



Featuring Category-specific Seminars on:

Travel

Professional Services

Marketing Services

Telecomms & Data

Temporary and Contract Labour/Recruitment

Corporate Services

Energy

Print & Paper

IT Hardware/Fast Moving Technology Products

Fleet & Fuel

IT Outsourcing

Outsourced Services/FM

Insurance

The 2nd CIPSA Category Management Forum

25th to 27th March, 2009

The Australian Technology Park Conference Centre
Sydney

CIPS Australia



PROCUREMENT
PROFESSIONAL

Official Publication

pi
Purchasing
Index Pty Ltd

Platinum Sponsor

Vertical
TALENT

Gold Sponsor

The 2nd CIPSA Category Management Forum



Category Management – the next big thing or simply a fad surfing the boardroom? Given the interest in and importance attached to Category Management,

it would appear that it is most definitely the former. This was further highlighted by John Paterson, Vice-president and CPO for IBM, at the recent 4th CIPSA Annual Conference, who explained that category management was the major focus of IBM's centralised procurement function, ahead of operational and transactional sourcing. Paterson believes that "value comes from delivering savings, not processing transactions".

Given the gloomy global economic outlook, we can expect to see an even greater focus on delivery of value through savings generated by procurement in the category management space. With this in mind, and following on from the success of last year's inaugural Category Management Forum, the 2009 event has been increased in size and scope, and has been moved to a larger venue to accommodate higher numbers of delegates.

The 2nd CIPSA Category Management Forum will be on the 25th, 26th & 27th March 2009 at the Australian Technology Park Conference Centre in Sydney. Featuring two-and-a-half days of plenary sessions, focussed category workshops and practical "how-to" seminars, the conference will seek to equip category managers with all of the latest tools, ideas and market intelligence to assist them to deliver value.

With a broad programme, incorporating 26 sessions, this conference represents great value for money.

I commend the programme to you and look forward to seeing you in March,

Jonathan Dutton
Managing Director
CIPS Australia & New Zealand

Thanks to our Platinum Sponsor

Purchasing Index Pty Ltd (PI)

Purchasing Index (PI) assists organisations in analysing spend, identifying efficiencies and savings and realising opportunities. PI solutions empower finance and procurement staff with analytic and benchmarking tools to add value to organisations. PI works to support procurement organisations, is not supplier aligned and handles all data unattributably.

Spendtrak, PI's innovative spend analysis and forecasting system, is an enterprise class system marrying sophisticated data mapping and cleaning tools in the back-end to a flexible and dynamic business intelligence facility on the front.

PI's Pricetrak & Servicetrak services benchmark goods and services to provide evidence based evaluation of performance and identification of saving opportunities. PI provides market intelligence and advice to benchmarking participants on markets, suppliers, contract terms, demand, vendor management and procurement leading practices.

Procuretrak is PI's benchmarking service for clients' procurement function. A set of indicators are used to evaluate an organisation's procurement function for value for money and the identification of opportunities to improve processes.



Thanks to our Gold Sponsor

Vertical Talent

Vertical Talent is the most trusted name in Procurement & Supply Recruitment in Australia.

As part of the Drake organisation, we operate globally in nine countries and have 23 branch locations throughout Australia, enabling us to deliver procurement recruitment solutions to a wide audience. With an intimate understanding of Procurement, Vertical Talent reduces both risk and total cost of making an external

hire; reduces client time in the recruitment process and provides clarity on where the expertise gaps exist when making a key appointment. Customer-focussed with robust process and proprietary candidate selection technology is why our clients judge us as "best in class".



Day 1 Wednesday 25th March 2009

Time	Session	Speaker
8.15-9.30am	Registration	
9.30-9.40am	Introductory remarks and welcome from CIPSA	Jonathan Dutton, Managing Director, CIPS Australia and New Zealand,
9.40-10.20am	Plenary 1 How do you develop appropriate strategies for different categories? It all depends! <ul style="list-style-type: none"> ■ How to segment the spend portfolio. ■ Which strategies are appropriate for which categories? ■ Getting the information to make the right decisions. 	Paul Rogers, Practice Manager, PMMS Consulting Group
10.20-11.00am	Plenary 2 Category Managers: what do they do and what's in it for them? <ul style="list-style-type: none"> ■ How do businesses define category management and what do they look for when hiring? ■ How are Category Managers valued in the market – what type of companies employ them and how much do they pay? ■ Category Management is it a career in itself or a stepping stone to bigger and better things? 	Gavin Bell, Director, Jigsaw Search
11.00-11.30am	Refreshments	

