



INVITATION TO

SYDNEY REGIONAL ROADSHOW

How to use Technology and Social Media Practically For Your Business

Most businesses are embracing social media as a way of connecting with clients and other like minded people. Implementing these strategies to increase client advocacy and obtaining new clients through content sharing is an ever growing trend. However it can be a challenge to ensure it works for your business as well as knowing all the tips and traps of these tools.

Michael Harrison knows this area well being a business consultant who has been working with businesses operating in the services sector, principally in financial and professional services.



Guest Speaker
Michael Harrison

Date

Thursday 29 March 2012

Time

4.00pm – 6.00pm

* 3.45pm for 4pm start

Venue

Westpac Place
275 Kent Street, NSW, 2000

Closing Date

Thursday 22 March 2012

Cost

AFA Members \$40

Non AFA Members \$45

AGENDA

4.00pm Welcome
Marc Bineham

4.15pm Michael Harrison

5.00pm Drinks/canapés



Guest Speaker



Michael Harrison

Michael Harrison commenced his working life as an executive trainee at Myer Melbourne Limited in 1961 and studied accountancy part-time. In 1966 he purchased a half share of a footwear factory, later taking control of the business.

In 1970 Michael purchased a one-third share in a computer service bureau (Compudata Pty Ltd) and was its Marketing Director until he negotiated the successful sale of the business to Computer Resources Limited 18 months later.

Following the sale of the business Michael toured Australia and relocated to Adelaide. In 1972 he entered the life insurance industry with Security Life Assurances Ltd specialising in the design and implementation of human risk management strategies for public companies and high net worth individuals.

In 1980 he established Lumley Harrison Limited in partnership with the UK based Edward Lumley Group. The business, which was based in Sydney, specialised in the design of executive compensation programs for the public company market. He sold his interest in 1982. During this time Michael received international recognition as one of the world's top salespeople. He achieved life membership of the Million Dollar Round Table and qualified for the Top of the Table.

In 1985 he founded Australia's first private bank, Harrisons Australia Limited, which he owned jointly with NZI Securities (Western) Limited, part of the New Zealand Insurance Group. The company ceased to trade in 1990.

In 1992 Michael established Strategies Plus Concepts Pty Ltd, a business consultancy that designs growth strategies for businesses operating in the services sector, principally in financial and professional services.

Michael is the author of Ready, Aim, Sell!, the Consultants Toolkit, the Mini Guide to business series, Diamond Selling, How to Turn Questions into Cash and numerous articles about business. He has been invited to present his sales and business strategies as a keynote speaker to audiences in Australia, New Zealand, Asia the United Kingdom and the United States.



Event Date: Thursday 29 March 2012 | Closing Date: Thursday 22 March 2012

1. Personal Details

Title: Name:
Surname: AFA Membership Number:

2. Contact Details

Licensee:
Company:
Mailing Address:
City: State: Postcode:
Phone: Fax:
Mobile: Email:
Special Requirements (e.g. access, dietary, other):

3. Number of people attending? (please provide name & email)

1. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
2. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
3. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
4. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
5. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
6. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
7. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
8. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
9. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member
10. <input type="text"/>	<input type="checkbox"/> AFA Member	<input type="checkbox"/> Non Member



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5. Cost

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- ☐ Non AFA Members \$45

All costs stated above are GST inclusive.

6. Payment Details

Please charge \$ (gst incl) to my (please tick) Master Card ☐ Visa ☐ AMEX ☐

Cardholder's Name:

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☐ Enclosed is my cheque made payable to: Association of Financial Advisers Ltd.

☐ EFT - BSB 082-330 A/C No. - 028 57 3951

For EFT payments please provide the date of the event you are attending and your name as a reference.

Ref (date of event): / Surname:

Cancellation Policy

The AFA will refund the cost if the applicant notifies the AFA seven days prior to the commencement of the program of their intention not to attend. If you do not notify the AFA seven days prior to the commencement of the program you will not be entitled to a refund. You may nominate another person to attend in your place.

Please send or fax all registration forms to:

AFA National Office

PO Box Q279, Queen Victoria Building NSW 1230

Ph: (02) 9267 4003 | Fax: (02) 9267 5003

Melissa Favaloro

Email: melissa.favaloro@afa.asn.au

All registrations will be confirmed by email. A receipted tax invoice will be emailed to the address on your registration form.