Featuring Category-specific Seminars on:

- Travel
- Professional Services
- Insurance
- Telecomms
- Marketing Services
- Property Services/FM
- Temporary Labour
- Stationery/Office Supplies
- Software Services
- Energy
- Print
- Fleet & Fuel

The 3rd CIPSA Category Management Forum

24th to 25th March, 2010

The Australian Technology Park Conference Centre

Sydney

CIPS Australasia

THE SOURCE

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PROCUREMENT PROFESSIONAL

Official Publication

The 3rd CIPSA Category Management Forum

Last year we explored the question of whether Category Management was Simply a fad surfing the boardroom" and concluded that far from that being the case, Category Management was here to stay. But what exactly do we mean by Category Management?

"The Buyer", our popular (and occasionally outspoken) Blogger at www.pponline.com.au offered the following definitions back in November:

"Category management is a genuine end-to-end process. Which is mostly what separates it from an upstream/downstream strategic sourcing role. Cat management envelops all aspects of the supply process more naturally than basic strat sourcing. Yes, it is more end to end. More supply chain management than procurement. Maybe even the fulfillment of the marketing proposition – from CONCEPTION to CONSUMPTION. Necessarily more involved with both the tip of the supply chain right through to the actual consumer need."

Or as CIPS described it: "The entire art & science of supply chain management applied to a single category of expenditure."

Programme

Featuring nine plenary sessions on generic category management subjects and three seminar streams addressing specific categories, the programme provides procurement practitioners with a unique opportunity to hear the latest ideas on how to optimize their category management programmes.

I look forward to seeing you in Sydney,

Nigel Wardropper
Event Director
CIPSA Conferences

About our Sponsors

Platinum Sponsor

The Source is a unique organisation, developed by The Faculty, which allows category managers to learn from each other. We bring together procurement executives to share their approaches, learnings and understanding of current market conditions to help them develop a more valuable set of fact-based category recommendations to deliver increased value for their organisations.

The Source offers a comprehensive suite of services to help category managers deepen their category knowledge, create and document strategies, as well as develop their technical skills.

- Community – by joining our community category managers will gain access to important information and invitations to networking and educational events
- Category Councils – a year-long programme to facilitate collaboration with other category managers (from non-competing companies) to benchmark and learn
- Coaching – one-on-one coaching and mentoring to supercharge category planning and support career development
- Consulting – expert advice on generating additional value from category strategies
- Contracting – executives available for short and long term engagements.

Gold Sponsors

Vertical Talent is the most trusted name in Procurement & Supply Chain recruitment throughout Australia and the APAC region. As part of the Drake organisation, we operate globally in nine countries and have 23 branch locations.

With an intimate understanding of Procurement, Vertical Talent reduces both risk and total cost of making an external hire.

We are committed to values of pride, integrity and innovation coupled with our continual support of Procurement and Supply Chain professionals.

www.verticaltalent.com

Visa Commercial – including Visa Purchasing, Visa Corporate and Visa Business – enable small businesses, multinational companies, medium-to-large enterprises and government entities to streamline their payment processes, manage information and their supply chain and reduce their administrative costs.

Visa Commercial platforms and services are backed by Visa's global acceptance infrastructure and underpinned by the power of our centralized and integrated processing network. Visa operates the world's largest retail electronic payments network providing processing services and payment product platforms. Visa enjoys unsurpassed acceptance around the world and Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in more than 170 countries.

