

The 4th CIPSA Category Management Forum

6th & 7th April 2011

The Australian Technology Park Conference Centre,
SYDNEY

CIPS Australia



**"The entire art & science of
supply chain management
applied to a single category
of expenditure."**



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**STRATEGIC
PROCUREMENT
FORUM**

Featuring category specific seminars on:

- > Facilities
- > IT Software and Services
- > Insurance
- > Telecomms & Data
- > Marketing Services
- > Utilities
- > Contract Labour & Recruitment
- > Fleet
- > Corporate Services
- > Professional Services
- > 3PL (3rd Party Logistics)
- > Travel

STRATEGIC PROCUREMENT FORUM

The 4th CIPSA Category Management Forum

“The entire art & science of supply chain management applied to a single category of expenditure.”

CIPS definition of Category Management

Category managers are now expected to harmonise specialist professional knowledge with specialist market awareness and demand management skills in each complex category they manage. Driving value from each category of expenditure requires a broad range of skills, from understanding the market, to sourcing, managing internal stakeholders and effectively managing contracts and supplier performance and relationships. This event will help category managers understand better the broad issues they face and learn more about their specialist categories in dedicated category specific seminars.

Programme

Featuring ten 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. Delegates will get the opportunity to select four specific category based seminars during the course of the event.

Networking

The Category Management Forum provides delegates with an excellent opportunity to build networks with other category managers responsible for managing the same categories. Huge value can be derived from the opportunity to exchange ideas during the sessions and breaks in the event. Furthermore, the trade show provides category managers with a great opportunity to engage with leading suppliers and providers of procurement support services.

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

Jonathan Dutton FCIPS
Managing Director
CIPS Australia and New Zealand



For speaker biographies please visit the
Category Management Forum pages at
www.cipsaconferences.com.au

STRATEGIC PROCUREMENT FORUM

The 4th CIPSA Category Management Forum

Gold Sponsor:



Vertical Talent – your most trusted partner for Procurement and Supply Chain recruitment

Founded in 2005 as the first specialist procurement recruitment company in Australia, Vertical Talent reduces the risks associated with making an external hire by applying proven and trusted methodologies. At its heart, Vertical Talent is a boutique agency focusing on cultivating partnerships with select clients and high caliber candidates, with the added benefit of a global backing through Drake International which dramatically extends our reach and capability through global resources and advanced technologies.

Our focus is on finding the right balance between the technical and soft skills - we seek people who are the best fit; and we pride ourselves on our industry expertise and depth of knowledge in best practice, ethical recruitment and the procurement and supply chain industry as a whole.

Are you a CIPSA Member?

Join CIPSA or renew your membership with CIPSA Conferences

New Members

In order to make it easier for non-member delegates to become CIPS Australasia members, the joining fee can now be included in the conference fee.

Non-member delegates attending a one-day CIPSA Conference and paying the non-member rate will only need to pay an additional \$110.00 to become a CIPSA member.

Non-member delegates attending a two-day CIPSA Conference and paying the non-member rate will automatically qualify for a CIPSA membership.

Renewals

To make life easier for existing members, CIPSA Conferences are also able to process membership renewal fees with conference bookings - all on the same invoice.

If you are an existing member who wishes to include the cost of the annual membership with your conference fee, then please:

Add \$285 to the conference member rate in the amount payable box. Tick the relevant box on the registration form saying you wish to renew your membership submit your CIPS membership number in the relevant field

Notes:

Your renewed 12 month subscription will run from your existing expiry date. For example, if you had 3 months to run on your existing subscription, then by renewing with CIPSA Conferences, you will have 15 months to run on your renewed subscription Please note that your tax invoice will not mention the subscription renewal – only the conference. You will be contacted by CIPSA to confirm that your new membership or renewal has been processed. If you have any queries regarding the joining or renewal process via CIPSA Conferences please contact us on Tel. 07 5519 3103 or email: cipsaregos@bttbonline.com

