

HEAR 8 AWARD-WINNING CASE STUDIES!

2ND ANNUAL

CONTACT CENTRE NEW ZEALAND



TRANSFORMING CONTACT CENTRES THROUGH DIGITAL
TRANSFORMATION, CX INNOVATION AND WORKFORCE EVOLUTION

AUCKLAND | 19 - 22 NOVEMBER 2019

HEAR FROM THESE ORGANISATIONS:

- Bendigo & Adelaide Bank
- Air New Zealand
- NIB Health Funds
- MBIE
- Australian Super
- Vodafone
- Auckland Council
- Dulux Group
- Bank of New Zealand
- Ministry of Business, Innovation & Employment
- Land Information New Zealand
- Toyota NZ
- ANZ
- IAG
- Housing New Zealand
- Meridian Energy
- Coca-Cola Amatil
- KiwiBank
- Booster
- TSB Bank
- Spark

Silver Sponsor:



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2ND ANNUAL

CONTACT CENTRE NEW ZEALAND



AUCKLAND | 19 - 22 NOVEMBER 2019

PRE-CONFERENCE WORKSHOP: TUESDAY 19 NOVEMBER 2019

TWO-DAY CONFERENCE: WEDNESDAY 20 - THURSDAY 21 NOVEMBER 2019

POST-CONFERENCE WORKSHOP: FRIDAY 22 NOVEMBER 2019

After the success of the inaugural **Contact Centre New Zealand Summit** last year, we return to Auckland this November with a strong line-up of 25+ leading contact centre experts and industry gurus to address the **three core challenges** facing today's modern contact centre:

1. **Technological developments** have enabled contact centres to streamline processes, reduce costs, enhance CX, broaden their market, and improve workforce productivity.
2. To keep pace with changing **customer expectations**, contact centres must put the consumer at the heart of their operations through deeper and broader customer engagement.
3. The diverse needs and skills of a **rapidly changing workforce** have driven contact centres to constantly evolve their recruitment, training and development strategies.

Join us at **New Zealand's only contact-centre focused conference** to learn from the latest and most successful case studies, participate in interactive **panel sessions**, and engage in roundtable discussions with organisations including **Air New Zealand, Bank of New Zealand, Vodafone, ANZ, Housing NZ, Coca-Cola Amatil, Auckland Council** and the **Ministry of Business, Innovation & Employment**.

Network with like-minded peers at this dynamic gathering of thought leaders, and share your contact centre challenges, experiences and opportunities in **building an efficient modern contact centre**.

“Terrific opportunity to take a moment out of the business to work on the business.”

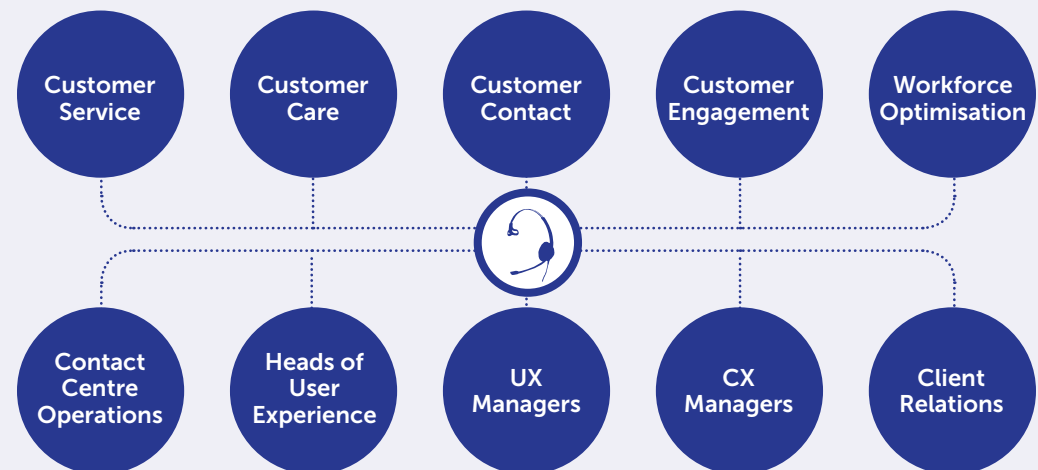
National Customer Engagement Centre Manager, **TSB Bank**

