

Women in Retail and FMCG Leadership Summit 2017

10% discount off the Standard rate for NRA members with the code WRF0317A Q3

An inspiring and informative leadership development experience for leaders and emerging leaders working within the fast paced environment of Retail and FMCG

FEATURED SPEAKERS

-  **Gaelle Boutellier**
General Manager Marketing and Category
Coca-Cola Amatil
-  **Therese Kallie**
Director, Communications and Marketing Excellence
Nestle
-  **Rosanna Iacono**
Chief Operating Officer
Freedom
-  **Sandy Mellis**
General Manager, ANZ
RB
-  **Alison Merner**
General Manager, Human Resources, Big W
Woolworths Limited
-  **Kathy Karabatsas**
Finance Director and MD Adjacent Business Units
Lion Australia, Lion Dairy & Drinks
-  **Loucinda McCorry**
General Manager - Myer Melbourne
Myer
-  **Amrita Blickstead**
Director, Small and Medium Business
eBay
-  **Simone Anderson**
General Manager Operations
SunRice
-  **Michael Edmonds**
General Manager, Marketing Australia/New Zealand
Asahi Premium Beverages
-  **Mandy Chambers**
Head of Retail Marketing
National Australia Bank
-  **Allison Shevlin**
Director Human Resources
Simplot Australia Pty. Ltd.
-  **Tamara Howe**
Marketing Director, Australia
Kellogg Company
-  **Sonia Bettega**
General Manager Global Retail Operations
Forever New Clothing Pty Ltd
-  **Joanne Higham** General Manager,
Business Development and Communications
Pacific Brands
-  **Julie Hastings**
General Manager of Retail Operations
Bras N Things
-  **Kirstie Hepburn**
General Manager Sales
Sigma Pharmaceuticals Limited
-  **Andrew Davis**
General Manager Retail
Viva Energy Australia
-  **Shelley Nolan**
General Manager Human Resources
PZ Cussons
-  **Rachel Digby**
General Manager
Breakaway Apparel Pty Ltd



2017 Theme:
'Making It Happen'

Pre-Summit Workshop

21 March 2017

Summit

22 & 23 March 2017

Post-Summit Workshop

24 March 2017

Intercontinental Melbourne
The Rialto

Network with like-minded women in your industry

Motivational stories and career advice from senior leaders

Developing strong communication and negotiating skills

Discovering tips and techniques for work-life balance

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Booking Code - Q3

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9.00 - 4.30

The Year of Focus: Discovering your passions and maximizing your success

Forbes have identified that one of the top trends affecting us at the moment is our lack of focus. Without focus, we can't achieve our best. There is more choice than ever but less time and money. Whether it be in your personal or professional life, you need to know where you are going or you will end up somewhere unexpected.

To progress to a leadership role you must learn how to work with others around you in and out of the workplace. In order to strengthen those relationships between colleagues, you have to develop strong communication techniques for all possible circumstances and different personalities. By harnessing your communication skills you then in return will be able to negotiate for what you deserve.

This workshop is about getting to the core of what makes you happy and what makes you tick. Tara will share tips for discovering your brand DNA and how you can use simple approaches to get focused about where you are heading. Delegates will be provided practical techniques to embrace innovative mindsets and frameworks to unleash their maximum leadership potential. Tara will discuss:

Discovering your brand DNA

- Creating your Mood Board
- Presenting your brand to the team
- Connecting with all your brand DNA

Maximizing your leadership potential

- Strategies for career progression
- Harnessing qualities needed to advance to executive leadership
- Developing senior presence

Strengthening your relationships and communication

- Establishing strong relationships in the workplace
- Develop best practice negotiating techniques
- Learning to communicate in all situations

Finding your Focus

- Discovering what makes you tick
- Paving your career path
- Highlighting your passions in and out of the workplace

Expert Facilitator: Tara Lordsmith Chief Marketing Officer and Marketing Advisory
Lordsmith and Co

A marketing leader with 20+ years experience working on top tier leading brands across Marketing, Strategy, General Management and Sales roles. Currently MD of Lordsmith & Co which is a top tier marketing consultancy, recently advising medium to large businesses such as Tabcorp, IAG, Greenearth Energy, Food and Beverage Manufacturers and agencies on how to leverage marketing for business performance. With a expert marketing team supporting her, Lordsmith and Co also manage all marketing projects end to end. She is also a Director for fast growing tech business www.influencerhub.com

Previously Group General Manager at Myer, which is Australia's largest department store and prior Board Director for Australian Marketing Institute (AMI). Tara has extensive experience in the FMCG industry having previously held leadership roles at Simplot Australia, Schweppes and Cadbury.