Programme

The 4th CIPSA Category Management 6th April 2011 DAY 1

Time	Session	Speaker
8.15-9.00am	Registration & coffee	
9.00-9.05am	Introductory remarks & welcome from CIPS	Jonathan Dutton FCIPS, <i>Managing Director, CIPS Australia and New Zealand</i>
9.05-9.30am	The CIPS Category Management Model Take control of category management Sooner or later the challenge will come: transform yourself and demonstrate your capability to create more value. CIPS has been collecting their "Body of Knowledge" globally for over 75 years to provide members with relevant information regarding all aspects of procurement. They have recently released: <ul style="list-style-type: none">> Category management model - Six key activity steps which can be applied to successfully procure significant categories of spend> PROCAT Control the category – control the costs PROCAT is the new and sophisticated category management tool from CIPS. This online toolkit is highly flexible and also intuitive and simple to use. It enables all procurement projects, however large or small, to be managed efficiently with an audit trail that's transparent for those who need to see it.	Ben Shute MCIPS, <i>Head of Procurement Practice, CIPS Australia and New Zealand</i>
9.35-10.10am	The state of the art of Category Management 2011 – the CIPSA- Faculty research report An overview of the Category Management Survey findings, highlighting 10 key insights from the research and make recommendations specific to the category managers and the CPO for driving greater value from category management practices. Key areas of focus: <ul style="list-style-type: none">> Lack of common understanding of category management> The key attributes for effective category management> Moving beyond strategic sourcing alone to deliver value> Key success factors for effective category management> Recommendations and opportunities for category management	Matthew Perfect, <i>Principal Consultant, The Faculty</i>
10.10-10.45am	The awesome range of skills needed by a good category manager <ul style="list-style-type: none">> The key dimensions of excellence> What is the difference?> How to find and develop them	Tony White FCIPS, <i>Strategic Procurement Manager, Leighton Contractors</i>
10.45-11.15am	Refreshment break	
11.15-12.45pm	Seminar Stream 1 <ul style="list-style-type: none">> 1a – Facilities> 1b – IT Software and Services> 1c - Insurance	Please see Seminars Programme for details
1.45-3.15pm	Lunch	

Programme

The 4th CIPSA Category Management 6th April 2011 DAY 1

11.15-12.45pm	Seminar Stream 2 <ul style="list-style-type: none">> 2a – Telecomms & Data> 2b – Marketing Services> 2c – Utilities	Please see Seminars Programme for details
3.15-3.45pm	Refreshment break	
3.45-4.15pm	Category Management in the Public Sector <p>The new UK public sector concept of Commissioning Public Sector spend Profiles</p> <ul style="list-style-type: none">> End to end service chains> Influencing the market dynamics> UK case study: The new trend of “Commissioning” in public sector procurement	Jonathan Dutton FCIPS, <i>Managing Director,</i> <i>CIPS Australia and New Zealand</i>
4.15-4.55pm	The difference between managing DIRECT and INDIRECT categories <ul style="list-style-type: none">> What is the definition of direct and indirects> Are indirects actually enablers of direct categories> Are direct & indirect categories similar across industries> Risks & challenges involved with both across industries	Peter Mackie <i>Procurement Manager -</i> <i>Indirects</i> <i>Parmalat</i>
4.55-5.00pm	Closing Remarks	Jonathan Dutton FCIPS, <i>Managing Director,</i> <i>CIPS Australia and New Zealand</i>
5.00-6.00pm	Cocktails <p>Join with your peers, speakers, sponsors and exhibitors for an hours great networking</p>	