REASONS TO ATTEND:

1. Learn how **Bendigo & Adelaide Bank** combined their customer experience with technological innovation and workforce management to deliver a personalised customer experience.
2. Hear how **AustralianSuper** implemented, monitored and upgraded their **live chat** and **chat-bot** resulting in greater levels of **customer satisfaction** and **staff engagement**
3. Discover how **Auckland Council** developed a robust **recruitment and training** programme to drastically reduce **attrition rates**.
4. Find out how **ANZ, Vodafone** and **NIB Health Funds** improved customer retention and satisfaction by leveraging data and technology to develop a successful customer-centric strategy.
5. Hear how **Toyota** created an award-winning contact centre with only **10 staff** that set and achieved high-level KPIs and created a buffer against staff attrition.
6. Learn how **Spark** introduced **remote agents**, resulting in the same outcomes with a **reduced headcount**, and a **reduction in absenteeism**.
7. Hear about the latest **employee engagement** strategies from **Coca-Cola Amatil, the Ministry of Business, Innovation & Employment, KiwiBank** and **Booster**.
8. Emulate best practices from **Housing NZ, Auckland Council** and **IAG** in adopting **emerging digital channels**, improving CX and boosting workforce **productivity**.

WHO SHOULD ATTEND:

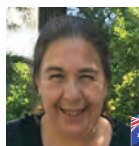
Anyone involved in contact centre management and operations in both government & private sector (especially banking & finance, insurance, telco, energy, water, waste management and media):



HEAR OVER 25 LEADING CONTACT CENTRE EXPERTS AND INDUSTRY GURUS



Megan Papadopoulos
Head of Consumer Connection
Bendigo & Adelaide Bank



Emily Bayford
Contact Centre Channel Manager
AustralianSuper



Sarina Pratley
General Manager NZ Contact Centre
ANZ



Rebecca Russell
Head of Contact Centres
Air New Zealand



Daisy Johanas
Sales Centre Manager
Bank of New Zealand



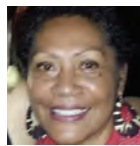
Sheryl North
Channel Lead, Customer at Home
Spark NZ



John Pratt
Manager, Contact Centre Practice
Vodafone



Max Riley
Health, Safety & Well-being
Vodafone



Maselina Sao
Team Leader
Vodafone



Matt Pryor
Digital Engagement Manager
IAG



Shona Raemaki
High Performance Manager
KiwiBank



Jane Elley
Group Lead
Inland Revenue Department



Lisa Hannifin
Head of Business and Residential
Meridian Energy



Lisa Macnee
Head of Customer Engagement
TSB Bank



Steve Russell
Manager Customer Support Optimisation
Housing NZ



Monique Oomen
Talent Partnership Manager,
Customer Services
Auckland Council



Nina Haslip
Head of Contact Centre
Coca-Cola Amatil NZ



Kristy Canning
Head of Contact Centre & Retail Network
NIB Health Funds



Ross O'Dea
Customer Interactions Manager
Toyota NZ



Nick Sail
Service Centre Manager, Southern Region
**Ministry of Business,
Innovation & Employment**



Matthew Wait
Contact Centre Team Leader
**Ministry of Business,
Innovation & Employment**



Scott Levens
Manager Continuous Improvement
Auckland Council



Rachel Nowicki
Growth Manager
Booster NZ



Bronwyn McCormick
Services Manager
Dulux Group



Verona Naidoo
Contact Centre Manager
Land Information New Zealand



Sharon Brodie
Contact Centre Practice Lead
IPFX



Great range of speakers and relevant topics.
Head of Customer Care, **Paymark**



Great gems & learnings – they were inspiring to listen to.
Customer Care Manager, **Enable Networks Limited**





EFFECTIVE LEADERSHIP IN CONTACT CENTRES

LEARN TO BECOME A MORE EFFECTIVE, PRODUCTIVE, AND RESILIENT LEADER AT THE PRE-CONFERENCE WORKSHOP

The modern contact centre is one of the most fast-paced and stressful environments for both staff and leaders. In order to function successfully, a contact centre must be led by a resilient and adaptive leader, who can keep staff motivated and productive, embed a positive culture, and maintain a high-level of well-being across the entire team.