For more information, visit www.visa.com.au

Day 1 Wednesday 24th March 2010

Time	Session	Speaker
8.15 – 9.00am	**Registration**	
9.00 – 9.05am	**Introductory Remarks and Welcome from CIPS** What is Category Management?	Jonathan Dutton FCIPS, Managing Director *CIPS Australia and New Zealand*
9.05 – 9.35am	**The Ongoing Evolution of Category Management** Category Management has evolved significantly in the last five years and is now a key focus for many procurement organisations globally. This session will look at the ways category management will continue to develop: ■ Its role within the organisation ■ The effects on buyer-supplier relationships ■ The processes that will be used ■ How category managers can equip themselves to succeed	Matthew Perfect Managing Director *The Source*
9.35 – 10.10am	**What Category Management means to PricewaterhouseCoopers** ■ Why there is no such thing as indirect procurement ■ Justifying the investment in category management ■ The trade off between cost savings, service delivery, and security of supply ■ Building category management expertise ■ Improving the category management process	David Callahan Executive Director Business Solutions *PricewaterhouseCoopers*
10.10 – 10.45am	**Managing Demand in Engineering Categories** ■ Importance of demand planning to maximise vendors› alignment ■ Challenging vendors to own the problem and support resolutions ■ Achieving cost avoidance while maintaining and improving customer satisfaction	Michael Brown Head of Supply Chain *Qantas*
10.45 – 11.15am	**Refreshment Break**	
11.15 – 12.45pm	**Seminar Stream 1** ■ 1a – Travel ■ 1b – Professional Services ■ 1c – Insurance	
12.45 – 1.45pm	**Lunch**	
1.45 – 3.15pm	**Seminar Stream 2** ■ 2a – Telecomms & Data ■ 2b – Marketing Services ■ 2c – Property Services	
3.15-3.45pm	**Refreshment Break**	
3.45 – 4.20pm	**Leveraging Technology to Advance Category Management** ■ Key ways to use technology to advance category management principals ■ Using Category Knowledge Portals/Repositories ■ Leveraging eSourcing Technologies to reduce cycle times ■ Supplier Performance Management ■ Strategies to Ensure Contract Terms Match eProcurement Capabilities ■ Facilitating Procurement of Complex Categories of Spend (Print, Labour)	Rachel Barger Director Consulting, Australia *Ariba, Inc*
4.20 – 4.55pm	**Beyond Strategic Sourcing** After the Global Financial Crisis many clients came to providers such as Jones Lang LaSalle to find savings greater then 20%! This in a market where margins were already tight. There was no one single silver bullet! Using a number of techniques in combined sourcing techniques JLL achieved savings from 19-27% across AsiaPacific for a number of key clients. This Case Study will examine some of the techniques, both conventional and unconventional, employed to achieve this outstanding result.	Rober Trobec Regional Supply Chain Management Director APAC *Jones Lang la Salle*
4.55 – 5.10pm	**Vendor Showcase** A demonstration of a leading Spend Analysis solution to illustrate some of the key principles in spend analysis and spend action.	Bojan Pajic Managing Director *Purchasing Index*
5.10 – 5.15pm	**Closing Remarks**	Jonathan Dutton FCIPS, Managing Director *CIPS Australia and New Zealand*
5.15 – 6.15pm	**Cocktails** Join with your peers, speakers, sponsors and exhibitors for an hour's great networking	

Day 2 Thursday 25th March 2010

Time	Session	Speaker
8.00 – 9.00am	**Registration**	
9.00 – 9.05am	**Introductory Remarks**	Jonathan Dutton FCIPS, Managing Director *CIPS Australia and New Zealand*
9.05 – 9.45am	**Procurement Outsourcing is it right for you?** Outsourcing is often overlooked but can be rewarding. Julia Cambage and Tracy Declerk from Procurement Australia will identify the four key areas that need to be addressed when considering procurement outsourcing: ■ What is the potential for procurement outsourcing in your business ■ How do you develop a prescriptive model enabling success ■ What is good outsourcing strategy and practice, and ■ Execution and relationship management They will also be providing real world examples of what it looks like when you get it right!	Julia Cambage CEO *Procurement Australia*
9.45 – 10.30am	**Contract Management Essentials** ■ Why contract management is important – statistics from the field ■ What is contract management, exactly? ■ Budgeting and structuring the function ■ The contract management strategy – your investment plan	Dr Sara Cullen *The Cullen Group*
10.30 – 11.00am	**Refreshment Break**	
11.00 – 12.30pm	**Seminar Stream 3** ■ 3a – Temporary Labour and Recruitment ■ 3b – Stationery ■ 3c – Software Services	
12.30 – 1.30pm	**Lunch**	
1.30 – 3.00pm	**Seminar Stream 4** ■ 4a – Energy ■ 4b – Print and Paper ■ 4c – Fleet and Fuel	
3.00 – 3.30pm	**Refreshment Break**	
3.30 – 4.10pm	**After the Analysis …** ■ You have completed a spend analysis, what's next? ■ Does it give you right information to get started or have you fallen into the trap of Analysis Paralysis? ■ Quadrem will discuss the right way to design a spend analysis for maximum results and then share some examples of successful programmes that really made a difference	Christoph Guettinger Operational Account Manager *Quadrem*
4.10 – 4.50pm	**Implementing a successful Supply Market Intelligence Framework** ■ What we mean by SMI ■ Why it is important ■ Potential sources for market intelligence ■ How to use the intelligence ■ How to implement SMI successfully within your organisation, with real life examples of where SMI has been used to good effect	Peter Goh Senior Strategic Sourcing Manager *Adroit Management Group*
4.50 – 5.00pm	**Closing Remarks**	Jonathan Dutton, FCIPS, Managing Director *CIPS Australia and New Zealand*

