

Practice Staff Marketing Program

Available for staff of OA members only

Being Remarkable and Relevant

Today's customers are more demanding and less tolerant than ever. Our Super Sunday 2020 Practice Staff program, brought to you in collaboration with ProVision, aims to equip your front-office team with the tools to stand out from the customer service pack, turn disgruntled customers into advocates, and encourage them to do your marketing for you!

8th March, 2020

Brought to you by



Schedule

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8:30 AM **Happiness, you and WOW**

Rob Ellis

Today's customers crave humanisation. They are more demanding and less tolerant. They have a new-found level of influence brought about by the absolute power of choice. This in turn has highlighted the even higher and greater importance of those who care for them. Being chosen starts and finishes with how well and differently you do things.

This session focuses on the conscious choice to make the world a happier place and it starts with you!

9:45 AM **Social media - show me the how**

Julius Maloney

We often discuss the 'Why', when we need to show the 'How'! Navigating today's social media platforms is often daunting for you and your team. Looking at the most powerful social media platforms today we will break down the differences between each, their audience reach, and provide a step-by-step guide on how to maximise today's non-negotiable marketing tool.

10:45 AM **Break and morning tea**

11:15 AM **Turning customers into advocates – the art of handling objections**

Joanne Scott-Dostine

In this competitive market and time of heightened customer expectations, having the skills to handle objections can turn unhappy customers in to advocates leading to increased productivity, improved teamwork and importantly, superior job satisfaction. In this session you will learn how to apply proven techniques to overcome the most common objections.

12:30 PM **Finish**



Speakers

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Rob Ellis

Rob has 30+ years experience working with market leading multi-site retailers in both senior management and hands on operational roles. Since 2013 he has been the Operations Manager for ProVision. Rob has had the good fortune to listen to, and learn from, seasoned professionals whilst witnessing first hand the long term benefits of providing a flawless customer experience at every part of the customer journey. You will be inspired by Rob's energy and passion for being the very best version of you!



Julius Maloney

Julius comes armed with a wealth of knowledge having worked with a number of international brands including Estee Lauder, Karen Millen and the LVMH group (Louis Vuitton). He is highly skilled in all aspects of brand management, sales and marketing and retail operations. 15 years+ experience working in brand teams, his passion is to demystify what "brand" means and he will empower you to take control of your media and marketing within the scope of your role.



Joanne Scott-Dostine

Joanne's passion is optics! 28 years in the industry, she is a qualified Optical Dispenser and has her Masters in Business. Joanne's true love is enhancing relationships with customers and understanding how any changes you implement should improve the customer experience. Joanne's session will inspire you to work on those relationships and get to the bottom of why objections and difficult situations occur. You'll then be as excited as her about making change that generates positive word of mouth and raving fans!



Registration & Travel

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Registration & pricing

\$99 for practice staff of OA members only - [register here](#).

Getting there

Map Data © 2018 Google, Whereis, Sensis Pty Ltd.



By car

Luna Park has its own car park with 389 secure spaces, available to guests during Park opening hours. Take the easy option and drive right on into the fun. Entry to the car park is via Paul Street, just off Alfred St South, Milsons Point. Hours of operation are 7am to 3am and a flat rate of \$39 per day applies.



By bus

Sydney buses run regularly and reliably. Many North Shore bus routes pass the nearby North Sydney Station and/or terminate at Milsons Point (just a five minute stroll from Luna Park) so they're a fast, easy and picturesque way to get to Luna Park.



By train

Milsons Point train station on the north side of the Harbour is the closest to Luna Park. Travelling north, Milsons Point Station is the first stop after Wynyard station in the city. Travelling south it's immediately after North Sydney station. Milsons Point station can be found on both the 'Northern Line' and 'North Shore and Western Line'. From the station, Luna Park is an easy five minute stroll downhill towards the Harbour.



By ferry

Milsons Point Wharf is situated right in front of the iconic Luna Park Sydney face. Please check the Transport NSW timetables for more details to plan your trip.