

REAL ESTATE LEADERSHIP CONFERENCE

The Real Estate Leadership Conference is an elite 3-day program established in 1999* and attracts an annual attendance of 150± delegates.

Specifically designed for decision makers - business owners, senior management, team leaders, franchise managers and senior sales agents - the program focuses on accelerating growth, adapting to change and embracing new strategies.

This premium event is held annually in early September, between the national school holidays and prior to the spring selling season, and takes place in a different resort location each year. The Leadership Conference 2010 will be held on Hamilton Island from 7-9 September – previous venues have included Surfers Paradise, Port Douglas, Sanctuary Cove, Hayman Island and Noosa.

Dedicated to the issues of management and growth in real estate businesses, the content is designed to address

the current issues identified through discussions with a cross-section of industry practitioners. This is supplemented by a pre-event survey of registered delegates. Topics include sales team management, recruitment, training, marketing, branding, leadership, managing change, creating the right financial structures, technology trends and much more.

Whilst the program is intensive, the forum environment is informal with the emphasis on learning, debating, sharing and networking during meal breaks and at the evening social function. Due to the intimate nature of the event, a key appeal for delegates is the opportunity to interact closely with speakers, sponsors and peers.

The Leadership Conference program has featured over the years a cross section of experts both local and international including Barry Plant, Greg Hocking, John McGrath, Philip Webb, Richard Jellis, Wendy Alexander, Don Ha, Peter Knight, Matthew Hayson, Peter Rollings, Mario Sanfrancesco and Frank Pompeani, plus experts from other areas of business including Tom Peters, Ross Smith, Julia Ross, Eric Beecher, Peter Switzer, Anthony Bell, John Symonds, Tim Pethick, Bernard Salt and Peter Holmes à Court.

Sponsorship of this event demonstrates leadership in your product category and sets your business apart from your competitors.

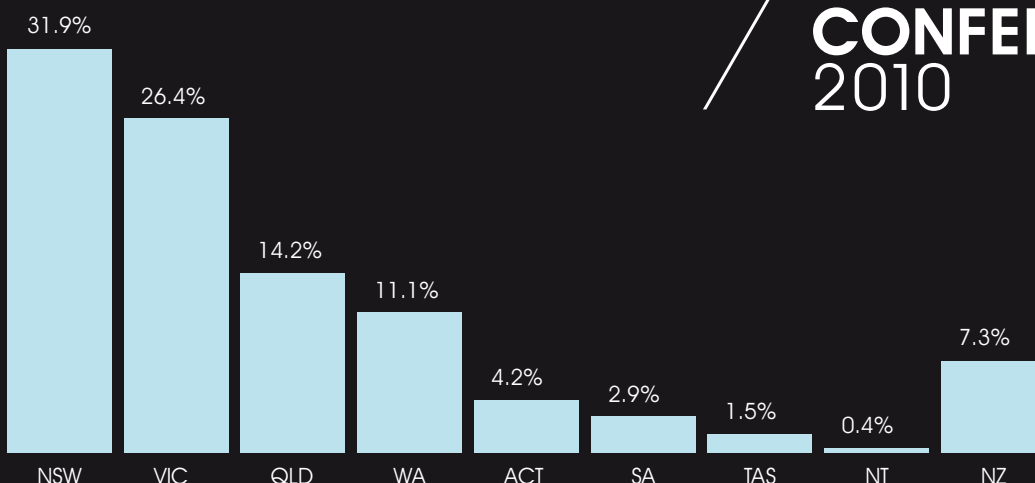
** Prior to 2009 this event was known as the Principals' Workshop*

GEOGRAPHIC BREAKDOWN (FROM 2005-2009)

Surveyed delegates have indicated their major reasons for attending this premium conference is the exceptional quality of the presenters, the program topics and the unique environment to network with peers.

87% - would attend again

92% - would recommend to others



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2010**