Day 1 Seminars 24th March 2010

Seminar Stream 1: 11.15 – 12.45pm	
1a – Travel ■ Optimising outcomes and delivering value to your organisation ■ Benchmark your travel programme against the key best practice category management of agency, air, hotel, car, expenses, policies and process	Julie Reid General Manager Corporate Sales and Client Management; Greg Treasure, Managing Director, *HRG*
1b – Professional Services **AMP's Journey towards a Flexible Workforce** ■ A new approach to managing one of the 'grey areas' of Professional Services - Second Tier Consulting ■ How to partner with the business to look at Professional Services from a more customer centric viewpoint ■ How we realised non-traditional benefits like reduced ramp up and down and decreased 'time to effective' ■ How we have enhanced our governance and performance management to add value on all sides ■ AMP's top tips from our journey in the last year	Andrea McElhinney Senior Commercial Manager The Alliances Group (TAG) *AMP*
1c – Insurance The objective of this session is to review and discuss the most effective approach to managing the insurance costs of an organisation, including the costs of professional advisers. Insurance is a complex category in that simply trimming costs does not necessarily achieve the best outcome and in a worst case scenario, bad choices could actually threaten the viability of an operation: ■ Assessing your needs / objectives for an insurance review ■ What is happening in Australian and global insurance markets ■ Data capture and analysis ■ Selling your risks in the tender and to the insurance market ■ Optimising the use of self insurance ■ What to expect from an insurance broker	Graeme Berwick *Expense Reduction Analysts*

Seminar Stream 2: 1.45 – 3.15pm	
2a – Telecommunications Hear how Australia's leading companies achieve and maintain 'Best Price' and 'Best Practice' outcomes across voice, mobiles, data and managed services. ■ Establishing your current baseline (usage, infrastructure, price, relationship, service) ■ Identify the cutting edge of current market 'best practice' ■ How do you get there and stay there	Gary Trewin Strategic Operations Manager *Essential Utilities Corporation*
2b – Marketing Services Getting into the marketing spend – how to develop, negotiate and manage your marketing agencies rate cards and retainers. Objective of this session is to put procurement professionals responsible for marketing spend in the position to have credible discussions with senior stakeholders in marketing and their marketing agencies around rate card management, agency retainers and on-going management of marketing spend. ■ Learn the key cost components and structure of marketing agency rate cards and what you should be paying ■ Retainers – how to plan and negotiate a retainer, benefits of retainers ■ Beyond the annual negotiation – how to manage and maximise your companies utilisation of time based marketing services. Where you should be looking!	John Maloney Asia Regional Category Manager – Marketing *Microsoft*
2c – Property, Real Estate and Facilities How to reduce costs and extract value from your 2nd or 3rd largest expenditure category Discover how the major corporations tackle this category and how this knowledge can be applied to your business. ■ Learn how to determine your total expenditure and identify major cost saving opportunities ■ Find out how to diagnose the service delivery requirement and develop the optimal contracting strategy for your organisation ■ Understand how to engage with the business and de-risk the sourcing process	Kent Stuart Director *Grosvenor Management Consulting*

