

GOLF TOURNAMENT

10.00am – 4.30pm

DSAA’s Annual Conference wouldn’t be the same without its fierce contest for the Hal de Weese Perpetual Trophy – this year at the Jack Nicklaus designed Lakelands golf course. This is the golf encounter you’ve been waiting for.

PRIZES

<input type="radio"/> Winners	10.00am	Meet a Tees Clubhouse
<input type="radio"/> Runners Up	10.25am	On the Green – Putting Competition
<input type="radio"/> Best Putter	10.50am	Players Briefing
<input type="radio"/> Nearest the Pins	11.00am	Tournament Commences
<input type="radio"/> Drive & Pitch	4.00pm	Tournament Concludes
<input type="radio"/> Longest Drives	4.45pm	Trophy Presentations – Tees Clubhouse
<input type="radio"/> Bradman		



TENNIS TOURNAMENT

2.00 – 4.45pm

Join us for a wonderful afternoon of tennis & fun. The undercover tennis courts at Royal Pines are championship quality and home to the Mondial Australian Women's Hardcourts. The tournament format will be announced when final numbers are known.

PRIZES

<input checked="" type="radio"/> Winners	2.00pm	Meet at Tees Clubhouse
<input checked="" type="radio"/> Runners Up	2.10pm	Players Briefing
<input checked="" type="radio"/> Hackers	2.20pm	Tournament Commences
<input checked="" type="radio"/> Hitters	4.30pm	Tournament Concludes
<input checked="" type="radio"/> Triers	4.45pm	Trophy Presentations – Tees Clubhouse



PROGRAM - FUNCTIONS

WELCOME COCKTAIL RECEPTION

Sunday - 14 March 2010 6.30pm – 8.30pm



Join us after sundown on the pool deck for drinks and canapés. Network with old and new friends in direct selling in a relaxed and informal gathering – and welcome new members of the Association.

You will need to make your own dinner arrangements. [Click here](#) for a list of facilities at the Royal Pines Resort.

Dress Code: Evening Casual

HALL OF FAME DINNER

Monday - 15 March 2010 7.00pm – 11.00pm

Take a break from the business end of the Conference by attending the Hall of Fame Dinner. Marking the exceptional contribution of past and present industry performers a plated dinner, drinks and entertainment will help make this event another fun filled night.

Dress Code: Semi Formal



2009 Hall Of Fame Dinner



PROGRAM - DAY ONE
Monday – 15 March 2010

8:30 – 9:10 am	OPENING		
9:10 – 10:10 am	Plenary Session 1	Landscaping Australia's Direct Selling Industry	Technology and consumer attitudes continue to encourage variations to traditional person to person direct selling models. In this session learn if developments in the broader retail environment can help you structure and grow your business.
10:10 – 10:40 am	MORNING TEA		
10:40 am – 12:10 pm	Breakout Session 1	Growing Corporate and Sales Force Leadership	Hear the education, training, communication and incentive strategies that three members have used to develop their corporate and sales force leadership capabilities.
	Breakout Session 2	Part One: Direct Selling Asia	Just how much do companies know about the opportunities and challenges for direct selling in Asian markets? This session will explore what it takes to successfully operate a business in Asia.
		Part Two: DSAA Legal Compliance and Risk Management Guide	Russell Kennedy and the DSAA have developed a guide to help members identify and manage the legal and regulatory risks in bringing their products to market. This session will describe and launch this essential management tool.
12:10 – 1:40 pm	LUNCH		
1:40 – 2:20 pm	<i>Plenary Session 2</i>	<i>Ovations</i> Speaker Showcase	Members need the right speakers to inform, educate and motivate their sales people. This <i>Ovations</i> sponsored event will showcase the potential of three highly profiled speakers for your corporate events.
2:50 – 3:25 pm	AFTERNOON TEA		
3:25 - 4:50 pm	Breakout Session 3	Part One: DSAA Legal Compliance and Risk Management Guide	Russell Kennedy and the DSAA have developed a guide to help members identify and manage the legal and regulatory risks in bringing their products to market. This session will describe and launch this essential management tool.
		Part Two: DSAA Partnering Your Business	The Association does more than manage the legal and regulatory environment in which its members operate. Hear how the DSAA can help your business, and learn how to get the most from its new website.
	Breakout Session 4	CEO Roundtable	In this highly interactive session hear the thoughts of CEOs from five leading direct selling companies on the opportunities and challenges facing direct selling.
7.00 – 11:00 pm	HALL OF FAME DINNER		



PROGRAM - DAY TWO
Tuesday – 16 March 2010

7:00 – 8:15 am	Breakfast Networking	- Party Plan - Network Marketing - Freight & Distribution	Join your colleagues for an informal discussion of party plan and network marketing issues, or take in ideas on how to improve your freight and distribution spend.
8:30 – 9:30 am	Executive Director's Address	Industry Issues	This session combines the Executive Director's address and the Industry Issues segment of previous Conferences. Hear the DSAA's report card, and then join an interactive session on key issues for direct selling.
9:30 – 10:30 am	Plenary Session 3	Change and Service – Direct Selling Essentials	Change is a constant in Australia's direct selling industry. Let this dynamic and exciting session show you how to manage this change and discover the importance of customer service to this process.
10:30 – 11:00 am	MORNING TEA		
11:00 am – 12:30 pm	Breakout Session 5	People Investment	In this workshop experts will share their thoughts on how you can attract, retain and develop the right people to grow your business.
	Breakout Session 6	Across the Tasman	This Mini-Conference is a must for companies operating in the New Zealand market. Hear business perspectives from representatives of companies operating in both markets, as well as insights into current and emerging regulatory and legal issues.
12:30 - 2:00 pm	LUNCH		
2:00 – 3:00 pm	Plenary Session 4	Communication & Growth Through Social Media	Social media is an essential tool for the direct selling channel. Learn where this exciting medium fits within the broader communications framework and what it offers for sales and recruitment strategies.
3:00 – 3:30 pm	CONFERENCE WRAP		

TRANSFERS - DEPARTING 4.30pm
Coolangatta Airport
Brisbane Airport