TEAM BOOKINGS AVAILABLE



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Day One 22 March 2017

2017 Theme: 'Making It Happen'

We have invited some of the most influential, inspiring and accomplished leaders in the field to reflect on what it takes to step up as a leader, including how to manage the ups and downs experienced along the way. These leaders will share the defining moments in their career and offer their personal advice and insights on what it took to really make it happen.

8.30 - 8.55 Registration and Morning Coffee

8.55 - 9.00 Official Welcome and Opening Remarks from the Chair

9.00 - 9.40 OPENING KEYNOTE CASE STUDY

Effective leadership in a fast-paced and competitive environment

As a leader in the Retail and FMCG space, it is critical to surround yourself with a supportive and collaborative team due to the competitiveness of the environment. To have a successful career in this industry requires one to build a toolset beyond the basics. Gaelle's leadership has taken her from Kraft Foods to Lion Co to now the General Manager of Category and Marketing at Coca-Cola Amatil. She will discuss the transition between roles and the tips and techniques she has picked up along the way. Share:

- Building team rapport
- Transiting smoothly across organisations
- Staying one step ahead of the game

Gaelle Boutellier General Manager Marketing and Category
Coca-Cola Amatil

9.40 - 9.50 Questions and Discussion

9.50 - 10.30 EXPERT COMMENTARY

Credible communication - Is your value visible?

You may be a powerhouse of knowledge and experience but if your language patterns and non-verbal cues do not support this truth then you might be facing leadership or career invisibility. To be an effective leader it is critical that you have strong communication skills, verbal and non-verbal. Anneli is an experienced leadership coach and will provide a fresh perspective on communication and the language of success by exploring the key credibility killers in any communication context :

- Explore various language patterns that undermine credibility and confidence
- Discover the non-verbal signals that enhance your professional presence when communicating
- Learn how others see you and what that means for your career potential

Anneli Blundell Director
Motivation Matters

10.30 - 10.40 Questions and Discussion

10.40 - 10.55 Morning Tea

10.55 - 11.35 CASE STUDY

Keeping up with the latest trends

The retail and FMCG industry is a constantly evolving environment requiring leaders to not only follow the latest trends but be the trend setters themselves. While effective leaders understand how to keep up with current styles, they must also learn the difference between managing and leading a team. Different to most in this industry, Sonia

started her career as an associate lawyer eventually leading her to the CEO role at Topshop Topman, and ultimately to her current position as General Manager Global Retail Operations. Throughout this journey, she has learned the importance of being a trend setter while building a bond with her team. Share:

- Knowing when to lead vs manage
- Staying up to date with new trends
- Embracing non-traditional career paths

Sonia Bettega General Manager Global Retail Operations
Forever New Clothing Pty Ltd

11.35 - 11.45 Questions and Discussion

11.45 - 12.35 INTERACTIVE PANEL DISCUSSION

Achieving a blend between your personal brand and your organisations brand

Transitioning into a management role requires discovering your own personal leadership style while also keeping in mind the organisations brand. The organisational brand affects everyone in the organisation from the executive management to the newest employee. It is critical as a leader to align your style to blend with the organisations to have the maximum accomplishment. Share:

- Understanding your own leadership style
- Discovering your role in your organisation
- Leading with confidence

Allison Shevlin Director Human Resources
Simplot Australia Pty. Ltd.