Day 2 Seminars 25th March 2010

Seminar Stream 3 : 11.00am – 12.30pm	
3a – Temporary Labour Deep Dive What will the Category CEO do to ensure effective supply chain management of temporary labour? You'll learn how Tyco – ■ Generate a cost breakdown of temporary labour ■ Identify key liability & insurance clauses ■ Develop alternative suppliers via reverse marketing ■ Design appropriate KPI for effective supplier performance management ■ Develop a shopping list for negotiation ■ Engage supplier early for effective contract management ■ Engage internal customers and stakeholders effectively	David Tran, Supply Manager; Shaun Cogley, Supply Analyst; Sanjay Kakkad, Business Improvement Manager *Tyco Flow Control Pacific Pty Ltd*
3b – Stationery and Office Supplies ■ Insight from a Corporate Buyer / B2B Seller / Category manager on office supplies in Australia. The view from all '3 sides of the fence'. ■ Insights on Quality v Price and Branded Products v's Private Label in the Office Supplies Market ■ What are the pro's and con's of Tendering the Office Supplies Category every couple of years?	Derek Wynn Category Manager – Office Suppies *Officeworks*
3c – How the NSW public sector is managing software procurement Fundamental to software procurement is how organisations manage licenses and it is an area that many struggle with. This two-part session will cover engagement, negotiating and relationship management, plus post-purchase essentials of value optimisation and cost avoidance, ie an end to end approach. ■ How a whole-of-government approach has delivered savings, value and increased leverage with software vendors ■ Understand the benefits of creating and managing a software asset management program	John Royle and Chris Gillis *NSW Procurement Vendor Management*

Seminar Stream 4: 1.30 – 3.30pm	
4a – Energy Cost Containment – In the face of many upward pressures ■ All the industry talk is about upward energy costs – how real are these pressures and what can be done? ■ What will the Australian energy landscape look like in the future? ■ What energy cost increases can be reasonably expected in the next 3, 5 to 10 years? ■ What best practices are be applied to contain energy costs?	Carl Daley Managing Director *Creative Energy Solutions*
4b – Printing Money in the Print Category: managing continuous cost improvement The session will include the following: ■ Understanding the print supply market including players, trends and key stakeholders ■ Choosing between procurement options for structuring the category, (internal, external and the commercials) ■ Considering how to implement continuous cost improvement and checkpoints throughout the life of the relationship	Ben Heraghty Group Strategy Manager *Geon Group*
4c – Fleet Management – A complete Outsourced approach Life is a journey. So it pays to choose your fleet companion wisely. A complete outsourced approach is a one stop solution for all of your needs. Selecting the right provider and working strategically together to ensure efficient asset utilisation is the key. ■ Mapping the Category and Industry Profile ■ Understanding compressible drivers in the ■ Total Cost of Ownership Model ■ Category Sourcing Strategies on the supply and demand side ■ Good practice for managing ■ The Fleet Provider ■ Daily vehicle Hire ■ Accident Management ■ Fuel Cards ■ Manufactures & Dealers ■ Benefits Realisation Considerations – Making sure you save	Benjamin Shute Head of Procurement Practice *CIPS Australia & New Zealand*

The 3rd 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 station

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 2010 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 Category Management Forum provides vendors with a unique opportunity to engage with a targeted audience of procurement practitioners.

For further information on available opportunities or to secure your position please contact:
Andrew Wynn,
Sales Manager
BTTB Marketing Pty Ltd
Tel: 07 5502 7326
Email: andrew@bttbonline.com

Brief biographies of speakers will be published here shortly

Registration The Category Management Forum 2010

Name (Mr/Mrs/Ms/Miss) _____

Job Title _____ Organisation _____

Address _____

Suburb/town _____ P/code _____

State _____ Country _____

Phone _____ Mobile _____

E-mail _____

Conference Options and Fees

☐ Option 1*	Two day	Member rate	$1595.00 + GST	$1754.50
☐ Option 2*	Two day	Non Member rate	$1795.00 + GST	$1974.50
☐ Option 3*	One day	Member rate	$895.00 + GST	$984.50
☐ Option 4*	One day	Non Member rate	$995.00 + GST	$1094.50

For any other combination of sessions not catered for above, please contact CIPSA Conferences on Tel. 07 5519 3103 or email cipsaregos@bttbonline.com

If attending one-day only please nominate which day:

☐ 24th March ☐ 25th March

Seminars Choices

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

☐ 1a ☐ 1b ☐ 1c ☐ 3a ☐ 3b ☐ 3c

☐ 2a ☐ 2b ☐ 2c ☐ 4a ☐ 4b ☐ 4c

Group discounts

3-4 delegates = 10% discount

5 + delegates = 20% 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 5519 3103 or email cipsaregos@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 5519 3103 or email: cipsaregos@bttbonline.com

How to Register

There are 4 ways you may register

1) Complete form and fax to: 07 5573 5352
2) Online at www.cipsaconferences.com.au
3) By email to cipsaregos@bttbonline.com
4) By telephone on 07 5519 3103

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

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