

Strategy^e 2001

BUSINESS INNOVATION & INTEGRATION IN A NETWORKED WORLD

- Understand the new competitive landscape, initiatives and thinking required to create new sources of value
- Absorb the lessons from the 2000 bust and look at companies and models that won, lost or adapted
- Map new pathways to profit for businesses, new and old

SECOND ANNUAL WORKSHOP

GBN AUSTRALIA PRESENTS



Stuart Henshall
Leading global commentator on the consumer revolution and author of the COMsumer Manifesto

4-5 June 2001

Intercontinental Hotel, Sydney

7-8 June 2001

Le Meridian at Rialto, Melbourne



'... AN EXCEPTIONALLY STIMULATING AND THOUGHT PROVOKING WORKSHOP. EXCELLENT ARRAY OF CHALLENGING QUESTIONS AND STIMULATING IDEAS.'

— PETER OUTERIDGE CSIRO

'DIGITAL CAPABILITY IS ENABLING US TO LEARN FROM EACH OTHER MUCH MORE EFFECTIVELY, MUCH MORE PROFITABLY, AND PRACTICALLY INSTANTANEOUSLY. DIGITAL TECHNOLOGY IS NOT MERELY REDEFINING THE RULES OF THE GAME, IT IS REDRAWING THE WHOLE PLAYING FIELD. THE KEY QUESTION IS: ARE YOU INVESTING IN THE DIGITAL FUTURE OF YOUR COMPANY?'

— JOHN LEGGATE, GROUP VICE PRESIDENT, DIGITAL BUSINESS, BP

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Strategy[®] 2001

BUSINESS INNOVATION & INTEGRATION IN A NETWORKED WORLD

SECOND ANNUAL WORKSHOP

HOW DO YOU ACCELERATE STRATEGIC INNOVATION AND INTEGRATION FOR COMPETITIVE ADVANTAGE IN AN INCREASINGLY NETWORKED WORLD?

How important is it, and how do you plan for it? Whether collapse or blip, the continued realignment of the dot.coms signals an end to business models fuelled by the Netscape browser revolution of the early 'nineties.

The Net is entering another revolutionary phase of development and now is the time for a strategy upgrade.

The current web is broken. The one-way centralised world of today's Internet, based on client servers, is morphing to a new world of two-way relationships between consumers, products and enterprises; a world in which P2P networking is ubiquitous, and the modes of interaction and related costs have been revolutionised. Napster is an early warning indicator for further sea change.

Stuart Henshall returns to Australia from the United States to run this topical leading-edge two-day workshop. Stuart is a GBN Australia practitioner who lives in San Francisco. He's spent years working at the strategy coalface – developing new plans and fostering innovative thinking with organisations around the world.

The workshop objectives for strategy, innovation and integration capture the essence of the changing Net environment.

As a result you will:

- » Understand the Net as a breeding ground for innovative new solutions
- » Invent infectious idea genes; the DNA for your new corporate value
- » Build an emerging Net ecology – a P2P/C2C world of people connectivity

As a participant you will also:

- » Learn about the opportunities and constraints offered by new market models
- » Learn about new customer relationships, their information and management and the way they dock with existing relationships
- » Learn how today's organisational structures can adapt to these new needs

Every business is an e-business. Integration is the key, but time is of the essence. Current Internet tools and future models must be applied soon or more businesses will fail.

- Act today, to identify and secure new business opportunities for your enterprise.
- Take home new strategic tools and a communications program to link the concepts to current plans.
- Assemble a kit of practical strategy tools and participate in group tasks.
- Take away new ideas supported by a portfolio of references and referrals to books, websites, magazines and e-zines.

The tech-wreck has provided some breathing space, but don't delay. The networked world is fundamentally changing how customers think, act and react – time buffers and slack is being eliminated by real-time challenges.

Sustainable strategies are robust and scalable and will survive the volatility of the market.

ACT NOW!