Simone Anderson General Manager Operations
SunRice

Rachel Digby General Manager
Breakaway Apparel Pty Ltd

Mandy Chambers Head of Retail Marketing
National Australia Bank

Michael Edmonds General Manager,
Marketing Australia/New Zealand

Asahi Premium Beverages

12.35 - 1.35 Networking Lunch

1.35 - 2.10 CASE STUDY

The glass ceiling vs. the glass cliff - Making sure a step up isn't a step off the edge

Moving into a leadership role is not an easy task and for women the undertaking is even more challenging due to the lower number and less desirable opportunities for moving up the corporate ladder. In fact, a crucial question arises around why female CEO's are more often external appointment than internal promotions. With more than 20 years in the retail industry starting as a Merchandise and Marketing Manager at Nike in Europe to now the Chief Operating Officer at Freedom in Australia, Rosanna understands the importance of breaking through the barriers while embracing the challenges along the way. Discuss:

- Understanding the difference between the glass ceiling and the glass cliff
- Tips for moving into a leadership role
- Delivering visionary leadership whilst negotiating stakeholder support

Rosanna Iacono Chief Operating Officer
Freedom

2.10 - 2.25 Questions and Discussion

2.25 - 3.05 CASE STUDY

Achieving leadership in the FMCG Industry

PLUS TWO WORKSHOPS!

Plus Two Separately Bookable Full-Day Workshops on 21 & 24 March 2017



VALUE PLUS DISCOUNT

Receive up to \$350 off registration if you register and pay by 13 December 2016

Stepping up as a leader in the Retail and FMCG industry requires a balance between technical knowledge and soft skills. As the industry evolves, it is critical leaders stay ahead of the game by maintaining career momentum. With a career spanning across different continents, Sandy will share his experiences of staying relevant in a demanding, fast-paced industry. Discuss:

- Staying ahead of the game
- Pushing beyond your own limits
- Lessons learned from international experiences

Sandy Mellis General Manager, ANZ
RB

3.05 - 3.15 **Questions and Discussion**

3.15 - 3.30 **Afternoon Tea**

3.30 - 4.20 **EXPERT COMMENTARY**

Discovering the mutual relationship of a mentor and mentee

The connection between a mentor and mentee is a unique relationship that provides countless benefits to both parties and the organisation in which they work for. In this session, Kirsten will explore the mentoring relationship using practical case studies to discuss:

- Benefits from both the mentor and mentee perspective
- Key factors for a successful mentoring partnership
- Strategies to find your own mentor or mentee

Kirsten Majidi Director
Career Mastery

4.20 - 4.30 **Questions and Discussion**

4.30 **Concluding Remarks from the Chair**

4.30 - 5.30 **Networking Reception**

NETWORKING RECEPTION

4:30 - 5:30PM

Make the most of your experience,
join us to network over complimentary
canapés and drinks

FACULTY OF EXPERTS

Our faculty of experts will help to provide practical skills and insights throughout the event



Gill McLaren
Chief Executive Officer and Founder
Syntegrate



Tara Lordsmith
Chief Marketing Officer and Marketing Advisory
Lordsmith and Co



Anneli Blundell
Director
Motivation Matters



Denise Mooney
Career Coach



Kirsten Majidi
Director
Career Mastery

Day Two 23 March 2017

8.30 - 8.55 **Morning Coffee**

8.55 - 9.00 **Opening Remarks from the Chair**

9.00 - 9.40 **OPENING CASE STUDY**

Lessons learned from transformational and change leadership

Every organisation will go through a companywide change at some point. As an aspiring and emerging leader you want to make sure to be at the forefront of the move. Alison has significant transformational and change leadership capability in the retail industry including Group Head of HR Transformation at Woolworths. Share:

- Advantages of change leadership
- Understanding the importance of transformation
- Lessons learned from her personal experience

Alison Merner General Manager, Human Resources, Big W
Woolworths Limited

9.40 - 9.50 **Questions and Discussion**

9.50 - 10.30 **CASE STUDY**

Learning to embrace the bumps in the road

Every successful leader has had to learn how to overcome and embrace difficult challenges along their leadership journey to make it to where they are today. Difficult obstacles can come from specific work projects or broad leadership challenges but both have the possibility of leaving a lasting effect on your career. With over 17 years working in the consumer goods industry, Tamara has learned the importance of overcoming and embracing every hurdle on her path. Discuss:

- Overcoming and embracing challenges
- Turning obstacles into opportunities
- Bouncing back from negative experiences

Tamara Howe Marketing Director, Australia
Kellogg Company

10.30 - 10.40 **Questions and Discussion**

10.40 - 10.55 **Morning Tea**

10.55 - 11.45 **INTERACTIVE PANEL DISCUSSION**

Balancing act - Personal and professional life

There is no perfect equation or solution to balancing your personal and professional life. Instead, the equation has to be constantly modified and the solution is different for each individual. Maintaining a balance requires planning your time carefully, setting your priorities, and monitoring your health. Setting boundaries will help to maintain important separation between personal and work life.

