

MEDIA RELEASE

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OPTIMISING SUPPLY CHAIN MANAGEMENT TO BE EXPLORED AT SECOND IN SMART'S BREAKFAST SERIES

Following on from the success of the Smart Breakfast Seminars held in October last year, Smart 2009 conference has announced the next Seminars in the series will take place in February, co-hosted by Microsoft Dynamics.

Focusing on efficiency in logistics and strategies for success during a recession, these breakfast events provide an opportunity for industry practitioners to stay ahead of the pack when it comes to innovative solutions to business issues.

Dr Chris Dubelaar, Professor of Marketing, Bond University Queensland, will present at the events, challenging the concept that there is "one best way" to run a logistics operation. In his presentation, *The NEW Logic of Logistics: Why 'Best Practice' isn't always best*, Dr Dubelaar will discuss the importance of context when applying "best practice" and how and why businesses should optimise their operations independently of competitors.

Learn about the relationships between your business, your industry and your performance and how a new approach can help you drive greater efficiency and effectiveness across your business structure, conduct and performance.

David Goad, Director for Microsoft Dynamics in APAC, will join Dr Dubelaar at the Breakfast Seminars to share his insight on *Weathering the Storm: Manufacturing and Supply Chain Management during a Recession*, a topical issue given the current financial climate.

Goad believes it is paramount that manufacturing industry leaders consider strategies which best minimise the impact of market turmoil, and in his presentation will draw on 18 years of practical industry experience. He will share key proven strategies and outline the benefits of using ERP and CRM solutions when preparing for future financial uncertainty.

The seminars will take place on Wednesday 25 February at Park Hyatt, Melbourne and Thursday 26 February at Amora Hotel Jamison, Sydney. Ticket price includes a hot breakfast.

"The events in October on corporate social responsibility were extremely popular, so we're keen to share even more industry insight with participants in the lead-up to Smart 2009," said Warwick Hughes, Chairman, Smart 2009 Organising Committee.

"Both presentations promise to give attendees an entirely new way of looking at their logistics operations, and help them prepare for any financial instability that the future may bring."

Tickets for the breakfast seminars are \$66 inc GST. Spaces are limited so book now to avoid disappointment. Register online at the Smart 2009 website: www.smartconference.com.au

ABOUT SMART CONFERENCE

Smart 2009 Conference is organised by a committee of independent advisors and representatives from leading industry associations: Logistics Association of Australia (LAA), Australasian Production and Inventory Control Society (apics), Chartered Institute of Purchasing and Supply Australia (CIPSA) and The Chartered Institute of Logistics and Transport in Australia (CILTA).

Further information: www.smartconference.com.au

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