Seminar Stream 1 – 11.15-12.45pm	
1a – Facilities	Greg Lazzaro <i>Sodexo</i>
1b – IT Software and Services From IT Landscape to Cloudscape – Key trends in Software and IT Services Procurement Join us in the Cloud café to explore <ul style="list-style-type: none"> > New and emerging trends in IT Software and Services > How to deliver successful business outcomes in the Open Source world > Implications for sourcing and vendor management models and methods 	Jane Harley, <i>Lead Partner, Procurement Transformation</i> Neil McCaffrey, <i>Lead Partner, IT Strategy, Litmus Group</i>
1c – Insurance How major global events impact on a review of insurances Australia and New Zealand have suffered an unprecedented level of natural disasters in the last 6 months. Our presentation will focus on how these and other major catastrophic events need to be considered in any review of the insurance category. This seminar will examine: <ul style="list-style-type: none"> > the potential for major events to occur - both natural and man made > the business impacts and how these have the potential to destabilise a business of any size > the insurance implications of major events > the key coverage issues which should be considered when undertaking a review > the likely impact on future cost and availability of insurance. 	Graeme Berwick, <i>Expense Reduction Analysts</i>

Seminar Stream 2 – 1.45-3.15pm	
2a – Telecomms & Data Preparing for the National Broadband Network (NBN) The NBN is Australia’s largest single infrastructure investment. There has been an enormous amount of discussion on the NBN cost and consumer services. This session will focus on: <ul style="list-style-type: none"> > the potential impacts and considerations for businesses > how to best prepare for this new environment > and how this should influence your procurement of current products and services. 	Terry Halward, <i>Principal Consultant, Expense Reduction Analysts</i>
2b - Marketing Services Discovering the real value in marketing (And how procurement can help maximise this) The biggest challenge to procurement (and often marketing) is defining value in the marketing category. This is complicated by the constantly increasing complexity in the marketing category with increasing number of vendors engaged. Procurement has an important role in helping marketers define the vendor’s value and their contribution to marketing value. Marketers are looking for increased efficiency and effectiveness yet often do not have the information and insights as to how to achieve this. This session will: <ul style="list-style-type: none"> > review the marketing category > explore the various ways marketing value can be defined > provide participants with the opportunity to workshop how this can be applied to their own organisations > re-position marketing procurement from a cost reduction to value creation. Participants in this session will get maximum value if they are able to bring with them some basic information on their marketing supply chain including total spend, total number of vendors, vendor categories and spend plus an understanding of the current supplier management strategy	Darren Woolley <i>TrinityP3 Consulting</i>
2c – Utilities	Jules Knight <i>One Steel</i>

Programme

The 4th CIPSA Category Management 7th April 2011 DAY 2

Time	Session	Speaker
8.15-9.00am	Registration & coffee	
9.00-9.05am	Introductory remarks & welcome from CIPS	Jonathan Dutton FCIPS, <i>Managing Director, CIPS Australia and New Zealand</i>
9.05-9.45am	Category Strategy the 'what' and the 'how'? Too often category strategies are seen as 'hoops' to be jumped through, instead of a key part of the internal alignment process. Done well, a category strategy should be an enduring asset which helps stakeholders across the business to understand the what and the how of the category strategy. The session will cover; <ul style="list-style-type: none">> what should be in a category strategy, and what should not!> how to structure the category strategy so that the content flows> tailoring the message to differing audiences> avoiding the three most common sins of strategy development	Paul Rogers FCIPS <i>Freelance Procurement Consultant</i>
9.45-10.30am	Category Management in a project context – does it work? While category management has been tested and shown to deliver game-changing results for categories such as fleet; energy; professional services; and MRO – areas of spend which are repeatable ,albeit complex, the benefits of this approach are less well understood in a project delivery environment. Unlike traditional areas of spend exposed to category management, projects typically involve vast sums of non-repeatable spend, require complex multi-supplier management and accountability for delivery rarely sits exclusively within the procurement function. Given these differences, how effective are the principles of category management for managing major projects? Key areas of focus: <ul style="list-style-type: none">> Challenges of a category management approach in a project delivery environment> Structuring a cross-functional project team for category management success> Procurement operating models for driving integrated project outcomes> Case Study: Category managing a national capital works program for Australian government owned corporation, responsible for delivering aviation safety and support services.	Robert Pease <i>Principal Consultant, The Faculty</i>
10.30-11.00am	Refreshment break	