Facilitated by **Wellness & Performance Coach, Erik Van Den Top**, you will have the opportunity to put your leadership skills to the test! Attend this interactive workshop and get ready to **improve upon your skills** and return to work with an **enhanced understanding** of your role as an effective leader.

REASONS TO ATTEND:

- Learn how to develop and embed a **dynamic team culture** that operates in line with organisational values rather than individual ambition
- Explore effective **stress management** techniques to enhance the well-being and performance of yourself as a leader and your entire contact centre team
- Develop innovative ways to **motivate staff** that move beyond the traditional "carrot-and-stick" approach
- Learn how to **foster resilience** and **manage change** from a proactive and resilient position

FACILITATED BY:



Erik Van Den Top

Wellness & Performance Coach, **Transformative Insights**

Erik is an internationally accredited coach, biofeedback and positive psychology practitioner with extensive professional development in neurophysiology (our nervous system), nutrition, biofeedback, resilience, adult development psychology and neuroscience.

Erik works one-to-one in private practice, facilitates well-being programmes and workshops, provides guest talks and is also a University of Auckland teaching and research fellow. After a corporate career in leadership and organisational development, he started his private practice in 2001 and has since worked with a wide range of organisations and hundreds of people. He is widely known and respected for his open-minded, emphatic, energetic and down-to-earth nature as well as his generosity in supporting and empowering young people, sharing knowledge, ideas and tools with other professionals, and empowering his clients to generate positive change and flourish.

His passion is to inspire, enable and empower people to reach their wellness and performance potential.

AGENDA:

9:00 - 10:30

How to build a dynamic team culture to create a positive and productive work environment

- Creating a culture based on team values rather than individual goals
- Implementing effective team-building exercises
- Developing a more positive and lasting cultural change within your contact centre

10:30

Morning tea

11:00 - 12:30

Stress management techniques to increase the wellbeing and performance of your entire team

- Implementing effective employee well-being strategies
- Creating avenues to address common contact centre stress-related issues
- Managing your own workload and preventing burnout

12:30

Lunch

1:30 - 3:00

Innovative techniques to motivate yourself and your staff

- Moving beyond traditional metrics and incentives
- Understanding the key motivating factors for modern contact centre staff
- Exploring new NLP techniques to improve self-motivation and employee engagement

3:00

Afternoon tea

3:30 - 5:00

Managing and adapting to change

- Creating environments that foster resilience
- How to lead a team in fast-changing environments
- Predicting and delivering change from a pro-active, rather than reactive, position



Very engaging & passionate.

Manager of Customers, **Land Information NZ**





8:30 Registration and Welcome Coffee

8:55 Chairperson's Opening Address

9:10 **International Keynote: "Let's get personal" – The personalisation of modern contact centres**



- Personalising the customer experience, the technology, and the staff journey
 - Striking the right balance between the needs of staff, customers, and the organisation
 - Positioning the contact centre as your organisation's leading department
- Megan Papadopoulos**, Head of Consumer Connection, **Bendigo & Adelaide Bank**

EFFECTIVE USE OF TECHNOLOGY

9:40 **International Keynote: How AustralianSuper implemented the chatbot "Ash" and made their return-on-investment back within three months**



- Overcoming the obstacles to implementing effective chat-bots
 - Using live chat & chat-bots to increase productivity and enhance the customer experience
 - Training staff to work more effectively with modern technology
- Emily Bayford**, Contact Centre Channel Manager, **AustralianSuper**

10:10 **Panel: Identifying the right emerging channels and creating an effective digital engagement strategy**

