



*2015 PICKLES AUCTIONS  
IMA NATIONAL CONFERENCE*

*Thursday 21 May to Saturday 23 May*

*The Langham, Melbourne*

# total experience:

*register by  
March 31  
to save!*

## connect

meet industry colleagues to network for new opportunities

## learn

strong program of industry speakers to build on your knowledge

## enjoy

join the fun at the welcome cocktails and conference dinner





# total experience:

with a variety of sessions together with great networking opportunities, being involved provides the total experience for the Pickles Auctions IMA 2015 national conference

## be involved

in the atmosphere of Melbourne and  
be engaged in the industry sessions

## celebrate

all that IMA membership means at the  
cocktail party and conference dinner

## annual tradition

join more than 120 industry professionals for 3 days of  
specialist education, networking & fun - make it your  
tradition like so many others to attend every year

book online today!

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*Thanks to our sponsors & exhibitors*



# Pickles Auctions

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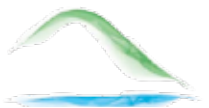
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*Support*

*Thursday May 21, 2015*

**12.00 pm      Tourist Activity**

Optional - you must register your choice

**Option 1:      Toyota Plant Tour**

(maximum 18 people – first in get the tickets)

- 11.30 am      Meet outside The Langham hotel on Southgate Avenue, Southbank.
- 11.45 am      The private mini-bus will collect you for the short trip to the Toyota Manufacturing Plant at Altona North.
- 12.30 pm      You will be taken on a 2 hour guided tour of the Manufacturing Plant.
- 2.40 pm      The private mini-bus will collect you from the Plant.
- 3.00 pm      The private mini-bus will drop you outside The Langham hotel on Southgate Avenue, Southbank.

**Option 2:      Melbourne Walking Tour**

- 11.30 am      Meet in the reception lobby of The Langham hotel on Southgate Avenue, Southbank.
- 11.45 am      Accompanied by an experienced guide you will spend 2.5 hours exploring Melbourne's vibrant and fascinating maze of lanes and arcades from its heritage architecture, street art, cafes, historic signs, galleries, bookshops, basements, and rooftops, with a break along the way to sample some of Melbourne's famous coffee
- 2.30 pm      At the end of the tour you will be escorted back to The Langham hotel

**4.00 pm      Executive Council Meeting**

*by invitation - National Board, Division Presidents & Sector Chairpersons only*

**6.00 pm      Cocktail Party      Sponsor: AusDetect**

in the "Alto Room" at The Langham hotel, Southgate Avenue, Southbank, Melbourne.

**8.00 pm      Delegates at leisure \***

Network



# 2015 PICKLES AUCTIONS IMA NATIONAL CONFERENCE

*Friday May 22, 2015*

**9.00 am** **IMA Annual General Meeting**  
*All members welcome*

**9.45 am** **Welcome Coffee**  
**Sponsor: The Challis Group**

**10.15 am** **Welcome & Opening Remarks**

**10.30 am** **Session 1 - Think & Act like an Entrepreneur**

*Ben Fewtrell, ActionCOACH*

Ben Fewtrell returns to lead an interactive marketing session challenging delegates to recalibrate their thinking and approaches for success.

**12.00 pm** **Lunch Break**  
**Sponsor: Veda**

**1.00 pm** **Session 2 - ACCC and the Collection Industry**

*Delia Rickard, ACCC (tbc)*

Reviewing developments in the collection industry from the regulator's perspective – this will include an overview and timeline for the research project recently initiated by ACCC to better understand the collection industry.

The session will also look at the understandings of the regulator about the industry and what it hopes and expects to learn from its targeted research project.

**2.00 pm** **Session 3 - Tender Thoughts and Other Meaningful Insights**

*Kristine Daw, Dawtek Business & Technical Writing*

Thoughts on what members should do in terms of:

- Being prepared to respond to tender opportunities by having relevant policies in place
- Developing key documentation including logos, letterheads, document styles and testimonials to support your tender submissions
- Positioning submissions for success
- If unsuccessful, seeking input to determine why the tender missed out

Kristine will join an industry panel to workshop the tendering questions of delegates.