Programme

The 4th CIPSA Category Management 7th April 2011 DAY 2

11.00-12.30pm	Seminar Stream 3 <ul style="list-style-type: none">> 3a - Temporary Labour & Recruitment> 3b – Fleet> 3c – Outsourced/Corporate Services	Please see Seminars Programme for details
12.30-1.30pm	Lunch	
1.30-3.00pm	Seminar Stream 4 <ul style="list-style-type: none">> 4a – Professional Services> 4b – 3PL> 4c – Travel	Please see Seminars Programme for details
3.00-3.30pm	Refreshment break	
3.30-4.10pm	A suppliers view: Where category managers go right <ul style="list-style-type: none">> What outcomes are category managers really after?> Is communication the key?> How do you get to know your market?	Patti – Jane Gould, <i>Executive Business Manager Government, Toll Australia Group</i>
4.15-4.55pm	The New Category Management Frontier: Logistics and Supply Chain Management <ul style="list-style-type: none">> As Category Management becomes more mature in many organisations, Category Managers are being challenged to find new sources of value> There is often an untapped vein of opportunities in the broader supply chain between suppliers and customers> However, there are often barriers to overcome such as organisation 'turf wars', poor supply chain visibility, transactional supplier relationships and lack of the right skills and tools> Dave, with the help of case studies, will explore these opportunities; how to identify them, prioritise them, and then mobilise the organisations involved to make the change> He will suggest strategies for overcoming the barriers for change and some of the tools and sources of knowledge which the Category Manager can turn to	David Gardiner, <i>Managing Director Consulting, Portland Group</i>
4.55-5.00pm	Closing Remarks	Jonathan Dutton FCIPS, <i>Managing Director, CIPS Australia and New Zealand</i>

Seminar Stream 2 – 1.45-3.15pm	
<p>3a – Temporary or Contract Labour & Recruitment</p> <p>Contract Labour</p> <ul style="list-style-type: none"> > Supply strategies > Cost saving opportunities and reporting > Contractor Lifecycle management > Market relevant commercial structures > Contract Elements > Buy-side Technology <p>Recruitment</p> <ul style="list-style-type: none"> > Market relevant commercial structures > Retained Search > Other non-vendor channels – Procurement involvement > Engagement with stakeholders > Contract Elements > Executive Search 	<p>Monique Ward, <i>Director,</i> <i>Accenture Procurement</i></p>
<p>3b – Fleet</p> <p>Aligning fleet management to business objectives</p> <p>This session is targeted towards those managers who are responsible for the management of their outsourced fleet, and will help participants to align their fleet to corporate objectives and maximise the value they deliver to their organisations. The session will provide an outline of robust fleet management principles and will take a look at some of the key issues facing fleet managers and the industry.</p> <ul style="list-style-type: none"> > Setting the Scene – understanding the changing nature of fleet management > The category manager as fleet manager and their role in aligning fleet policy and processes to corporate objectives > Understanding the drivers of category costs and influencing demand through vehicle allocation and use > How to maximise your fleet contract > Issues that will shape the future including proposed legislative changes in accounting for leases and FBT 	<p>Fraser Moore <i>Managing Director</i> <i>Fleet CEO</i></p>
<p>3c – Outsourced/Corporate Services</p>	<p>Bernadette O’Regan, <i>Head of Trading,</i> <i>Xchanging</i></p>
Seminar Stream 3 – 11.00am-12.30pm	
<p>4a – Professional Services</p>	<p>Ashton Roskill <i>Portland Group</i></p>
<p>4b – 3PL (3rd Party Logistics)</p> <p>Optimising Logistics Category Management</p> <p>The extent to which businesses execute category management in logistics can mean the difference between achieving and sustaining a step change improvement in supply chain performance and entering a relationship with high expectations only to be disappointed and not quite understanding what went wrong!</p> <p>The discussion will focus on:</p> <ul style="list-style-type: none"> > Implementing strong supplier performance management processes that go beyond operational SLA compliance, to managing incentive-based continuous improvement programs > Driving unpopular change by challenging internal demand for high premium logistics services and demanding compliance to preferred carriers > Improving access to data and analytical capability to provide visibility of logistics operations and costs > Maintaining a watching brief on the logistics market and regulatory activity, and being prepared to exploit conditions if they are in favour of the buyer > In time, developing tools to enable dynamic network optimisation > The session will be interactive, as we will workshop the barriers and successes in logistics category management in participants’ organisations 	<p>Crispin Dobson, <i>Practice Leader</i> <i>Logistics Managed Services,</i> <i>Portland Group</i></p>
<p>4c – Travel</p> <p>“Stakeholder Alignment: the Underestimated Effort in Travel Procurement”</p> <p>As important as understanding your company’s travel needs, financial and budgetary requirements with respect to travel and entertainment, and the key suppliers who provide essential travel services is the ability to ensure ALL key stakeholders support your travel procurement decisions. This seminar will examine the challenges beyond the dollars and cents of securing travel services into tricky areas such as C-level support for key suppliers, Duty of Care to those on the road for your company, and cross-functional collaboration. Learn how to avoid the pitfalls of poor supplier contract performance and program leakage – not to mention helping your company avoid potential legal action – in this engaging and insightful seminar.</p> <ul style="list-style-type: none"> > gaining C- Level support for key suppliers > duty of care to those on the road for your company > Cross functional collaboration > How to avoid the pitfalls of poor supplier contract performance and contract leakage 	<p>Kurt Knackstedt, <i>Principal,</i> <i>Intelligent.travel</i></p>