11.30-1.00pm	Seminar Stream 1 – Please select one of the following	
11.30-1.00pm	1a – Travel: lowering costs without upsetting your travellers <ul style="list-style-type: none"> ■ Understanding the industry to identify key savings opportunities. ■ Sourcing is just the first step – Category Management is key. ■ Getting the most from your suppliers to assist you ... and the bottom line. 	Dorina Santos, Senior Business Manager Corporate Travel, Portland Procurement Services
11.30-1.00pm	1b – Wasting money on Professional Services: how to avoid it Many companies waste hard earned cash on at best impressive advice with little or no practical value or return on investment. Hear from Qantas' Tony White and Tony Bell on their experience covering: <ul style="list-style-type: none"> ■ Market intelligence – how do you know which 'suits' actually add any value. ■ Stakeholders – Policy, process and discipline. ■ Sourcing professional services – strategies and their selection. ■ Contract structures and category idiosyncrasies. ■ Performance management – importance of strong informed project management to get what you paid for. 	Tony White, Head of Procurement Tony Bell, GM Strategic Procurement, Qantas
11.30-1.00pm	1c – Optimise ERP Investments with Analytics: maximise operational excellence in Procurement <ul style="list-style-type: none"> ■ Learn how you could gain greater visibility/insight across Procurement Spend. ■ What is the business value and benefits of analytics. ■ Learn what are some of the other companies doing in this area. 	Sanjiv Bansal, Business Development Director APAC, for Business Intelligence Applications, Oracle
1.00- 2.00pm	Lunch	

Day 1 Wednesday 25th March 2009 Cont.

2.00pm	Seminar Stream 2 – Please select one of the following	
2.00-3.30pm	<p>2a – Delivering value beyond price in a Telecommunications Market dominated by two suppliers</p> <p>In a highly commoditised market delivering value beyond price is a new business imperative. With two major players the ability of a category manager to deliver value beyond price can be a challenge.</p> <ul style="list-style-type: none"> ■ How the NSW Government whole-of-government approach has delivered both price reduction and improved service. ■ Explore the outcomes and learnings of the NSW Government approach. ■ Develop strategies to deliver value beyond price. 	<p>Paul Clarke Senior Vendor Manager</p> <p>Jason Bradshaw Vendor Manager NSW Department of Commerce</p>
2.00-3.30pm	<p>2b – Navigating the black hole of marketing expenditure</p> <ul style="list-style-type: none"> ■ How can procurement assist marketers manage their suppliers and achieve efficiencies to make their marketing budget more effective? ■ Understand Media planning and buying, agency remuneration, contract management, supplier rosters and models. ■ Practical steps to shine light on marketing purchasing and deliver measurable results. 	<p>Darren Woolley, Regional Director, TrinityP3 - Marketing Management Consultants</p>
2.00-3.30pm	<p>2c – The ABC of sizzling RFPs. What really whets a suppliers' appetite?</p> <ul style="list-style-type: none"> ■ Know what to Ask – creating RFP response questions that resonate. ■ Know what to Believe – lay bare procurement myths for competitive gain. ■ Know what to Create – simple drafting techniques that guarantee supplier engagement. 	<p>David Lunn, Director, Bid Write P/L</p>
3.30-4.00pm	Refreshments	
4.00-4.40pm	<p>Plenary 3</p> <p>Does e-Procurement add value to Category Management?</p> <ul style="list-style-type: none"> ■ The promise of e-Procurement – myth or reality? ■ e-Procurement options – horses for courses or one size fits all. ■ Identifying and measuring the benefits. 	<p>Terry Charrman, Chief Executive Officer, Evalua</p>
4.40-5.20pm	<p>Plenary 4</p> <p>Tough times: the upside for Sustainable Procurement</p> <ul style="list-style-type: none"> ■ How do you embed sustainable procurement in cost reduction initiatives? ■ Moving beyond paper and photocopiers - emerging global views on sustainable procurement. ■ Measuring success – Building and keeping management support. 	<p>Jane Harley, Director, Capgemini</p>
5.20-5.30pm	Closing remarks	<p>Jonathan Dutton, Managing Director, CIPS Australia and New Zealand,</p>
5.30-6.30pm	<p>Cocktail Function</p> <p>A great opportunity to network with your peers, suppliers and independent experts</p>	

