



Queensland
Leaders



Growth, Strategy & Investment Forum

Driving growth & innovation in a challenging economy.

- **Sales:** *conversion, pipeline & strategy*
- **Marketing:** *profile, positioning & market*
- **Innovation:** *people, performance & business models*

For private company owners & executives

Wednesday 30th August 2023

Queensland Cricketers' Club, The 'Gabba', 411 Vulture Street, Woolloongabba

1.45pm Guest Arrival, Registration & Networking

2.00pm Welcome & Table Introductions

The future of doing business

2.10pm

Stephen Beirne, CEO, Queensland Leaders

- Building the right strategy for a changing economy.
- Knowing where to invest your time and resources to create growth & opportunity.



The changing nature of business models & key business trends

2.35pm

Louise Broekman, Founder & CEO, Advisory Board Centre

- Using the right business models to position for growth.
- Understanding the major trends that will affect all business.



Your sales success for the year ahead

3.00pm

Peter McKeon, Founder & CEO, Salesmasters International

- Creating the right strategy for your products, services and market.
- Refocus your team to achieve the best sales performance.



3.25pm Afternoon Tea Break. Networking with Guests & Workshop Hosts

Positioning your business through clear differentiation & marketing

3.35pm

Helen Pace, Business Development Specialist, Aurora Marketing

- Finding your differentiator to help you find – and grow – your market.
- Marketing ideas to reach your target audience and grow market share.



Enhancing performance and productivity from your people

4.00pm

Ramona Bullard, Business Skills Mentor, TAFE Queensland Small Business Solutions

- Developing a culture of performance.
- Enhancing productivity and generating better business outcomes.



Case Study: Building an Industry Leader – Chemisys Group

4.25pm

Jasmine Florey, Managing Director, Chemisys Group

- One of the world's leading manufacturers of timber protection products.
- The lessons learnt and mistakes made in building a market leading business.
- Future opportunities and doing better business.



4.50pm Networking Reception with Guests & Workshop Hosts

5.30pm Final Guests Depart

For further information & registration, please visit this link: [Growth, Strategy & Investment Forum](#)