- Identifying & implementing appropriate technologies and minimising costs
 - Engaging with other departments and avoiding institutional lag
 - Monitoring & evaluating technology post-implementation and continuously improving
- Steve Russell**, Manager Customer Support Optimisation, **Housing NZ**
Scott Levens, Manager Continuous Improvement, **Auckland City Council**
Matt Pryor, Digital Engagement Manager, **IAG**

11:00 Morning Tea

RECRUITMENT AND RETENTION OF SUPER AGENTS

11:20 **Case Study: How Auckland Council and Solomon Group developed an award-winning recruitment strategy**

- Partnering with third parties to develop innovative recruitment strategies in competitive areas
 - Developing rigorous training programs while maintaining high completion rates
 - Positioning your organisation as an employer of choice and a culturally welcoming environment
- Monique Oomen**, Talent Partnership Manager, Customer Services, **Auckland Council**

11:50 **Case Study: How MBIE improved staff retention rates by implementing an attractive and workable career progression policy**

- Transforming career ambitions from potential resignations into secure tenures
 - Identifying and maximising the potential of key staff
 - Understanding and working with the desires of the millennial workforce
- Nick Sail**, Service Centre Manager, Southern Region, **MBIE**

12:20 Networking Lunch

1:10 **INTERACTIVE ROUNDTABLES**

Join these interactive sessions that allow for extended discussion among a small group and are excellent for giving and receiving targeted feedback and engaging in in-depth discussions.

Roundtable I - Technology:	Roundtable II - Staff:	Roundtable III - CX:	Roundtable IV:
Implementing modern cloud solutions Scott Levens , Manager Continuous Improvement, Auckland Council	Transitioning from outdated KPIs Rachael Nowicki , Growth Manager, Booster NZ	Improving customer relationships through data analytics Rebecca Russell , Head of Contact Centres, Air NZ	Merging new innovations into a traditional industry making your Contact Centre ready for Microsoft Teams Sharon Brodie , Contact Centre Practice Lead, IPFX

2:55 Afternoon Tea

EMPLOYEE ENGAGEMENT AND LEADERSHIP DEVELOPMENT

3:15 **Panel: Reaching and maintaining high levels of staff engagement and team morale**

- Improving overall service delivery through improved staff engagement
 - Moving beyond salaries and understanding the needs of the modern workforce
 - Monitoring staff engagement, reducing turnover, and implementing a high-performance culture
- Matthew Wait**, Contact Centre Team Leader, **MBIE**
Rachel Nowicki, Growth Manager, **Booster NZ**
Shona Raemaki, High Performance Manager, **KiwiBank**
Nina Haslip, Head of Contact Centre, **Coca-Cola Amatil NZ**

4:05 **Case Study: How Bank of New Zealand develops leaders and matches career ambitions to organisational needs through its "A Day in the Life" program**

- Having an open and honest conversation with staff about long-term career ambitions
 - Developing a program that allows staff to work closely with senior leaders across the organisation
 - Improving staff engagement and team communication through effective mentoring
- Daisy Johanas**, Sales Centre Manager, **Bank of New Zealand**

MENTAL HEALTH & WELL-BEING

4:35 **How Vodafone created an award-winning, employee-led mental health & well-being initiative**

- Understanding the impact of mental health issues on contact centres
 - Developing and implementing an effective support network program
 - Moving beyond traditional methods of addressing employee well-being
- Max Riley**, Health, Safety & Well-being, **Vodafone**
Maseline Sao, Team Leader, **Vodafone**

5:05 Key take-aways and chairperson's closing address

5:20 End of conference day one and networking drinks





8:30 Registration and welcome coffee

8:50 Chairperson's opening address

CUSTOMER CONNECTION AND EXPERIENCE

9:00 **Panel: Embedding a customer-centric strategy within your call centre model**

- Tailoring the interaction through a more proactive understanding of your customer
- Using data to preempt the customer's needs and reduce wait time
- Achieving true customer empathy and enhancing the overall experience

