



THE  
book

WORLD CLASS TALENT

## Todd SAMPSON

### Advertising & Marketing

The rich and varied life of advertising executive Todd Sampson began on Cape Breton Island, off the north east coast of Canada. Todd is now the CEO of Leo Burnett, one of Australia's top creative advertising agencies and is one of the few CEOs in advertising to come from a strategy background - having spent 10 years as Head of Strategy.



Todd is also the breakout star of the hit ABC television show 'The Gruen Transfer' and features regularly on Channel Ten's 'The Project'.

A dynamic individual with an MBA, outside of work Todd is passionate about his family and mountain climbing, having completed an unguided ascent to the top of Mount Everest.

## Bob MILLER

### Marketing

Consultant, speaker and popular columnist Bob Miller is the marketing guy with a 'focus' obsession. He offers a vast range of experience, wisdom and lateral thinking on marketing solutions.



During his tenure as General Manager, Marketing, Toyota Australia achieved outright market leadership. Most Australians are familiar with Bob's 26-year-running Toyota theme 'Oh, What a Feeling!', the whacky Camry Chicken and other memorably focused ad campaigns. More recently, Bob ran Sydney talk radio station 2UE.

As three times Past-President of AANA (Association of Australian National Advertisers), the marketing industry has recognised Bob Miller's service many times. In 2010 AANA honoured Bob with its first Phil J. Warner Award for lifetime achievement and contributions to the Australian advertising industry.

## Penny BURKE

### Marketing & Branding

Penny Burke understands how to build fame. She has developed the 3 laws of marketing and can show you, your team or organisation what everyone wants in business - fame.



Penny is founder and director of Essence Communications, a brand and marketing communications consultancy that works with some of Australia's best known organisations, from large retailers like Specsavers and Terry White Pharmacies; mid sized organisations such as Deakin University, McCain and Schwarzkopf; to entrepreneurs and a range of SMEs.

Penny has consulted to all three levels of government with a range of social marketing behaviour-change campaigns and has been recognised by her peers as a member of the all time best advertising agency 'Dream Team'.

## Peter SHEAHAN

### Social Trends

Peter Sheahan has worked with some of the world's leading brands in the area of innovation and change.

Peter is recognised internationally as a leading business thinker and has advised executives and leaders for clients that include Google, Goldman Sachs, Hilton Hotels, Harley Davidson and GlaxoSmithKline through his thought leadership practice.



The author of six books, including the international bestsellers Flip and Generation Y, Peter focuses on teaching leaders and companies how to flip their thinking, make money in the cracks and find opportunity where others cannot. His newest book Making It Happen unpacks his insights on how the best leaders and entrepreneurs execute on their good ideas and turn them into profitable results.

# Jackie FUREY

## Relationships

More than ever business people need to know how to create the kind of relationships that are going to sustain them both personally and professionally.

Psychotherapist Jackie Furey is the director of Bedrooms to Boardrooms, a unique relationship advisory organisation that specialises in assisting people in creating and sustaining strong, respectful and rewarding relationships for both the personal and professional sides of life.

With a unique and fascinating blend of university training, skilled professionalism and powerful insights into human behaviour, Jackie is a speaker who is able to shift the thinking of her audiences and provide enduring lessons on the impact of relationships and human behaviour in all aspects of business and life.

Whether on stage before thousands, working with a handful of senior executives in the boardroom or facilitating workshops on the factory floor, Jackie Furey is an architecture of change and her work has been credited with building better teams, better marriages and better businesses.

" The audience hung off every word. Articulate, passionate and intelligent – she educated, informed and entertained us brilliantly."

Royal Bank of Scotland – England

Jackie has spoken in over forty major cities around the world and is a favourite with audiences due to her ability to combine unsurpassed professional knowledge with incredible humour and storytelling. The result is a journey that takes her audience from 'the bedroom to the boardroom' – unique insights into the power of relationships.

As a highly respected media commentator, Jackie appears regularly on The Today Show, Kerri-Anne Kennerley, as well as a variety of radio and print media.

In 2000 Jackie Furey, along with renowned documentary film makers David and Sue Flatman and the South Pacific Private Clinic, made a documentary with the Australian Broadcasting Commission on relationships - an inside look at what happens in our personal and professional lives when faced with life's challenges. The documentary, 'Welcome to Intimacy' received rave reviews and was subsequently sold to the BBC UK.



## Martin GRUNSTEIN

### Sales & Customer Service

Martin Grunstein's outstanding results with over 500 companies across over 100 industries have made him Australia's most in-demand speaker on outstanding customer service.

He has also worked with international sportsmen in rugby league, rugby union and soccer, taking teams from losing to winning situations by teaching players the mental side of their game.

Martin doesn't hype people up - he teaches techniques and how to apply them to your business in the areas of professional attitude to business; understanding the ego of your customer; and how to generate the repeat and referral business that keeps your bottom line healthy.

