

2010

Multicultural Marketing Conference

multicultural marketing feels the heat

PROGRAM

Conference Chairperson: *Jihad Dib, CRC Commissioner*

8:30 Registration

9:00 Welcome

Stepan Kerkyasharian AM, Chairperson, Community Relations Commission

9:15 Keynote address

The Hon John Hatzistergos MLC, Attorney General, Minister for Citizenship

9:45 Reaching migrants through digital media

Regina Boulos, President, UBI World TV

10:15 Engaging the multicultural community in national debates

Nick Cater, Editor, The Weekend Australian

11:15 White paper on ethnic marketing

Tori Starkey, General Manager, Marketing Communications, Telstra

11:45 Focusing on a specific community without isolating others

Andy Wright, Head of International and Agency Channels Retail Banking Services, Commonwealth Bank of Australia

12:15 It's not all about language

Ben James, Assistant Director, NSW Census Management Unit, Australian Bureau of Statistics

12:45 Lunch and networking

1:45 Case Study: Many cultures - One mission

Gary Brown, Manager HR, Business Excellence & Operations Support, Cargill Beef Australia

2:15 The multicultural voice of Australia in Asia and the Pacific

Mike McCluskey, Chief Executive Officer, Radio Australia

2:45 Panel: Through the spyglass of consumers

- *William Chiu*
- *Juliana Nkrumah*
- *Faten El Dana*
- *Ozem Kassem*

3:30 Open Forum - consumers and participants

4:30 Conclusion - Jihad Dib, CRC Commissioner

NB: Presentation order subject to change.

Registration Form

Title	<input type="text"/>	Name	<input type="text"/>
Organisation	<input type="text"/>		
Address	<input type="text"/>		
Phone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		

Conference and Dinner: No. _____ x \$525 pp = \$ _____

Conference Only: No. _____ x \$440 pp = \$ _____

Total amount paid: \$ _____

NB: All prices include GST

To book, please complete the Registration Form, email to conference@crc.nsw.gov.au or fax to 02 8255 6868, or send to Community Relations Commission - Multicultural Marketing Conference, PO Box A2618 Sydney South 1235 together with payment.

Booking conditions:

1. Full payment must be received prior to the Conference to guarantee your place
2. A 20% cancellation fee applies if the delegate cancels up to 14 days prior to the Conference
3. Full payment is required if the delegate cancels within 3 days prior to the Conference
4. Paid registration is transferrable

I enclose a cheque payable to the Community Relations Commission
Please charge my credit card: Visa Mastercard Bankcard

Card Number Expiry Date

Name on Card

Signature of Cardholder

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1 November 2010 - The Westin Hotel

1 Martin Place Sydney

8:30am - 4:30pm, The Heritage Ballroom



Silver Partner:
NSW Fire Brigades



Silver Partner:
Originsinfo

Conference Speakers



The Hon John Hatzistergos
Attorney General
Minister for Citizenship



Mike McCluskey
Radio Australia



PANEL MEMBERS

William Chiu
Australian Council for the
Promotion of Peaceful Re-
unification of China



Regina Boulos
UBI World TV



Andy Wright
Commonwealth Bank
of Australia



Faten El Dana
Muslim Women's Welfare of
Australia



Tori Starkey
Telstra



Ben James
Australian Bureau of
Statistics



Juliana Nkrumah
African Women Australia Inc.



Gary Brown
Cargill Beef Australia



Nick Cater
The Weekend Australian



Ozem Kassem
AFL Auburn Tigers



In conjunction with The National Multicultural Marketing Awards
Gala Presentation Dinner

6:30pm - 11:00pm, The Grand Ballroom, Westin Hotel

Celebrate the achievements of community, business and government organisations

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