Day 2 Thursday 26th March 2009

Time	Session	Speaker
8.00-9.00am	Registration	
9.00-9.05am	Introductory remarks	Jonathan Dutton, Managing Director, CIPS Australia and New Zealand
9.05-9.45am	Plenary 5 Case Study: Demand Management at Air New Zealand "Just don't use any – that's the answer – or is it?" <ul style="list-style-type: none"> ■ Why bother? It's our job!! ■ How? Chuck, slash, swap (synonymous with eliminate, reduce, replace). ■ An easy job! Yeah right. 	Andrea Gregory, General Manager Group Procurement, Air New Zealand
9.45-10.25am	Plenary 6 Contract management and SRM	Roger McNeill, Global Director Procurement and Supply Chain Services, Quadrem
10.25-11.00am	Refreshments	

11.00-12.30pm	Seminar Stream 3 – Please select one of the following	
11.00-12.30pm	3a – Drafting world class contracts and balanced scorecards in the HR and Recruitment sectors <ul style="list-style-type: none"> ■ How to ensure that promises made by the recruitment suppliers to win the business will be locked in for the duration of the contract. ■ How to develop simple tools and templates to measure recruitment supplier performance that enable high volume, high quality output from the Procurement department. ■ A working example of a balanced scorecard from the HR sector that incorporates a sophisticated risk reward structure. 	Chris Heptinstall, Procurement Manager Australia, Eli Lilly Australia Pty Limited
11.00-12.30pm	3b – "Caring for the Orphans" – Corporate Services <ul style="list-style-type: none"> ■ When most organisations segment their suppliers, categories such as stationery, apparel, catering and couriers fall within the tactical quartile and often no-one is specifically responsible for their management. They are the unloved orphans – costly, time consuming and out of control. ■ In this session we suggest practical ideas for managing the categories of products and services that are low in cost but widely and frequently used across the organisation. ■ We'll start with thinking about business requirements, what is really needed rather than nice to have (how many printers/copiers do you really need on one floor? Are urgent couriers really necessary?) and move through ideas for efficiently selecting, contracting (including establishing service levels) and managing the performance of these non-strategic but nonetheless essential suppliers. 	Ross Darah, Managing Director, Management Toolbox
11.00-12.30pm	3c – "If the only tool you have is a hammer, then every problem becomes a nail!" Ten tools which should be in every category manager's toolkit <ul style="list-style-type: none"> ■ Why we need a repeatable and systematic process. ■ Key tools in each phase of the category management process. ■ Using the tools to get better outcomes. 	Paul Rogers, Practice Manager, PMMS Consulting Group
12.30-1.30pm	Lunch	

Day 2 Thursday 26th March 2009 Cont.

1.30-3.00pm	Seminar Stream 4 – Please select one of the following	
1.30-3.00pm	4a – Buying Energy: an insight into best practices and carbon impacts <ul style="list-style-type: none"> ■ Best practices – what are they, how do they work and what savings can be expected? ■ Carbon Pollution Reduction Scheme – what are the impacts and what can be done? ■ Future energy costs – what do they look like and how can they be best managed? 	Carl Daley, Managing Director, Creative Energy Solutions
1.30-3.00pm	4b – Managing your print category: it's not just ink on paper! <ul style="list-style-type: none"> ■ Understanding the cost drivers within the category. ■ Best practices in sourcing print management solutions and how to balance price and value. ■ The good and bad questions for supplier tenders – how to get the best responses to meet your specific requirements. 	Lawrence Osborn, Group GM Procurement & Logistics, Blue Star Print Group Matt Aitken, Group General Manager, Blue Star IQ
1.30-3.00pm	4c – Supplier Relationship Management – delivering now and developing for tomorrow <ul style="list-style-type: none"> ■ Delivering now – the four drivers of supplier value (Cost, Risk, Service and Innovation). ■ The key elements of a successful SRM program. ■ Developing for tomorrow – measuring, managing and motivating supplier performance. 	Robert Pease, Principal Consultant, The Faculty Management Consultants
3.00-3.30pm	Refreshments	
3.30-4.10pm	Plenary 7 Contractor Selection and Contract Management in an economic downturn <ul style="list-style-type: none"> ■ Selecting the best and most robust contractor. ■ Protecting your organisation from insolvency risk. ■ Keeping your contract on the straight and narrow. 	Scott Alden, Partner Alyson Eather, Senior Associate, DLA Phillips Fox
4.10-4.50pm	Plenary 8 How do we know we are getting value? <ul style="list-style-type: none"> ■ The procurement healthcheck – why measure performance? ■ What do you measure and how do you measure it? ■ Creating your own healthcheck. 	Bojan Pajic, Managing Director, Purchasing Index
4.50-5.00pm	Closing remarks	Jonathan Dutton, Managing Director, CIPS Australia and New Zealand