Martin will make you laugh, but it's the results you get from the techniques he delivers that will keep you smiling.



## Mike BRADY

### Business Success

Mike Brady has a lot to offer as a speaker, composer, singer, entrepreneur and raconteur. Mike is widely recognised as the minstrel of Australian sport and the creator of one of Australia's biggest selling songs of all time, Up There Cazaly. But there's more to Mike than that.

His speaking engagements, punctuated with songs – funny, stirring, emotional – make Mike a speaker with a difference. Mike's inspirational story is about his life as a musician/writer. It's a story of lessons learned and unlearned to intrigue anyone who has ever dreamed of striking it rich. He draws on the parallels between the music industry, commerce and other industries and talks of the benefits of identifying and concentrating on your core business.



## Gary GLENN

### Sales & Marketing

Gary Glenn is a highly acclaimed keynote presenter with a global perspective. His conference programs and training systems have helped hundreds of companies around the world create increased sales and dramatic growth. More than just a platform presenter... more than just a trainer... Gary is a dynamic consultant who helps organisations create the systems, and the standards that will drive sales higher... and then he presents and helps implement a program that ensures results.

A result driven keynote presenter and trainer Gary specialises in sales technique and managerial leadership topics with a high degree of personal development and motivation woven through each presentation. His programmes are highly customised to ensure results and action.



## Glenn COOPER

### Leadership

Glenn Cooper is a fifth generation Cooper and the Executive Chairman at Coopers Brewery who also holds responsibility for marketing. He has overseen the launch of numerous products in the Coopers beer range, including: Coopers Mild Ale, Coopers Dark Ale, Coopers Extra Strong Vintage Ale and Special Old Stout.

It is a little known fact that before turning his hand to the family brewing business, Glenn had a highly successful career in the computing industry. He also once worked for rival brewer, SA Brewing.

After relocating to a new, \$40 million state-of-the-art brewery in 2001, Coopers is now the number three brewery in Australia capacity-wise, and is the only remaining family-owned large brewery in Australia.



# Five reasons to book your next speaker or entertainer with ICMI.

1

## Your event is in safe hands at ICMI.

Whether you are looking to book a speaker, entertainer or team builder, experience matters.

For 25 years the team at ICMI have been responding to client briefs and asking the right questions to make the best recommendation and ensure the most memorable outcome.

With experience comes insight. We understand and believe that your reputation is what is most important and it is essential that your next speaker not only protects your reputation but helps make it shine.

We can make this promise with certainty due to the strength and depth of skills across the ICMI team. From our consultants who have the knowledge and experience to confidently recommend from hundreds of speakers and entertainers to our unrivalled administration team – the most experienced in the industry - who look after the 'behind-the-scenes' aspect of your booking, at ICMI you not only have a small army on your side, you also have true peace of mind.

2

## A unique business model.

At ICMI, our formula for success has always been based on open channels of feedback and an unwavering commitment to innovation, a pledge that saw us implement the unique internal business model of franchising five years ago.

As a result we have grown exponentially and you now have access to a network of 18 offices throughout Australia and New Zealand.

The unique ICMI franchise model has attracted the most dynamic, engaged and passionate team in the industry – the difference between dealing with a company employee and a business owner. When you deal with an ICMI franchisee, you'll see us go the extra mile and doing 'whatever it takes' to ensure you get the best possible outcome. Our business owners have a vested interest in making your event an outstanding success.

3

## World-class talent, world-class service.

As they say, you should practice what you preach! At ICMI we not only recommend world-class talent for your event, we readily employ the best ourselves to develop and grow our team's ability to provide world-class customer service.

In fact we have taken this element of our business so seriously that we have taken the step of establishing the ICMI Consulting Division – hand-selected individuals who are leading thought-leaders and experts in their field.

4

## We research, listen and respond.

At ICMI the journey to discover what you need never ends.

Our marketing initiatives, both online and offline, are based on extensive customer and market research and reflects not only what we know you're seeking from a bureau now, but what our intelligence tells us would be valuable to you in the future.

Your feedback is what we thrive on it helps us build a better product and deliver a more complete service that surprises and delights our clients and strategic partners in ever way. Raise your expectations because we're ready to exceed them!

5

## ICMI is much more than a bureau.

In addition to speakers, entertainers and team builders, ICMI has embarked on two exciting new divisions – Consulting and Special Events.

These divisions are testimony to our unwavering commitment to innovate and lead the industry. With the strength of the partnerships in these new divisions and our recent brand re-fresh, ICMI will continue to set the industry standard and most importantly, be ready to serve you better than ever.

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To book talent for your next conference or event,  
Call ICMI on 1800 334 625 or go to [ICMI.com.au](http://ICMI.com.au)

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