

PROGRAM SCHEDULE

WEDNESDAY 13 NOVEMBER

3:00PM

CHECK IN

Novotel Geelong, 10-14 Eastern Beach, Geelong VIC 3220

5PM - 7:30PM

WELCOME DRINKS

Wah Bar, Wah Wah Gee
The Pier, Geelong Waterfront



THURSDAY 14 NOVEMBER



8:30 - 8:45AM

INTRO & WELCOME

John Chisholm, Chief Symposiarch

8:45 - 9:30AM

KEYNOTE & BAKERS DOZEN

Ron Baker, VeraSage Institute CoFounder &
Radio Talk Show Host, The Soul of Enterprise.
Ron Baker's pearls of wisdom and his best reads of 2019

9:30 - 10:15AM

POSITION, POSITION, POSITION

Tim Williams, VeraSage Institute Senior Fellow &
Founder, Ignition Consulting Group.
Why positioning is inseparable from pricing and how you can
(and should) position your practice to attract the customers
you want to get the fees you deserve.

10:15 - 10:30AM

MORNING TEA

10:30 - 11:30AM

DET TALKS

Facilitated by **Dan Morris**, VeraSage Institute CoFounder, Chief
Dragon Slayer, Morris + D'Angelo.
DET Talks - 6 minutes that are actually valuable. DET talks can
be from anyone, on any topic.

11:30 - 12:15PM

NOTES FROM THE FIELD: INNOVATION & PRICING

Matthew Burgess, VeraSage Institute Practising Fellow &
Founder, View Legal.
What's happening out there in the Professions? A panel will
provide insights and examples of genuine innovation in pricing
and beyond in the professions. Group discussion.

PROGRAM SCHEDULE

THURSDAY 14 NOVEMBER (CONT.)

12:15 - 1:00PM

LUNCH

1:00 - 2:00PM

EXPLORING THE SUBSCRIPTION BUSINESS MODEL

Ed Kless, VeraSage Institute Senior Fellow, Senior Director Partner & Strategy, Sage Radio Talk Show Host, The Soul of Enterprise. Value Pricing 2.0? Why & How the Subscription Business Model changes the ground rules. Can subscription pricing really be applied to all the professions?

2:00 - 2:45PM

MORE NOTES FROM THE FIELD: LARGE FIRMS SIGN ON

Michelle Golden, VeraSage Institute Practising Fellow & Founder, ForeAdvantage - an advanced pricing consultancy. Among other things Michelle will discuss is her pricing model, how she has been rolling it out in the US and why large firms are signing on to be equipped with pricing skills.

2:45 - 3:00PM

AFTERNOON TEA

3:00 - 3:30PM

DET TALKS

Facilitated by **Justin Barnett**, VeraSage Institute CoFounder, educator, speaker and CPA. 6 valuable minutes continue - DET talks can be from anyone, on any topic.

3:30 - 5:00PM

DESIGNING THE BEST EVER PROFESSIONAL FIRM

Design thinking activity led by **Melissa Lyon**, Associate Principal Hive, Design Thinker, Distinguished Fellow, Centre for Legal Innovation.

6:15 -



10:30PM

SYMPOSIUM DINNER: CLYDE PARK

Busses depart Novotel to Clyde Park Vineyard, Bannockburn. Busses return to Novotel 10:30pm.

PROGRAM SCHEDULE

FRIDAY 15 NOVEMBER

9:00 - 9:45AM

STRATEGIC COST TRANSFORMATION

Reginald Tomas Lee PhD, VeraSage Institute Senior Fellow, Author & Professor, Xavier University - Williams College of Business.
Is this the final nail in the cost accountants coffin?

9:45 - 10:30AM

TECHNOLOGY IN PRACTICE

Facilitated by **Ed Kless** VeraSage Institute Senior Fellow,
How technology is transforming our professions. Have the Susskinds' so far got it all right, half right or are they wrong? What technology is working for you and your customers? Group Discussion.

10:30 - 10:45AM

MORNING TEA

10:45 - 11:30AM

BEHAVIOURAL ECONOMICS, HUEISTICS & TRUST

Facilitated by **Liz Harris & David Wells** Directors & Co-Founders Innovim Group.

Does any human ever make rational decisions? Find out why the answer to this has enormous impact on decision making, marketing, price, value and trust.

Trust is the ability to rely on a person, company, product or service to deliver an outcome. Reputation is a lagging indicator but trust is a predictive indicator. Innovation and change require trust.

11:30 - 12:15PM

THE LEGACY PATHWAY

Paul Dunn author, presenter, Senior Fellow, VeraSage Institute, Chairman B1G1 business for good.

12:15 - 1:00PM

LUNCH

1:00 - 1:30PM

AFTER ACTION REVIEWS "THE BEST LEARNING TOOL EVER"

Facilitated by **Dan Morris**, VeraSage Institute CoFounder & **Ray d'Cruz**, a recovering lawyer and owner Performance Leader.

How this 'hats off' approach is transforming firms.
What works. What doesn't.

PROGRAM SCHEDULE

FRIDAY 15 NOVEMBER (CONT.)

1:30 - 2:15PM

CARROTS & STICKS

Facilitated by **Justin Barnett**, VeraSage Institute CoFounder.
Do incentives matter? Ensuring alignment of incentives and rewards throughout the firm is an essential component of 'transforming your firm' and implementing value-based pricing. Group Discussion.

2:15 - 2:30PM

AFTERNOON TEA

2:30 - 3:15PM

WHAT WOULD OUR CUSTOMERS KNOW?

Discussion led by **Carl White**, CXINLAW Chief Experience Officer & Distinguished Fellow Centre For Legal Innovation.
Is the customer always right? As professionals what can we learn from our customers and what can our customers teach us?

3:15 - 5:00PM

FREE RIDER FRIDAY ARVO (Q&A)

Facilitated by **Ed Kless**, VeraSage Institute Senior Fellow.
Anything & everything goes.

5:00PM

CONCLUSION & DRINKS

John Chisholm, Chief Symposiarch