

## Please choose one topic for each rotation.

### Rotation 1

#### Power Talk 1 – Exhibition



##### Empower Your Growth

Abbie White

Are you ready to take your business to the next level? If so, join this practical session where you'll learn how to bring together your local marketing and sales activities to give your lead-generation campaigns serious sizzle.

Abbie pairs her experience in business management with positive psychology and emotional intelligence to create the perfect formula for maximising business growth.

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#### Power Talk 4 – Plenary



##### Boost Your Productivity with AI

Damon Roberts & Ally Gu

AI is no longer a futuristic concept; it's a present-day reality transforming the mortgage industry. Embracing AI is essential to maintaining a competitive edge and future-proofing your business. Join this session to learn about our broker AI strategy and practical tips for using AI to accelerate you and your business.

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#### Power Talk 2 – Exhibition



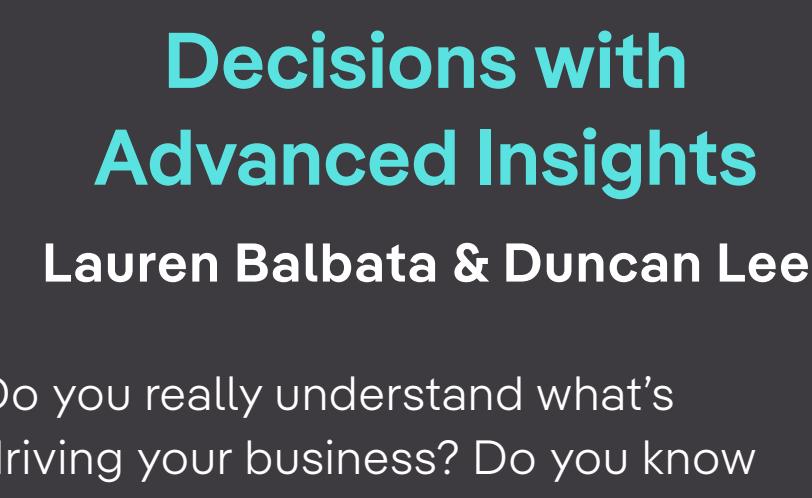
##### Lead Generation: Unlock Your Untapped Asset

Ben Livera

Discover the high-impact, zero-cost strategy that successful mortgage brokers, both new and established, are using to generate a steady stream of ideal clients. This session will show you how to leverage the goodwill you've already built to effortlessly attract referrals and dramatically accelerate your business growth.

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#### Power Talk 3 – Exhibition



##### Make Smarter Business Decisions with Advanced Insights

Lauren Balbata & Duncan Lee

Do you really understand what's driving your business? Do you know if you're performing above or below state and national benchmarks? Do you understand the real impact of lost customers and whether your business is growing or shrinking? Our advanced reporting can help you monitor your results of your activities. Join this session to find out about the reports and how to use them effectively.

### Rotation 2

#### Power Talk 4 – Plenary



##### Empower Your Leadership

Dan Haesler

Whether you lead a team or need to manage yourself, your ability to bring your best at critical moments is essential. Join performance and leadership coach, Dan Haesler, to find out if you're setting the 'right' goals, and how to create a better relationship with pressure. Dan will share lessons learned from coaching some of Australia's top corporate leaders and sporting teams – and how you can apply this knowledge in your business.

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#### Power Talk 1 – Exhibition



##### Supercharge Growth Through Client Retention

Jason Mares

Are you sitting on a hidden goldmine? Your existing client base is your most powerful asset for sustainable, profitable growth. This session pulls back the curtain on what our most successful brokerages do differently to build a fortress of client loyalty. Learn how to future-proof your business by transforming your back book from a passive list into a proactive growth engine.

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#### Power Talk 2 – Exhibition



