

MARKETING RECORDS IN THE WORKPLACE &

SUCCESSFUL CHANGE MANAGEMENT

It is a well known **FACT** that people will resist change unless they can see how to embrace it and how it will ultimately help them.

So when you want to make changes by introducing a new project, new tools or new practices; you need your fellow associates, staff and your Company's Executive to be, informed, engaged and motivated to assist in any planned changes to be accepted and applied.

This presentation, staged by three qualified Australian Information Management authorities, will provide you with the practical takeaway **MARKETING** tools essential for developing, implementing and managing the vital communication plans for inviting and supporting **CHANGE** in your work environment **TODAY!**

COSTS (incl GST)

Fellow/Chartered Members	\$52.00
Associate Members	\$55.00
Corp/Affiliate Members	\$58.00
ASA/IIM Members	\$66.00
Non Members	\$73.00

WHO SHOULD ATTEND?

CIO's, Information & Record Managers, Content Managers, IS/IT Strategy Leaders, Librarians, Archivists, Information Architects, Knowledge Managers, Web Authors, IM Project Managers, Business Analysts,

Thursday 22nd October 2009

7.00am – 9.30am

**The Hyatt Hotel
Trader's Lounge**

RSVP 16th October 2009

Name: _____

Member No: _____

Company: _____

Phone: _____

Address: _____

Email: _____

Please email an invoice

Dietary requirements: _____

ALL FIELDS MUST BE COMPLETED IN ORDER FOR THE REGISTRATION TO BE PROCESSED

FAX TO 1800-333-802 OR email susan.henshaw@rmaa.com.au



Information
Proficiency



PRESENTERS:

Jo Hutchinson
Consultant & Manager Marketing & Business Development
Information Proficiency

Brian Nielsen
Professional Facilitator & Communications Consultant

James Price
Professional Facilitator & Enterprise Management Consultant

Interstate Professional Guest Speakers – Flying in

Jo Hutchinson - Jo has over 9 years experience within the Information Management marketplace and over 12 years in IT and Telecommunications generally, holding a number of positions in a range of industry verticals in sales and marketing and consulting. Jo's primary consulting focus has been on Change Management, Business Improvement and Intelligence, Solution Integration, User Interface & Web Design. Jo is the joint Manager of Business Development & Marketing for an Australasian IT and IM professional services operator; Information Proficiency. Jo is known for being the driving force behind the Information corporate business operation of this company. Currently Jo is recognized as an essential part of the Information Proficiency core services team offering knowledge and experience to all clients and their projects.

Brian Nielsen - Brian is a professional Facilitator and Communications Consultant and is an expert in organisation and group behaviour, communication and change management and in the all encompassing area of knowledge management. Brian entered the field of information and knowledge management from a background in business and encourages clients to focus on generating value from their intellectual assets. Brian has extensive sales, marketing and general management experience and is a founding partner of an Information and Knowledge Management Company; Experience Matters.

James Price - James is the Founder and Managing Director of the South Australian based Company: Experience Matters. From the un-reputed reputation and success of this Australian business it is proven that James has all the required knowledge and skills in Enterprise and Business Management. These areas including: Corporate business, Administration, HR and People management, Financial and Accounting, Marketing, Information Management, Research and Development, Risk Management and Business Continuity. James is living proof of the professional skills of a successful, all-encompassing Business Leader.



Registration Terms & Conditions

All registrations for RMAA events are made subject to the terms and conditions of RMAA as set out below:

Payment Terms

Payment is required within 30 days of the registration being received. Invoices will be sent electronically upon registration being received.

Methods of Payment

Payments are accepted in Australian dollars and include 10% GST. New Zealand based events are payable in New Zealand dollars and attract the New Zealand GST of 12.5%.

Cheques should be made payable to RMAA and sent to RMAA, PO Box 276, St Helens, TAS Australia 7216
Bank transfers in AUD\$ should be deposited into CBA Account 'Records Management Association of Australasia',

BSB: 064-000, Account Number: 1077 6171. Notification of payments made in this way should be via a remittance advice to finance@rmaa.com.au

Bank transfers in NZ\$ should be deposited into ANZ Account 'Records Management Association of Australasia' Account 010102-0597629-00. Notification of payments made in this way should be via a remittance advice to finance@rmaa.com.au

Payments can also be made by credit card (Visa/Mastercard).

Payment "at the door" is not accepted.

Registration Fee

The registration fee covers attendance at all sessions, refreshments, any event documentation on the day, enrolment fee and Statement of Attainment Certificates.

Cancellations

Cancellations received in writing at least 10 days prior to the first day of the event will be refunded in full less an administration charge of 20%

Notice of cancellation must be received in writing and submitted by either emailing susan.henshaw@rmaa.com.au or by writing to RMAA, PO Box 276, St Helens, TAS Australia 7216.

We recommend using a method of recorded delivery to ensure notice of cancellation is received.

Should you need to cancel your registration less than 10 days before the first day of the event, the registration fee remains payable in its entirety although a substitution will be accepted.

Failure to attend an event does not negate your commitment to pay for attendance. If there are extenuating circumstances, please contact susan.henshaw@rmaa.com.au and the cancellation request will be assessed on its merit.

Substitutions and Name Changes

Substitutions are acceptable at any time. If you have registered as a corporate member, you can substitute with a non-member for a local event only. To inform us of a name change, please email susan.henshaw@rmaa.com.au. We regret that we are not able to transfer places between conferences or events.

Indemnity

It may be necessary for reasons beyond the control of the organisers to alter the venue, content or the timing of the programme. We will endeavour to keep you abreast of such changes but any reasonable change to the event format will not constitute a reason to refund the event fee. Should the event be postponed, we will endeavour to reschedule the event. If, for reasons beyond the control of RMAA, an event is cancelled, a full refund will be made. We are not liable to pay any incurred costs resulting from any postponement or cancellation.

Security

RMAA is committed to ensuring that the submission of sensitive information, such as credit card details, is safe and secure. We employ reputable and reliable service providers to ensure such information is protected. All information we hold is kept secure with access limited to personnel charged with the processing of such data. All personal data is gathered and processed in line with the Data Protection Act and RMAA's privacy policy