Registration Form

The 4th CIPSA Category Management 6th & 7th April 2011

Name (Mr/Mrs/Ms/Miss) _____

Job Title _____ Organisation _____

Address _____

Suburb/town _____ P/code _____

State _____ Country _____

Phone _____ Mobile _____

E-mail _____

Options and Fees

- Option 1 Two-day conference Member rate \$1754.50
- Option 2 Two-day conference Non-member rate \$2068.00*
- Option 3 One-day conference Member rate \$984.50
- Option 4 One-day conference Non-member rate \$1188.00*

*See information on page 3 about becoming a CIPSA Member

Seminar Choices

DAY 1

- 1a – Facilities 1b – IT Software and Services 1c – Insurance
- 2a – Telecomms & Data 2b - Marketing Services 2c – Utilities

DAY 2

- 3a – Temporary or Contract Labour & Recruitment 3b – Fleet 3c – Outsourced/ Corporate Services
- 4a – Professional Services 4b – 3PL (3rd Party Logistics) 4c – Travel

Group Bookings and Discounts

If you are registering more than two delegates from your organisation the following discounts will apply:

3-4 delegates = 10% discount

5 + delegates = 20% discount

If you are booking a number of delegates, please call CIPSA Conferences on

Tel. 07 5519 3103 or email: cipsaregos@bttbonline.com Rather than filling in multiple forms, we will send you a simple spreadsheet to complete.

Other Discount categories

Unemployed CIPSA Members, Retired Senior CIPSA Members and Full-time Students may claim a 50% discount.

With regard to CIPSA Membership I would like to

All the Information/ fees are on page 3 of this Brochure

- Currently a Member Join CIPSA
- Renew Membership Neither

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: cipsa@bttbonline.com

ALL PRICES INCLUSIVE OF GST

How to Register

There are 5 ways you may register

- 1) Complete form & fax to: 07 5573 5352
- 2) Online: www.cipsaconferences.com.au
- 3) By email to cipsaregos@bttbonline.com
- 4) By telephone on 07 5519 3103
- 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 22nd March 2011 and will incur an administration charge of \$165. No refunds will be given to delegates who fail to attend or cancel after this date. Delegates who have registered but not yet paid after the cancellation cut-off date will still be liable for the full conference fee. Substitutions will be permitted at any time without penalty.

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

PUT THE DATE IN YOUR
DIARY FOR UPDATES VISIT:
www.cipsaconferences.com.au