

Changing Mindsets:

TAFE Business Development Managers' Network 2010 Conference

Thursday 5th August 2010

Targeted at Business Development staff within TAFEs, this exciting one day conference is offering a series of workshops to assist with identifying and growing business opportunities within your organisation.

Keynote & Workshop:

Matthew Trounce
General Manager –
Commercial Business, IBSA



Matthew has 10 years experience in the VET sector developing business and training programs and has worked with a range of National Enterprises on Workforce Development including David Jones, One Steel, Terry White Chemists and Sanity Music. Matthew has enjoyed hands on experience across all aspects of the RTO environment and is acutely aware of the complex role of a business development consultant. In his current role with Innovation and Business Skills Australia he brings his business acumen to VET. Matthew will deliver a keynote presentation and following morning tea will workshop key messages from the presentation with conference delegates.

Who is invited?

Members of the TAFE Business Development Managers Network and their nominees.

How to register & costs:

Cost : \$121.00 including GST of \$11.00

Register online at :

http://www.vta.vic.edu.au/?Name=Events_TBDMN_2010

& remit payment to VTA by Thursday 29th July 2010

Conference enquiries email: enquiries@vta.vic.edu.au

With thanks to our sponsors:



Venue: Victoria University
Flinders Street Conference Centre
Level 12
300 Flinders Street, Melbourne

9.00am Registration
& Workshop Selection

9.15am Welcome
*Denise Stevens, CEO,
TAFE Development Centre*

9.30am Keynote - "Changing Mindsets and Capturing
Market Opportunities"
*Matthew Trounce, General Manager -
Commercial Business, IBSA*

10.30am Morning tea

11.00am Keynote - Workshop
*Matthew Trounce, General Manager -
Commercial Business, IBSA*

12.00 pm Lunch

12.45pm Workshop 1 or 2 or 3

- 1) Risk assessment strategies
*Matthew Trounce, General Manager –
Commercial Business, IBSA*
- 2) Evaluate Strategic Program Success
*Michelle Harrex,
Senior Teaching & Learning Coordinator
Chisholm Institute of TAFE*
- 3) A broader view of Client workforce
development:
*Wendy Perry, Managing Director
Workforce BluePrint*

2.00pm Workshop 4 or 5 or 6

- 4) Customisation of delivery to meet client's
needs
*Carole Petchell, Senior Commercial
Manager, Victoria University*
- 5) Project Planning
Paul Merton, The Moreland Group
- 6) Marketing your business development
strategies
*Brendan van Maanen, Managing Partner
Onion Communications*

3.00pm Plenary

3.30pm Close