Share:

- Overcoming work and personal life challenges
- Developing time management
- Lowering your stress levels

Kathy Karabatsas Finance Director and MD Adjacent Business Units
Lion Australia - Lion Dairy & Drinks

Shelley Nolan General Manager Human Resources
PZ Cus sons

Therese Kallie Director, Communications and Marketing Excellence
Nestle

Joanne Higham General Manager, Business Development and Communications
Pacific Brands



SUPER SAVER DISCOUNT

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Harnessing your Strengths to Overcome Barriers

Amrita Blickstead Director, Small and Medium Business
eBay

Loucinda McCorry General Manager - Myer Melbourne
Myer

Julie Hastings General Manager of Retail Operations
Bras N Things

11.45 - 12.25 EXPERT COMMENTARY

Stepping into leadership with confidence

When you step into a leadership role it can bring up all kinds of fears and doubts that affect your ability to do the job. It's important to have the right mindset, to recognise the unique qualities you bring to the role, connect with your purpose, speak up and develop your personal power so that you can become the strong, confident leader you know you are capable of being. Denise will discuss:

- Building your confidence
- Facing your fears
- Creating the right mindset for success

Denise Mooney Career Coach

12.25 - 12.35 Questions and Discussion

12.35 - 1.35 Networking Lunch

1.35 - 2.15 CASE STUDY

Overcoming the disruption and embracing every opportunity

To achieve maximum career opportunity occasionally leaders must persevere through challenging times, but also be open to new opportunities. Whether it's a new industry, position, or even project you must learn to accept the change while rebuilding yourself. Andrew will explain how he embraced the challenges in his career to lead him to his current role as the General Manager Retail at Viva Energy. Share:

- Preparing for the unexpected
- Embracing challenging obstacles
- Learning to be open to new opportunities

Andrew Davis General Manager, Retail
Viva Energy Australia

2.15 - 2.25 Questions and Discussion

2.25 - 3.00 CASE STUDY

Essential skills for leadership success

In order to take your career to the next level, you must surround yourself with a team and organisation that is on the same future path as you. By building strong communication skills and empowering team bonding you will have the toolset to succeed as a leader. Kirstie has a background as a pharmacist in the UK, moved to Australia and started working at Coles, and now is the General Manager of Sales at Sigma. She will explain how she was able to lead her team and self to success. Discuss:

- Exploring key skill sets to be an effective leader
- Discovering your individual career path
- Building team morale in the workplace

Kirstie Hepburn General Manager Sales
Sigma Pharmaceuticals Limited

3.00 - 3.15 Questions and Discussion

3.15 - 3.30 Afternoon Tea

3.30 - 4.30 INTERACTIVE CLOSING ROUNDTABLE

Making it happen - What are the future steps for leaders in Retail and FMCG

Moving up the career ladder in Retail and FMCG industry does not always follow a linear pathway due to the industries being fast-paced and progressively competitive. This interactive roundtable will explore the key-takeaways and address the major themes that have been discussed throughout the summit to provide advice on how to overcome common challenges, embrace new opportunities, and discover your authentic leadership brand. This session will explore:

- The future for women in Retail and FMCG
- Defining moments through out the summit
- Action plan for making it happen

Gill McLaren Chief Executive Officer and Founder
Syntegrate

4.30 Concluding Remarks from the Chair and Summit Close

ABOUT THE EVENT

Despite gender equality with associate level employees in retail and FMCG there is a significant imbalance between women and men in executive leader roles. For women in retail and FMCG it is critical they build skillsets to compensate for this gender gap. These skills may include negotiating, authentic leadership, and communication. Aspiring and emerging leaders must master these techniques in order to achieve success in their career.

Liquid Learning presents the 4th Annual Women in Retail and FMCG Leadership Summit 2017 which brings together female aspiring, emerging, and accomplished leaders. Delegates will be provided the opportunity to hear uplifting and inspiring testimonies from successful women in this space. This annual two day conference will be comprised of case studies, expert commentaries, and panel discussions that will divulge the critical skill sets required of female leaders.