Sarina Pratley, General Manager NZ Contact Centre, **ANZ**

John Pratt, Manager, Contact Centre Practice, **Vodafone**

Kristy Canning, Head of Contact Centre & Retail Network, **NIB Health Funds**

9:50 **Case Study: How to track the customer journey to deliver a higher standard of CX**

- Tracking the customer journey and integrating the data across all platforms
- Implementing effective data analysis to continually improve processes
- Eliminating unnecessary duplication and excessive points-of-contact

10:20 **Table Discussion**

A short session facilitated by the Chair for delegates to discuss key take-aways

10:35 Morning Tea

TRAINING AND DEVELOPMENT

10:50 **Fireside Chat: How Spark enhances the customer experience, improves productivity, and increases employee engagement by using a highly successful, long-term remote agent program**

- Identifying the most suitable roles and employees for remote work
- Implementing a secure and effective platform for agents to work from home
- Keeping remote employees healthy, engaged, accountable and productive

Sheryl North, Channel Lead, Customer at Home, **Spark New Zealand**

11:20 **Panel: Training and developing staff to meet the demands of the modern consumer and the changing realities of contact centres**

- Transforming your staff into multi-skilled, "super-agents"
- Structuring training programs to minimise the impact on cost & productivity
- Merging people with technology, overcoming fears of redundancy, and improving retention

Rebecca Russell, Head of Contact Centres, **Air New Zealand**

Lisa Hannifin, Head of Business and Residential, **Meridian Energy**

Lisa Macnee, Head of Customer Engagement, **TSB Bank**

Jane Elley, Group Lead, **Inland Revenue Department**

12:10 **Table Discussion**

A short session facilitated by the Chair for delegates to discuss key take-aways

12:25 Networking Lunch

1:15 INTERACTIVE SOLUTION-FOCUSED SESSIONS

Join us again for our second interactive roundtable session, for further discussion with three different facilitators.

Roundtable V - Technology	Roundtable VI - Staff	Roundtable VII - CX	Roundtable VIII
Transforming social media from a liability into an opportunity Matt Pryor , Digital Engagement Manager, IAG	How to use effective leadership practices to motivate staff and build a strong, productive, and satisfying workplace culture Bronwyn McCormick , Services Manager, Dulux Group	Implementing effective practices aimed at achieving one-call-resolutions Verona Naidoo , Contact Centre Manager, Land Information New Zealand	Engagement in the Digital Era, building an omni-channel contact centre, what to consider Sharon Brodie , Contact Centre Practice Lead, IPFX

3:00 Afternoon Tea

MANAGING CASE LOAD PEAKS WITH A SMALL TEAM

3:15 **Case Study: How Toyota created an award-winning contact centre team with 10 customer service representatives (CRM Consulting "Diamond Award" winner 2017 & "First Place Online/Web Award" winner 2018)**

- Achieving high-level KPIs with minimal headcount, including calls, email and social media
 - Quality over quantity: attracting and retaining multi-skilled and dedicated agents
 - Implementing affordable programs that keep staff multi-skilled and productive
- Ross O'Dea**, Customer Interactions Manager, **Toyota NZ**

THE FUTURE OF CONTACT CENTRES

3:45 **Presentation: Preparing for the future of contact centres**

- Exploring the trends of modern contact centres and predicting future directions
 - How to prepare for inevitable digital upheavals
 - Implementing strategies to deal with predicted demographic and workforce changes
- Julia De Leon**, Staff Service Centre & Service Improvement Manager, **University of Auckland**

4:45 **Table Discussion:**

A short session facilitated by the chair for delegates to discuss key take-aways

5:00 Chairperson's closing address

5:10 End of conference



Very inspiring speakers. Well worth the time investment.

Group Lead, **Inland Revenue Department**





MAINTAINING ENGAGEMENT THROUGH DIGITAL DISRUPTION

LEARN PRACTICAL EXPERIENCE IN HOW TO MANAGE STAFF ENGAGEMENT DURING DIGITAL UPHEAVALS

Digital transformation of modern contact centres is causing ongoing and often confronting disruption in the lives and workloads of contact centre staff, impacting the culture in challenging ways, and leaving many staff concerned about their job security and skill relevance. However, the most successful contact centres are implementing digital upgrades in a way that fully engages their staff, welcomes their input, provides solid training, offers avenues to develop their skills and perform new and exciting tasks, and dispels their fear of redundancy.

