

CUSTOMER INSIGHTS SEMINARS

YOUR EXCLUSIVE INVITE

RSVP **NOW!**
Seats strictly limited.

The Real Media Collective brings to you exclusive content to assist in building marketing success for your campaigning across the FY20 year.

In partnership with **Bastion Latitude**, **Bauer Media Group** and **Roy Morgan Research**, these customer insight seminars brings you exclusive content exploring the Australian market - when is the best time to issue a catalogue campaign to reach your target audience, who is reading direct mail and how can we build a successful publishing campaign?

Listen to research leaders explore strong performing media channels - Publishing, Catalogue and Direct Mail.

EVENT DETAILS

Secure your seat and RSVP your details along with which seminar at hello@thermc.com.au.

SYD

Australia Post - Isaac Nichols Auditorium
219-241 Cleveland Street
Strawberry Hills, NSW 2016
Tuesday 4th June - 7.30am - 10.30am

BRI

Cloudland - The Alice Room
641 Ann Street
Fortitude Valley, QLD, 4006
Wednesday 5th June - 7.30am - 10.30am

MEL

Australia Post - Tasman Room
Level 10, 111 Bourke Street
Melbourne, VIC 3004
Thursday 6th June - 7.30am - 10.30am

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SPEAKER LINE-UP



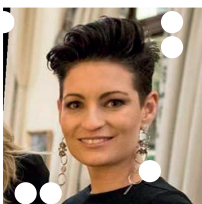
Laura Demasi
General Manager
Social & Consumer Trends
Roy Morgan Research

Laura specialises in identifying demographic, social and consumer trends and unlocking what they mean for clients across the public and private sectors. She draws on a range of research influences behind consumer behaviour, and how these new ways of being are reshaping the world and how marketers connect with customers.



Dianne Gardiner
Chief Executive Officer
Bastion Latitude

Dianne is widely credited as being a leader in online community research. With a passion for pragmatic insight she established 'Latitude Insights' 10 years ago, joining the Bastion Collective in 2016, and today she heads up an international team of research experts.



Casey Greig
Commercial Research
Director
Bauer Media Australia

Casey is well regarded for her expertise and successful contribution into insight development and strategic output for three major Australian media networks; Southern Cross Austereo (SCA), Nova Entertainment and more recently Bauer Media.

With strong experience across consumer preferences and the role brands must play in establishing and responding to these rapid changes, Casey will explore the world of media brands across the Australian market.

RSVP YOUR SEAT NOW!

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