Day 3 Friday 27th March 2009

Time	Session	Speaker
8.00-9.00am	Registration	
9.00-10.30am	Seminar Stream 5 – Please select one of the following	
9.00-10.30am	5a – IT/Fast moving technology products: hardware, laptops, PDAs, mobiles, PCs	Speaker TBC
9.00-10.30am	5b – Fleet and Fuel: lock, stock and two smoking tail pipes <ul style="list-style-type: none"> ■ Cradle to grave capital and operational expenditure management – understanding broader industry influences from an isolated capital and operational perspective. ■ Best Practices in Asset Procurement life cycle planning fit for purpose and industry standards. ■ Environmental impact versus operational costs – balancing competing priorities 	John Ovcacic, Automotive Procurement Manager Mick Ross, Marketing Manager, Strategic Purchasing
9.00-10.30am	5c – Optimising P2P for successful Category Management <ul style="list-style-type: none"> ■ Why P2P process excellence is important in Category Management. ■ P2P and Category Management – it's not 'one size fits all'. ■ P2P solutions by category. ■ Building your P2P strategy. 	Sue Woodall, Director, The Portland Group
10.30-11.00am	Refreshments	

11.00-12.30pm	Seminar Stream 6 – Please select one of the following	
11.00-12.30pm	6a – Delivering Successful IT Outsourcing <ul style="list-style-type: none"> ■ The why, what, who, how and where to optimize outcomes from IT Outsourcing ■ What are the key stakeholder, supplier and governance considerations to ensure alignment of expectations between all parties to deliver successful IT Outsourcing relationships? ■ What are the major pricing and performance metric considerations to drive value from IT Outsourcing relationships? 	Bob Sellwood, Managing Director, BTG Group
11.00-12.30pm	6b – Category management of outsourced services: the challenges and opportunities of the financial meltdown The Challenges <ul style="list-style-type: none"> ■ Credit availability ■ Maintaining Supplier Viability ■ Maintaining Core BCC capability ■ Understanding appropriate Risk transfer The Opportunity <ul style="list-style-type: none"> ■ The return of competition. More balance between buyer and supplier. ■ Leveraging commodity price savings 	Michael Byrne, Chief Procurement Officer, Strategic Procurement Office, Corporate Services Division, Brisbane City Council
11.00-12.30pm	6c – Buying Insurance <ul style="list-style-type: none"> ■ The Global Credit Crisis – What the future holds for you in terms of your insurance and risk management programs. ■ Has your insurance program been developed taking into account your company's risk profile? ■ How to contain your insurance costs in 2009 and beyond ■ Is your broker acting as your advocate or as an agent of the insurers? 	Peter Sellwood, Chief Executive Officer Australasia, Expense Reduction Analysts
12.30pm	Close of conference	

The 2nd CIPSA Category Management Forum

About the venue

The Australian Technology Park (ATP) is located in the old Railway Workshops at Eveleigh, just to the south of Sydney's CBD. Access is very easy with parking available at a flat rate of \$10 per day. Alternatively you may choose to catch the train from the city. The ATP is located next to Redfern Railway station which is one stop from Central Railway Station.

Travelling times

By Rail:
5 minutes from Central

By Car, Taxi etc from CBD:
approx. 10 minutes

By Car, Taxi etc from Domestic Airport:
approx 15 minutes

Closer to the event, we will post a set of downloadable instructions at www.cipsaconferences.com.au on how to get there.



Accommodation

CIPSA Conferences have appointed the Lido Group as our accommodation organisers for the 2009 conference schedule. To view and book negotiated rates or to download the PDF Accommodation Booking Form please visit www.cipsaconferences.com.au



Sponsorship and Exhibition Opportunities – Category Management

The 2nd CIPSA Category Management Forum provides suppliers with an outstanding opportunity to engage with an extremely targeted audience of procurement professionals responsible for Category Management. Whether you are a supplier of category specific goods or services, or a supplier of procurement support services this should be too good an opportunity to miss. Exhibition space is strictly limited, so get in now and secure your spot for this unique event.