Facilitated by **ServiceNSW**, which has recently undergone the **largest contact centre transformation in Australasian history**, get all the practical tools you need to **properly engage your contact centre staff** before, during, and after the inevitable digital changes that are transforming workplaces.

This workshop will allow contact centres to manage the most seamless, ongoing transitions away from outdated technology towards more modern and efficient operations, while **maximising efficiency and customer satisfaction**, and **minimising staff disengagement and turnover**.

REASONS TO ATTEND:

- **Overcoming fear** of redundancy and reluctance to adopt and work with new technology
- Engaging staff in the **digital transformation** process and employing a whole-of-organisation approach
- Teaching staff how to work with **technology** that enhances, rather than replaces, their position
- **Upskilling staff** in other areas that enhance the customer experience

FACILITATED BY:



ServiceNSW now operate as a one-stop-shop for government services. The old system, which included over 400 service centres, 102 call centres, 900 websites, 8000 telephone numbers, and 4000 full-time employees, has been replaced by a single point-of-contact in what has been described as **“the largest and most successful digital transformation/CX project in government in Australia”**. ServiceNSW is without a doubt the standard-bearer for “best practice” in contact centre transformation across Australia and New Zealand.

AGENDA:

9:00 - 10:30

Overcoming fear of redundancy

- Understanding the hesitation to adopt new technology and how this can impact the process
- Educating staff about the entire transformation process and designated outcomes
- Using real-life examples of major digital transformation that have not impacted employee numbers

10:30

Morning Tea

11:00 - 12:30

Engaging staff in the digital transformation process

- Welcoming and incorporating input from all levels of the organisation
- Making a business case for investment in new technology
- Engaging with other departments and avoiding institutional lag

12:30

Networking Lunch

1:30 - 3:00

Teaching staff to work with new technology

- Developing training materials that are simple and effective
- Creating a training schedule that balances the impact on overall productivity and individual workload
- Monitoring and evaluating staff progress in an ongoing 360-degree process

3:00

Afternoon Tea

3:30 - 5:00

Upskilling staff in other areas

- Assessing the likely reduction in workload that allows for greater focus in other areas
- Identifying and building upon the unique strengths and areas to develop for each employee
- Moving from the traditional process-oriented, KPI-driven customer service representative towards a highly-engaged, multi-skilled agent



SPONSORSHIP OPPORTUNITIES

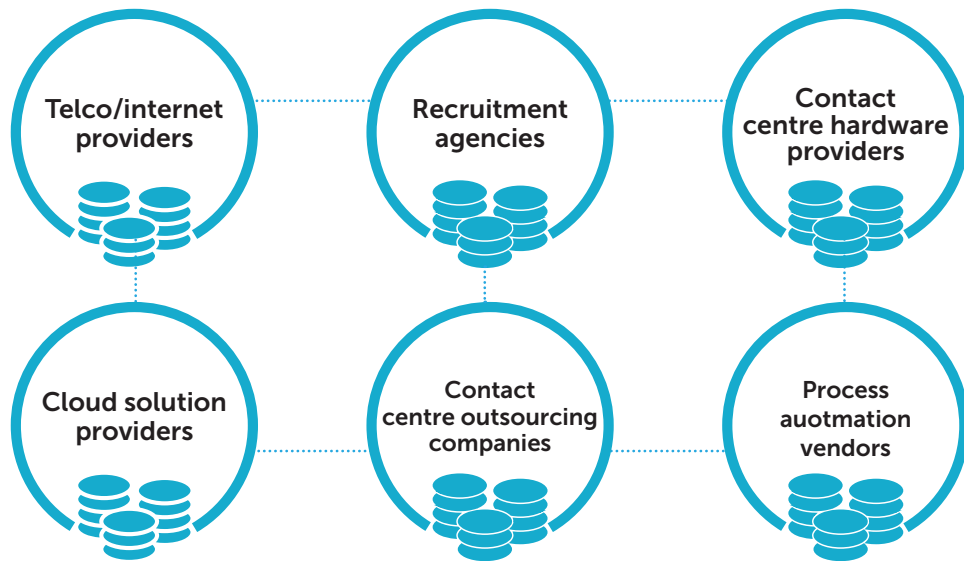
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If you have new and innovative products, solutions, services or technologies relevant to this space, our delegates want to hear from you. We have a number of sponsorship packages available to suit all budgets.

