



**Fund Executive Forum Program**  
**1<sup>st</sup> March 2018, Melbourne Business School, Melbourne**

*“Connections”*

*Brands, boards, members & employers - how do we best connect?*

9:00	Welcome: Jane Perry, Chair of FEAL & MC for the day: TBC
9.10	<b>Member connections. How to build strong and lasting connections with your members. Lessons from outside our industry.</b> <b>Speaker:</b> Brendon Gale, CEO, Richmond Tigers, (30 mins presentation + 10 mins Q&A)
9.50	<b>Employer connections. How to build and maintain connections with employers.</b> <b>Speaker:</b> SunSuper Executive TBC
10.10	<b>Member connections. How to build and maintain connections with members.</b> <b>Speaker:</b> Sara Daymond, EM Marketing, Insights & Experience, VicSuper
10.30	Table discussion on member & employer connections.
10.40	Feedback from tables and group discussion.
10.50	Morning Break
11:20	<b>Board Interactions. Connecting with, and effectively supporting your board. Lessons from outside our industry.</b> <b>Speaker:</b> Dr Katherine Woodthorpe AO (30 mins presentation + 10 mins Q&A)
12.00	<b>Board Interactions: Board effectiveness and interaction with the executive team. Lessons from within our industry.</b> <b>Speaker:</b> Anne Ward, Chair, Qantas Super (20 mins presentation + 10 mins Q&A)
12:30	Table Discussion on board interaction & effectiveness led by CEOs
12.45	Feedback from tables and group discussion.
1.00	Lunch break
2.00	<b>Brand – the academic’s perspective. Why promote your brand?</b> <b>Speaker:</b> Simon Bell, Melbourne University (30 minutes presentation + 10 mins Q&A)
2.40	<b>Brand strategy – the CEO’s perspective. How is CBUS promoting their brand? What we can learn from within our industry.</b> <b>Speaker:</b> David Atkin, CEO of CBUS (20 minutes presentation + 10 mins Q&A)
3.10	Afternoon break
3.40	<b>Brand execution. Table discussion led by Marketing Executives.</b> Table facilitators including Lisa Samuels, HESTA and Umberto Mecchi, HOSTPLUS.
4.00	Feedback from tables and group discussion
4:15	<b>Closing remarks: Jane Perry, FEAL and Harry Moore, CFSGAM</b>
4.30	Drinks, hosted by CFSGAM

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