**3.30 pm** **Afternoon Coffee**

**Sponsor: Derwent Mercantile**

**4.00 pm** **Session 4 - Best Practice Guide – Process Serving**

*Nick Wright, Chair of Process Serving Subcommittee*

The Best Practice Guide for Process Serving will be released for members' consideration and adoption.

**Sponsor: Wallmans Lawyers**

**5.00 pm** Close of sessions - delegates at leisure to make own arrangements \*

# 2015 PICKLES AUCTIONS IMA NATIONAL CONFERENCE

*Saturday May 23, 2015*

9.00 am

## **Session 5 - Obtaining and Actioning Repossession Orders**

*Shane Sankey, Wallmans Lawyers*

This session will explain the processes involved in getting repossession orders under the NCCP including the costs and merits of proceedings being taken in the Federal Magistrates Court or in the state courts.

Following Shane's presentation, a panel will explore the practical issues associated with obtaining and actioning orders.

10.00 am

## **Session 6 - Keeping Your Customers' Data Secure**

*Ajay Unni, Stickman Consulting*

Many businesses, big and small, with information technology security have very little exposure on steps and measures they need to implement to protect sensitive data which can cause significant impact. This session will look at security practices from Security Standards such as ISO27001, businesses can take and highlight key mistakes businesses make in protecting their information.

11.00 am

## **Morning Coffee**

**Sponsor: VCB Audit Services**

11.30 am

## **Session 7 - Collections, a Changing Landscape**

*Daniel Taylor, Chair of Collections Subcommittee and Mark Draper, CreditSoft Solutions*

The landscape of collections changes due to the shifting expectations of clients, consumers and regulators - additionally there are cost pressures associated with those changes. This session will workshop some of the changes on the horizon and consider emerging technologies able to deliver both in terms of compliance and financial performance.

12.30

## **Lunch Break**

**Sponsor: National Collections**

1.30 pm

## **Session 8 - Social Media Mastery**

*Sam Mutimer, Thinktank Social*

Video blogger for Kochie's Business Builders and resident social media expert on Channel 7 news, Sam Mutimer will lead a workshop on:

- The importance of mobile in 2015
- Social Media in 2015 – the plumbing of word of mouth
- Who uses it, why do they use it and how long do they spend on channels
- The role social media plays in the B2B marketing and communications space
- Pros and Cons – best practice
- Her suggestions on how to promote your business to relevant markets – lawyers/banks/financial institutions
- How social media can assist you in organic search rankings in Google
- How to deal with a crisis online

3.00 pm

## **Afternoon Coffee**

**Sponsor: AAC Process Servers & Investigations**

3.30 pm

## **Session 9 - Training - What, Why and How?**

*Travis Carter, Chair of Repossessions Subcommittee and Mark Basman, Collections Manager at Toyota Finance*

This session will look at training – what and why is it needed; how can it be delivered; the need to document; and the cost of training.

**Sponsor: Advance National Services**

5.00 pm

Close of sessions and break prior to Conference Dinner

**Key**

\* = excluded from Registration Fees

Program content accurate as at time of publication.



Celebrate

*Saturday May 23, 2015*

**7.00 pm Conference Dinner**

**Sponsor: Parmia Insurance**

in the "Clarendon Ballroom" at The Langham hotel,  
Southgate Avenue, Southbank, Melbourne.

### **Dress Standards**

Executive Council & AGM - smart, relaxed casual.

Conference Days - smart, relaxed casual.

Conference Dinner - smart casual.

Cocktail Party - cocktail dress / lounge suit or blazer & tie.





# 2015 National Conference Registration Form and Tax Invoice

This document shall be a tax invoice for GST purposes upon receipt of payment.  
This registration is subject to Terms & Conditions on the following page.

