



Queensland
Leaders

Growth, Strategy & Investment Forum

How to increase market share & build business value.

- **People:** *attraction, performance & culture*
- **Cash Flow:** *managing & investing to grow*
- **Brand & Profile:** *your story, marketing & audience*

For private company owners & executives

Wednesday 5th June 2024

Queensland Cricketers' Club, The 'Gabba', 411 Vulture Street, Woolloongabba

1.45pm Guest Arrival, Registration & Networking

2.00pm Welcome & Table Introductions

2.10pm Key factors successful businesses use to drive growth.

Stephen Beirne, CEO, Queensland Leaders

- The primary factors that drive success in business.
- Using a proactive strategy to create new opportunities.



2.35pm Enhance your brand & profile to attract the right audience.

Jack Perlinski, CEO & Director Brand Strategy, DAIS

- Does your brand effectively sell your story?
- Boosting your profile in the right sectors.



3.00pm The future of the workforce and driving high performance.

Blake Redding, National Head of Workplace Psychology, MAPIEN

- Aligning the right person with the right role to enhance their performance.
- Building your team with a focus on future needs and creating opportunities.



3.25pm Afternoon Tea Break. Networking with Guests & Workshop Hosts

3.35pm Maximising your cash flow & balancing your business needs.

Matthew Smith, Partner, Prime Financial Group

- Managing your cash flow.
- Balancing your business needs to be able to create new opportunities.



4.00pm Strategic marketing & connecting with the right prospective clients.

Michelle O'Hara, Managing Director, OH! Marketing

- Being strategic in your marketing approach, not just responsive.
- Accessing the right audience in 2024 and the key trends.



4.25pm Case Study: Building an Industry Leader - Bus 4x4 Group

Phill Hargreaves, Managing Director, Bus 4x4 Group

- One of Australia's leading bus body builders and 4x4 conversion companies.
- The lessons learnt and mistakes made in building a market leading business.
- Future opportunities and doing better business.



4.50pm Networking Reception with Guests & Workshop Hosts

5.30pm Final Guests Depart