



SEMINAR PROGRAMME

Saturday 21st November

<u>Time</u>	<u>Topic</u>	<u>Speaker/Company</u>
12.00pm -12.20pm	Financing Your Business	Barry Frost Commercial Plus
1.00pm – 1.20pm	Reducing your Utility Costs	Chris Sykes Utility Savings Corporation
2.00pm – 2.50pm	<u>Your News Industry</u>	
	The Power of Magazines	Nicola Rowe PPA
	Just Ask Campaign	Kate McElroy PPA
	Range Guidelines & Display Principles	Elizabeth Newman Marketforce
3.00pm - 3.20pm	Cigars an Opportunity for you	Rodger Oatley Scandinavian Tobacco
4.00pm – 4.20pm	Tips from the IAA	Nick Shanagher Newtrade Publishing
5.00pm – 5.50pm	<u>Your News Industry</u>	
	The Power of Magazines	Nicola Rowe PPA
	Just Ask Campaign	Kate McElroy PPA
	Range Guidelines & Display Principles	Elizabeth Newman Marketforce

Sunday 22nd November

<u>Time</u>	<u>Topic</u>	<u>Speaker/Company</u>
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12.00pm – 12.20pm	Tips from the IAA	Nick Shanagher Newtrade Publishing
1.00pm – 1.20pm	Cigars an Opportunity for you	Rodger Oatley Scandinavian Tobacco
1.30pm – 1.50pm	Reducing your Utility Costs	Chris Sykes Utility Savings Corporation
2.00pm – 2.50pm	<u>Your News Industry</u>	
	The Power of Magazines	Robert Everett COMAG
	Just Ask Campaign	Robert Everett COMAG
	Range Guidelines & Display Principles	TBC Marketforce
4.00pm - 4.20pm	Financing Your Business	Barry Frost Commercial Plus