**REGISTER ONLINE at [www.imal.com.au](http://www.imal.com.au)**  
**OR please complete this form & return to IMA National Office**

ABN 94 000 514 483

Delegate Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_ Postcode \_\_\_\_\_  
Telephone \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_  
Member of IMA ☐ Yes ☐ No Number of persons attending \_\_\_\_\_  
Additional Delegate Name(s) \_\_\_\_\_

Registration Fees <i>All prices include GST</i> <i>(excludes program items marked with *)</i>	Early Bird registration by 31/03/15		Otherwise		Your Cost
	Member	Non-member	Member	Non-member	
Conference Registration (Cocktail Party, Conference Sessions, lunches and breaks & Conference Dinner)					
1st delegate from your firm	\$795.00	\$895.00	\$945.00	\$1,045.00	
Additional delegate from your firm	\$695.00	\$795.00	\$845.00	\$945.00	
Single Day Registration - Sessions only (Friday 22 May or Saturday 23 May)					
1st delegate from your firm	\$325.00	\$375.00	\$375.00	\$425.00	
Additional delegate from your firm	\$275.00	\$325.00	\$350.00	\$400.00	
Tourist Activity Registration - (Thursday 21 May - take up either Option 1 or Option 2)					
Option 1: Toyota Plant Tour (limited to 18 people - first in get the tickets)	\$35.00		\$45.00		
Option 1 or if unavailable Option 2	\$35.00		\$45.00		
Option 2: Melbourne Walking Tour	\$35.00		\$45.00		
Delegate Attending Social Events Only (not attending Conference Sessions, lunches and breaks)					
Cocktail Party & Conference Dinner	\$325.00		\$375.00		
Accompanying Social Partner (not attending Conference Sessions, lunches and breaks. Only available when combined with at least one Conference, Single Day or Delegate Attending Social Events Registration)					
Cocktail Party & Conference Dinner	\$225.00		\$275.00		
Total Payable					
By lodging this registration, the terms & conditions printed overleaf are acknowledged and accepted.					
A confirmation email and tax invoice will be issued upon registration					

☐ Cheque enclosed for \$\_\_\_\_\_ (incl GST) made payable to Institute of Mercantile Agent **OR**  
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# 2015 PICKLES AUCTIONS IMA NATIONAL CONFERENCE

## IMA Contact Details

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Web: [www.imal.com.au](http://www.imal.com.au)



## Venue Details

The Langham, Southgate Ave,  
South Bank, Melbourne, Victoria

Phone: 03 8696 8888

[www.langhamhotels.com/en/the-langham/melbourne/](http://www.langhamhotels.com/en/the-langham/melbourne/)



## Accommodation

Looking to stay at The Langham? You will need to go to [www.langhamhotels.com/en/the-langham/melbourne/](http://www.langhamhotels.com/en/the-langham/melbourne/) and book direct with the hotel using corporate booking code GIMA21MAY to secure your special rate from \$265.00 per room per night.

Alternatively there are many accommodation options in close proximity to the venue - check out sites such as [www.wotif.com](http://www.wotif.com) for alternatives.

## Registration Terms & Conditions

Registration terms & conditions: Registrations for activities must be accompanied by payment. Registrants shall be liable for payment in the event of non-attendance unless cancellation is made in accordance with the cancellation policy below.

Cancellations: Cancellations and transfers will be permitted up to eight (8) working days prior to the start of the event. An administration fee of 20% of the total registration fee (incl. GST) will be incurred for cancellations and transfers made up to this time. No refunds will be issued from eight (8) days prior to the event, except in exceptional circumstances eg major illness or bereavement (a doctor's certificate must be presented to support any claim). All cancellations must be in writing. Substitute participants of equal value are allowed at any time. Registrations will not be processed unless full payment is received.

Privacy Statement: The Institute of Mercantile Agents (IMA) is committed to protecting the privacy and security of personal information provided by you to us. The personal information you provide in this form will be used by the IMA in accordance with its by-laws and specifically to \* contact you in event of cancellation \* conduct analysis or market research to identify the ongoing needs of registrants. The IMA may disclose the personal information which you provide in this form to external service providers to whom we have contracted out functions, but only for the purposes outlined above. You have the right to access any personal information which the IMA holds about you subject to the exceptions in the Privacy Act 1988 (C'th). You may also request the correction of information which is inaccurate. Access and/or correction requests can be made at the IMA's National Office.

Disclaimer: The opinions expressed by speakers, presenters and participants at this event are not necessarily those of the IMA.