



# AusPet Conference – Friday October 19

8.00am – 9.30am	Steve DeMamiel Keynote – Sales & Marketing for the New Breed of Buyer						Rooms 10-12 – 1 <sup>st</sup> Floor
9.30am – 10.00am	PIAA AGM						Rooms 10-12 – 1 <sup>st</sup> Floor
10.00am	Trade Show Opens						Halls 3 & 4 – Ground Floor
10.30am – 11.30am	Building a Client Focused Business	Anita Marchesani	Room 1 – 1 <sup>st</sup> Floor	10.30am – 11.00am 11.00am – 11.30am 11.30am – 12.00pm	Make your Store a Destination <ul style="list-style-type: none"> <li>Do you have the essential livestock in your retail store?</li> <li>How to setup a planted display tank in your retail store; learn from the world best aquascaper</li> <li>Where do you see your industry headed; Future, Threats and Opportunities</li> </ul>	Daniel Kimberley  Takayuki Fukada  Josiah Pit & Daniel Kimberley	Room 2 – 1 <sup>st</sup> Floor
12.30pm – 1.30pm	Puppy Education – Implications to the Pet Industry. A panel discussion, how puppy education shapes the dog in our society	Anita Marchesani & Panel of Industry Experts	Room 1 – 1 <sup>st</sup> Floor	12.30pm – 1.30pm	Modernising the system for keeping & trading protected animals, how does this effect you as a retailer?	Andrew Baker	Room 2 – 1 <sup>st</sup> Floor
2.00pm – 3.00pm	Small Business Marketing	Peta-Jayne Habner	Room 1 – 1 <sup>st</sup> Floor	2.00pm – 3.00pm	The Shifting Culture of Pet Shop Rehoming and supporting local rescue Organisations	Dr Joy Verrinder PhD DipT MA MBA (Professional Ethics & Governance)	Room 2 – 1 <sup>st</sup> Floor
3.30pm – 4.30pm	Just for Pets - 10 years & Beyond – A look behind the scenes of Australia's largest pet industry buying group	Karen Justice & industry panel	Room 1 – 1 <sup>st</sup> Floor	3.30pm – 4.30pm	Setting Birds & Reptiles up for Success	Bec Baldwin & Ben Dressen	Room 2 – 1 <sup>st</sup> Floor
5.00pm	Trade Show Closes						