COURSE OUTLINE

4-5 June Sydney
7-8 June Melbourne

DAY ONE INNOVATION	DAY TWO INTEGRATION
8.30am Registration	8.45am Review of day one
9.00 Welcome and workshop overview	9.10 SESSION FIVE ORGANISATIONAL CHANGE Developing creative P2P strategies for competitive advantage Communities of interest, personalisation, marketing Group Task: Building new organisational models
9.10 SESSION ONE ARRIVALS What worked and what didn't Why was it important? What's at stake! Looking beyond today Group Task: Framing Internet time	10.30 Morning Tea
10.00 SESSION TWO DEPARTURES Disruptive ideas & technologies Competing for knowledge and attention Changing approaches to the market	10.50 SESSION SIX PANEL Venture capitalists and strategy innovators talk about investment and economics Group Task: Capturing business opportunities
10.30 Morning Tea	12.30pm Lunch
10.50 SESSION TWO (ctd) Challenges to organisational structure and information assets New business models/leading examples Group Task: Modelling migration paths for B2B, B2C, C2B, C2C.	1.45 SESSION SEVEN CONNECTIVITY Building network capital Leveraging knowledge communities Integrating innovative models
12.30pm Lunch	3.10 Afternoon Tea
1.45 SESSION THREE PATHWAYS TO PROFIT Networks and profit generation Innovation, collaboration and co-creation as profit drivers Group Task: Emerging enablers and disrupters	3.30 SESSION EIGHT LOCK IN! Developing a scanning agenda Adapting your strategic conversation Gaining commitment and action Group task: Communicating our learnings Feedback
3.20 Afternoon Tea	4.45 Close of Workshop
3.40 SESSION FOUR STRATEGY FORMATION Building an adaptive strategy toolkit Evolving functionalities – Internet DNA Consumers as a discontinuity Group Task: Developing strategic options Reflections on the day's learnings	Delegates will participate in an ongoing web-based conversation on learnings from the course and individual developments in the application of these concepts.
5.00 Close of day one	

'THE BRINGING TOGETHER OF DIVERSE MINDS CREATES AN ENVIRONMENT THAT IS RIPE FOR ATTAINING LEADERSHIP IN NEW MARKETSPACES. THOROUGHLY ENJOYABLE!'

— LUCE CHANDON,
COMTECH



STUART HENSHALL

Stuart Henshall is an international consultant and member of GBN Australia's practitioner group, specialising in scenario planning, strategy development and innovation. He also presents and facilitates programs on

developing scenarios, e-markets and changing consumer behavior.

His current clients range from Fortune 500 companies to Internet start-ups. Recent themes have included 'Revolutionising Food', 'The Future of Mexico', and 'Beyond the Internet'. In these he has covered a diverse range of issues including: biotechnology, health care, sustainability, privacy, mass customization, B2B, B2C and P2P markets.

Stuart is a frequent course presenter. He facilitated the 2000 GBN WorldView meeting on Emerging Market Models, and presents courses such as Developing and Understanding Scenarios and Scenario programs for the Haas School of Business (UC Berkeley).

Recent thought pieces include 'The COMsumer Manifesto', 'Cyberspace Customers', and 'P2P Personalization.' He has also presented 'The Network Multiplier', a tool designed to evaluate 'trust in networks' and papers on Knowledge Capital Engines.

He has 20+ years' working in consumer goods, retailing and services in the US, Australasia, and Europe, and has been involved in the launch of several 'world first' products.



“ A STIMULATING INSIGHT INTO SOME KEY ASPECTS OF CURRENT SOCIAL AND TECHNOLOGICAL CHANGES AND POTENTIAL IMPLICATIONS FOR ORGANISATIONS AND COMMUNITIES, BACKED BY SOME CONCEPTUAL TOOLS TO ASSIST IN PROCESSING AND APPLYING THE CONCEPTS .”

— JON KRAUSE, MAINROADS QLD

WHO SHOULD ATTEND

The workshop is designed for senior executives and middle managers from business and the public sector (and their intermediaries) with interests in:

- Business Leadership
- Strategic and Corporate Planning
- Internet Services and Net Management
- Innovation Setting & Funding
- Sales & Marketing and Customer Development
- Market Research & Development
- Brand/Product Management
- Business and Product Development
- Organisational Change

A B C

BOOKING FORM

4-5 June, Intercontinental Hotel, Sydney 7-8 June, Le Meridian at Rialto, Melbourne

YES! Register me for Strategy[®] 2001

- The individual price for this two-day workshop is **A\$1495 (incl. GST)**
- All Early Bird and second delegates from the same organisation pay **A\$1295 (incl. GST)**
- Third and subsequent delegates pay just **A\$995 (incl. GST) each**

Special dietary requirements: Vegetarian Other (specify)

- For additional delegates, please photocopy this form.
- GBN Australia reserves the right to change the venue, programme and presenters at any time.
- Registrants unable to attend may send a substitute delegate.
- Early Bird rate must be paid before 20th April 2001.
- Any cancellations prior to 4th May 2001 will be charged \$100. Any cancellations after this date are not refundable.

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Mel Tutchenor – GBN Australia. Level 1, 71-73 Lithgow Street St Leonards NSW 2065
Facsimile: (02) 9439 4511 Telephone: (02) 9439 4255 Email: mel@gbnaust.com.au

ACCOMMODATION: Please contact Mel Tutchenor if you require help with accommodation.

AIR TRAVEL: Ansett Australia is the official airline for the eStrategy Seminars. Airfares of up to a 50% discount off the full adult economy rate are available to delegates attending the conference. These airfares are subject to availability and will not incur cancellation fees. Just call 131300 and quote MC01955 for your flight to Melbourne or Sydney.

TAX INVOICE: This document may be used as a tax invoice once payment is made. ABN 81 003 934 709



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