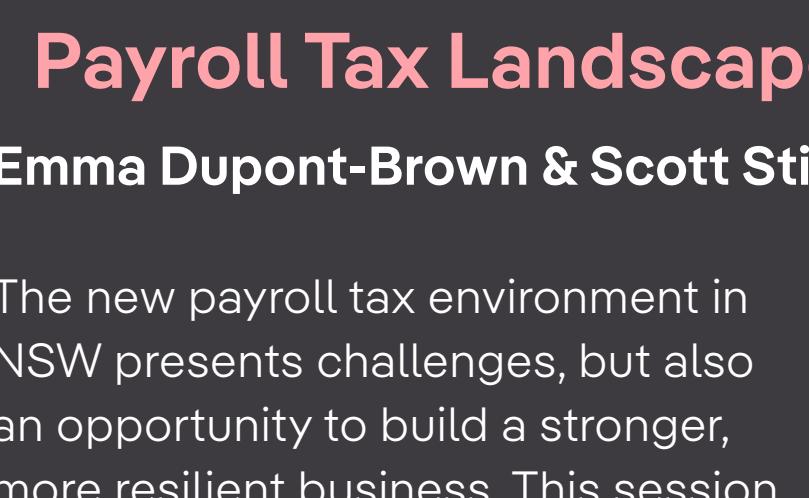
##### What's Coming in Broker Systems?

Matthew Pham & Michael Poole

Join us for a front-row seat to the technology that will power your business in the years ahead. At this session, we'll share the key innovations being built into your core systems over the next 12 months. We'll unveil the next evolution of our Broker Platform and show how new enhancements in HubSpot are set to supercharge your client engagement and pipeline management. Leave with a clear vision of the future and be ready to hit the ground running.

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#### Power Talk 3 – Exhibition



##### Understand the New Payroll Tax Landscape

Emma Dupont-Brown & Scott Stierli

The new payroll tax environment in NSW presents challenges, but also an opportunity to build a stronger, more resilient business. This session is designed to empower you with the knowledge and clarity to move forward with confidence. Go beyond the headlines and discover actionable strategies to help you understand your obligations, mitigate risk and structure your business for security and success.

### Rotation 3

#### Power Talk 4 – Plenary



##### Empower Your Performance

Chris Helder

You invest time and effort into your business performance ... but what about your own? Join leading motivational speaker and author Chris Helder for a transformative session designed to shift mindsets and enhance performance.

In this fast-paced session, Chris will introduce the concept of 'useful belief' and teach you how to reframe obstacles and setbacks as growth opportunities. Learn how to shift outdated ways of thinking and plant the seeds for long-term behavioural change.

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#### Power Talk 3 – Exhibition



##### Employing Staff: Scaling Your Business for Success

Damien Gooden & Tanja Maliszewski

Whether you're making your first hire or expanding an established team, there's a lot to consider. Join employment relations specialists, ER Strategies, for this session about employing staff, and attracting and keeping the right talent. We'll ensure you're across the relevant legislation, and will share broking-specific considerations and case studies to make sure you're prepared to confidently expand your team.

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#### Power Talk 2 – Exhibition



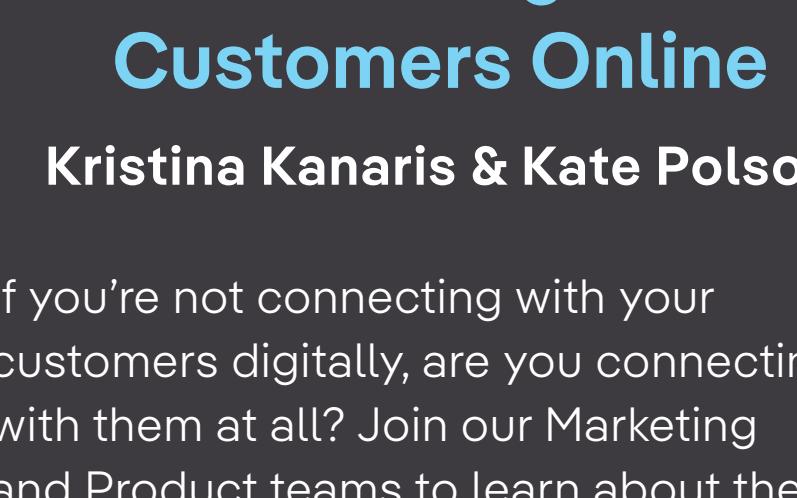
##### Building the Mortgage Broker of the Future with PropTrack

Shelley Horton

With brokers originating more than 76% of new loans, competition is heating up. Join Shelley Horton, Executive Manager – Mortgage Solutions at PropTrack, to understand how you can use PropTrack's suite of powerful tools to build your personal brand, enhance customer experience and protect your back book.

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#### Power Talk 1 – Exhibition



##### Connecting with Customers Online

Kristina Kanaris & Kate Polson

If you're not connecting with your customers digitally, are you connecting with them at all? Join our Marketing and Product teams to learn about the platforms and enhancements available to you, and uncover best practice tips and tricks for attracting new customers and building online engagement with your existing client base.