This is an outstanding networking and development opportunity not to be missed. Register your team early to be a part of this engaging conversation!



FOLLOW THIS EVENT

Tweet about this event using the hashtag **#WilmaChat** and **@LiquidLearning** for daily industry updates!

WHO WILL ATTEND

Aspiring, emerging and existing female leaders from any role across the Retail and FMCG Industry, including:

- National Managers
- Group Managers
- Senior Managers
- Line or Business Managers
- Team Leaders
- Directors
- Heads of General Managers
- Leadership Programs
- HR / L & OD / Diversity
- Chief Executive Officers
- Chief Financial Officer
- Chief Marketing Officer
- Managing Directors
- Vice-Presidents

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Discovering your Leadership Brand by Unlocking your Full Potential

As the retail and FMCG industry evolves, aspiring and emerging leaders need to be agile and prepared for the challenges they may face in their transition to a leadership role. In order to do so, they must develop a strong foundational leadership skill set and refine their path to 'Making It Happen'. Female leaders are faced with unique challenges throughout their leadership journey and sometimes struggle to develop an authentic leadership style due to external pressures.

Aspiring and emerging female leaders need to develop their own unique leadership style, building on their strengths. Discovering the type of leader you want to be will help to build your confidence and resilience while maximizing your leadership effectiveness. Defining how you want to show up as a leader requires you to understand and know more about yourself and this forms the strong foundational core of authentic leadership.

This premier workshop will focus on creating a foundational skillset for executive leadership. Participants will explore the challenges female leaders face in Retail and FMCG and develop a skill set that will allow them to overcome these barriers and to maximise leadership opportunities. With an emphasis on building authentic leadership, building effective teams, defining personal purpose and your purpose at work and focusing on emotional intelligence the workshop will provide foundational skills to help you succeed in an advanced leadership role.

Recognising and developing your strengths as a leader

- Start with me: define your personal foundations of leadership
- Tapping into the neuroscience of leadership
- Understanding your values and strengths

Developing Authentic leadership

- Focus on emotional intelligence, differentiating between smart leaders through IQ and EQ
- Focus first on knowing yourself so you can lead in an authentic way.
- Building purpose led leadership.

Unlock your personal and team productivity

- Go deeper on how you invest time to unlock productivity
- Explore the dynamics and practical tools to mobilize inclusive teams.
- Build problem-solving skills.

Making progress in your leadership

- Creating lasting relationships with sponsors and mentors
- Identifying and overcoming gender bias.
- Setting personal goals to accelerate advancement and build career clarity

Expert Facilitator: Gill McLaren Chief Executive Officer and Founder Syntegrate

Gill McLaren is an experienced leader, innovator and sought after executive coach.

As the Founder and CEO of Syntegrate she provides the integration of Leadership, Strategy, Executive and Business coaching to help her coaching clients develop clear, realistic and comprehensive plans to reach their potential, be fulfilled and live a life in balance.

For the 20 years before starting her own business Gill worked in leadership roles across the UK, Australia, Malaysia and Singapore in the areas of General Management, Strategic Planning, Commercial, Customer and Marketing at Coca-Cola.

Gill also chaired the Pacific Women's Leadership Council and was part of the Global Women's Leadership Council. Shaping the right approaches to recruit, develop and advance women within Coca-Cola.

Her career journey has given her deep experiences of different functions and cultures. She deploys this knowledge to help her clients in two ways : find solutions to complex and challenging business problems and to help them define and build rewarding careers in tune with their purpose .

Gill is also a passionate Speaker and opinion leader on the Topics of Authentic Leadership , Women In Leadership and Shared Value Creation .

Her speaking engagements have included TV (Channel News Asia's Perspectives Program) , Radio (Women of Worth Interview on 938Live Singapore) and Press in both Singapore and Malaysia .

She has spoken and facilitated at industry conferences on the subjects of Shared Value (The World Marketing Summit, Sustainable Brands Global Conference, CSR Asia Summit ,YSEALI Summit) and Women in Leadership (Break the Ceiling Touch the Sky Conference , Catalyst Global Conference)



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