for growth and development have never been stronger, and in a constantly evolving market they remain confident and excited for the times ahead



Alf Ianniello (CEO), Rodney Detmold, Zoe Detmold, Sascha Detmold Cox, Pippa Detmold

Zoe Detmold has a new start up business called:



Zoe has provided the ILF with 250 hot cups, which will be used at our training events, thanks Zoe.



You can check out the website www.cupandcarry.com.au and create your own disposable cups and bags.

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.