For full details of available options and packages please contact:
Andrew Wynn, Sales Manager CIPSA Conferences
Tel: 07 5502 7326
Email: Andrew@bttbonline.com

Registration The Category Management Forum 2009

Name (Mr/Mrs/Ms/Miss) _____
Job Title _____ Organisation _____
Address _____
Suburb/town _____ P/code _____
State _____ Country _____
Phone _____ Mobile _____
E-mail _____

Conference Options and Fees

<input type="checkbox"/> Option 1*	Two-and-a half day	Member rate	\$1695.00 + GST	\$1864.50
<input type="checkbox"/> Option 2*	Two-and-a half day	Non-member rate	\$1895.00 + GST	\$2084.50
<input type="checkbox"/> Option 3**	Two-day	Member rate	\$1395.00 + GST	\$1534.50
<input type="checkbox"/> Option 4**	Two-day	Non-member rate	\$1595.00 + GST	\$1754.50
<input type="checkbox"/> Option 5#	One-day	Member rate	\$795.00 + GST	\$874.50
<input type="checkbox"/> Option 6#	One-day	Non-member rate	\$895.00 + GST	\$984.50
<input type="checkbox"/> Option 7^	Half-day Friday	Member rate	\$395 + GST	\$434.50
<input type="checkbox"/> Option 8^	Half-day Friday	Non-member rate	\$450+GST	\$495.00

* includes 8 plenary sessions + 6 seminar choices

** includes 8 plenary sessions + 4 seminar choices

includes 4 plenary sessions + 2 seminar choices

^ includes 2 Seminar choices

For any other combination of sessions not catered for above, please contact Melanie Chalklen for a quotation at CIPSA Conferences on Tel. 07 5573 7493 or email: mel@bttbonline.com

If attending one-day only please nominate which day:

25th Wed 26th Thurs 27th Fri

Seminars Choices

Please select those seminars below which you would like to attend.

1a 1b 1c 4a 4b 4c
 2a 2b 2c 5a 5b 5c
 3a 3b 3c 6a 6b 6c

Group discounts

3-5 delegates = 10% discount

More than 5 delegates = 15% discount

These discounts available where delegates are registered from the same organisation at the same time

Special Category Discounts

Senior Retired CIPSA Members, Unemployed CIPSA Members or Full-Time Students may claim a discount of 50%.

If you have any queries about available discounts please call CIPSA Conferences on Tel. 07 5573 7493 or email cipsa@bttbonline.com

Payment Details

Enclosed is my cheque for \$ _____ (please make cheque payable to BTTB Marketing Pty Ltd)

I require a tax invoice to raise: cheque pay by EFT

I wish to pay by credit card: Visa Amex Diners Mastercard

Card number: _____ / _____ / _____ / _____

Name on card: _____ Exp date: _____

Signature: _____

Registration forms will only be processed on receipt of payment. Tax receipts will be issued with confirmation. If you have any queries about your registration please call BTTB on 07 5573 7493 or email: cipsa@bttbonline.com

How to Register

There are 5 ways you may register

- 1) Complete form and fax to: 07 5549 1093
- 2) Online at www.cipsaconferences.com.au
- 3) By email to cipsa@bttbonline.com
- 4) By telephone on 07 5573 7493
- 5) Complete this form and mail to:

BTTB Marketing Pty Ltd

PO Box 825

Paradise Point

Qld 4216

About the Conference Organisers

CIPSA have appointed BTTB Marketing Pty Ltd as their official conference organisers. BTTB can be contacted at the address above.

Cancellations Policy, Substitutions and Shared Tickets

Cancellations must be notified in writing before 11th March and will incur an administration charge of \$200 + GST. No refunds will be given to delegates who fail to attend or cancel after this date. Substitutions will be permitted at any time without penalty. Shared tickets will not be permitted.

Privacy Policy

The information received on this form may be shared with external companies (sponsors and exhibitors) for their ongoing marketing purposes.

Conference Notes

Immediately after the event, delegates will be sent a hyperlink to a website where they will be able to download the presentation slides as PDF documents.

Conference Agenda

The organisers reserve the right to alter or amend the conference programme without notice to delegates.

Sponsorship Opportunities

If you are interested in profiling your company with Australia's largest audience of key procurement professionals, there are a number of sponsorship options available. For further details please contact Andrew Wynn at CIPSA Conferences on Tel. 07 5502 7326 or E: andrew@bttbonline.com