

IPWEAQ
South East Queensland Branch Conference

Government Change - It's effect on our Business

DATE: Friday, 22 June 2012

VENUE: Bond University Function Centre

ADDRESS: University Drive, Robina QLD 4226

The Conference of the South East Queensland Branch of the Institute of Public Works Engineering Australia Queensland extends a warm invitation to all persons with an interest in public works engineering to attend its 2012 conference. It will feature well credentialed speakers addressing the theme "Government Change - It's effect on our Business".

Our keynote speaker is Trendspotter **Andre La Porte**

André is particularly known for his weekly 'Trendspotting and Cool Hunting' segment aired across ABC Local Radio's national network of stations.

For just under a decade André has enabled listeners from Hobart to Perth and as far north as Mt Isa to keep abreast of the latest trends in topics such as food and beverage, technology and innovation, health and beauty, lifestyles and leisure, transport and travel, social and cultural change, toys and gadgets through to eco goods and energy and advertising and marketing communications.



Registry is now open for the 2012 SEQ Branch Paperless Conference.

MEMBER OF IPWEAQ: \$60.00

NON-MEMBER: \$75.00

This year is IPWEAQ's 40th birthday with celebrations throughout the year at each branch and state conference.

Prizes will be given for those who have joined the IPWEAQ LinkedIn :
<http://www.linkedin.com/groups?about=&gid=3565346>

Jason Deller
Conference Chairman
IPWEAQ Board Member / Social Media Officer / SEQ Member Liaison Officer
M 0419 265 809

André La Porte

Trendspotter & Cool Hunter and Advertising & Marketing Creative Director.

André La Porte is a renowned Australian Trendspotter and Cool Hunter and Creative Director within the Advertising and Marketing Industry. With an insatiable desire to keep ahead of the curve his innate ability to spot consumer and industry trends in the local, national and global arena means André typically knows what's cool before most of us know it even exists.



Charismatic and passionate, André oozes a level of enthusiasm and knowledge that is both highly entertaining and extremely informative. With his ability to translate complex ideas into simple language and to condense vast amounts of information into digestible bites, André is regularly called upon by various media outlets, universities, industry and government bodies to provide insights and discussion on current and upcoming trends that may challenge the status quo. For this reason he is well suited to address the IPWEAQ SEQ Conference theme *“Government Change - It's effect on our Business”*.

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Along with being a Trendspotter, André is a multi-award winning Strategic & Creative Director in the Advertising and Marketing Communications Industry. He has studied Journalism and Sociology and has an excellent understanding of both the media and the society that consumes it.

Combined with his personal and commercial interests in Youth Culture, Consumer Behaviour and Technology, André’s won both National and International awards for his effective and creative work including the New York Festivals, London International and both State & National Australian Marketing Institute Awards to name only a few. His experience gathered over the past 18 years has seen him work with a plethora of brands such as Tourism Queensland, NineMSN, Mincom, Allianz Australia, Mitsubishi Motors, Wendy’s, Goodlife Health Clubs, AMF Bowling Australia, V8 Supercars, Dreamworld, Greyhound Australia, Disney and even The Wiggles.

Client testimonials repeatedly describe André as being a vibrant, inspirational, interactive, intelligent, thought-provoking, memorable and friendly guy with an awesome sense of humour.

