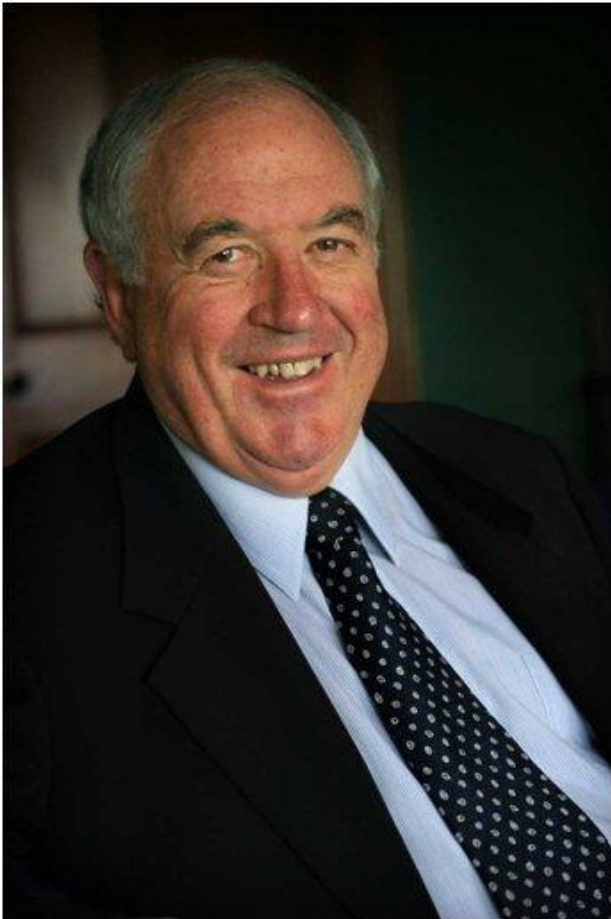


BRANDED! Melton Small Business Professional Development Day: 11 August 2011

Speaker profiles

John D Anderson: founder, Contiki Holidays



At the age of 22 John Anderson left New Zealand for England for a one-year trip overseas. He returned 20 years later with a wife, four children and the International tourism business: Contiki Holidays.

When John sold Contiki Holidays, it was, and remains an international brand-name and one of the world's major tour operators. To date around 1.8 million people have taken a Contiki tour (including 920,000 Australians!).

When John eventually returned to New Zealand, he continued to run the Contiki Group, and built and operated two resort hotels, one in Queenstown New Zealand and the other in Queensland Australia.

As a member of the Auckland Rotary Club, John Anderson conceived the idea of 'The Ellerslie Flower Show' which is now firmly established as the largest event of its kind in the Southern Hemisphere. He was the inaugural CEO with the event attracting over 100,000 visitors in its first year!

In addition to giving motivational and inspirational business presentations on the professional speaking circuit, John D Anderson is writing a book on the Contiki Story and more recently he has started a new company offering holidays for the over 45's!

John Anderson built Contiki Holidays through passion, brand and commitment – his story is packed full of anecdotes, emotion and humour. A truly unique and inspirational speaker!

"He cried as he delivered parts of his story. It was moving, empowering and made an impact. He had an idea, passion and drive... he made mistakes, he gambled, took risks, but always had a plan. He made something from nothing, built on people, a brand and a passion... John Anderson was Richard Branson before Richard Branson."

Ailsa Page: AP Marketing Works



Like the Sherlock Holmes of the Marketing World Ailsa finds customers for over 200 businesses where others have failed! Smart, Strategic and Professional this Associate Fellow of the Australian Marketing Institute, will have you inspired and understanding marketing in an instant. Be warned she's a little bit quirky, highly energetic and is likely to burst into a spontaneous vocal Tijuana Brass Medley if excited. If you don't want to be motivated in your marketing then do not attend this session.

www.apmarketingworks.com.au

Paul McCarthy: Flying Solo; Rockstar Marketer



Paul McCarthy is Australia's RockStar Marketer. An award winning speaker and author of the acclaimed book '8 Steps to a Remarkable Business', Paul has been entertaining and educating audiences for nearly a decade.

Paul brings humour and flair to every presentation and his natural warmth make him a hit with audiences everywhere which is reflected in the feedback he constantly receives.

www.flyingsolo.com.au

Lisa Smith: Minds at Work



Lisa is a professional thinker dedicated to helping people unlock their innate creativity; to slake the thirst for new solutions and to empower people to think differently for themselves.

She's funny, she's gritty and best of all, she's smart (just don't get her started on international trade agreements or Collingwood's chances at the next grand final).

www.mindsatwork.com.au

Yvonne Adele: Ms Megabyte



Yvonne Adele is one of Australia's most recognised business speakers. As the founder of Ideas Culture, Yvonne teaches the skills that enable anyone to unlock their creative potential.

Yvonne's sessions challenge perceptions of how easy it can be to consistently generate, select and then implement sophisticated ideas. She believes everyone has unlimited ability to think creatively about everyday challenges, and she is on a mission to show people how to unleash those hidden talents. She calls it a "friendly poke in the eye".

www.yvonneadele.com.au