Participate as a sponsor and benefit from:

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- The opportunity to share your latest initiatives, programs, solutions, products or services
- Multiple networking opportunities

WHO SHOULD SPONSOR?



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CONTACT CENTRE NEW ZEALAND



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Register today and save with our EARLY-BIRD DISCOUNTS!

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	Book Before 4 October 2019	Book Before 1 November 2019	
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2 Day Conference + Post-Conference Workshop	\$2,799	\$2,899	\$3,099
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2 Day Conference (Vendor Rates)	\$2,399	\$2,499	\$2,699

All prices are in NZD and exclude GST. The Group Discounts compound on top of the Early-Bird Discounts. Early-Bird discounts are subject to availability.

KEEN TO ATTEND ALL FOUR DAYS?

If you wish to attend **BOTH** the pre-conference and post-conference workshops, please contact us on the details below and receive **10% off** your booking.

SAVE WHEN YOU REGISTER AS A TEAM:

Send **3 delegates** and receive an **EXTRA 5% OFF**

Send **4 delegates** and receive an **EXTRA 10% OFF**

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- Payment terms: Payment is due within 14 days of the date of your invoice or immediately if the event will be held in less than 14 days between the invoice and start date. Payment must be received before the event date in order to allow you entry.
 - Upon registration all invoiced sums, including applicable taxes, are payable in full by the delegate to Avertedge.
 - Should a delegate be unable to attend the event a substitute delegate is welcome at no extra charge. However, no pass sharing at the event is allowed.
 - Should a delegate be unable to attend the event and wish to cancel their registration then this will be subject to the following:
 - All requests for cancellation need to be made in writing to the relevant Avertedge office
 - Cancellations are only permitted 28 days or more before the event date. A \$250 + GST administration fee will be charged per delegate
 - 15 to 27 days before the event date: no refunds will be allowed, however, a credit voucher valid for 12 months will be issued. A \$250 + GST administration fee will be charged per credit voucher
 - Within 14 days before the event date: no cancellations or refunds permitted
 - Registrations can be transferred to a colleague from the same company before the event without a fee
 - The event pass is valid for the designated person only. Pass sharing is not permitted.
 - Avertedge will make its best endeavours to run the event per the published programme but reserves the right to alter the programme without notice including the substitution, alteration or cancellation of speakers, topics or the alteration of the dates of the event.
 - Avertedge is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event.
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 - Client information is kept on our database and used to assist in providing selected products and services which may be of interest to the Client and which will be communicated by letter, phone, fax, email or other electronic means.
 - Important note: While every reasonable effort will be made to adhere to the advertised package, we reserve the right to change event dates, sites or location or omit event features, or merge the event with another event, as deemed necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that we permanently cancel an event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another Avertedge event. No refunds, part refunds or alternative offers shall be made.
 - Governing Law: This Agreement shall be governed and construed in accordance with the laws of the country this event is being held, and the parties submit to the exclusive jurisdiction of the Courts in that country. However, Avertedge only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
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 - If, for any reason, Avertedge decides to cancel or postpone this conference, Avertedge is not responsible for covering consequential costs (airfare, hotel, or other travel costs) incurred by clients.
 - Completing and returning this Registration Form to us implies acceptance of the above Terms & Conditions.
- Occasionally your details may be obtained from, or made available to, external companies who wish to communicate with you offers related to your business activities.