



PBN programme

2019

8.00am	REGISTRATIONS AND BUSINESS PODS OPEN	
9.00am – 9.10am	Welcome	
9.10am – 10.10am	Key note address Speaker: Shaun Quincey Shaun knows what it's like to run a successful business, even with intense competition. Shaun has founded a number of companies, including launching a payment technology company into the US market growing it to be worth hundreds of millions of dollars. Shaun's presentation will explore his experience running successful businesses and will draw on how he used the experience gained rowing the Tasman Sea solo to help get him through the challenging times.	
10.10am – 10.40am	Morning tea	
	SESSION ONE: Managing your business	SESSION TWO: Managing your people
10.40am – 11.30am	Buying or selling a pharmacy: pointers and pitfalls Speaker: Fiona McCrimmon This will be an interactive session in which Fiona will educate and answer questions about buying and selling a pharmacy. Key discussion points will include the purchasing/selling process, important things to consider when organising a settlement, and completing your due diligence.	How to be an effective leader Speaker: Toni Glass Being an effective leader has never been so important. Effective leadership starts with communication. However emotional intelligence is extremely important not only for effective communication, but a range of other deliverables. Join Toni and explore practical ways to lead your pharmacy to 2020 and beyond.
11.30am – 12.20pm	How to promote your business online Speaker: Stephen Caunter This session will help you position your business for success online. You will be provided with an understanding of online marketing tools, so that customers can find and communicate with you. The session will include understanding how Google ranks websites, social media, marketing strategy and blogs.	Skill vs Fit – the great hiring debate Speaker: Wendy Alexander In a perfect world, not only would your candidate have all the technical skills you're looking for, but their personality would also be a perfect fit with your team. In this session, Wendy will highlight the pros and cons of the skills vs fit debate, and why in today's tight labour market, you need to look beyond the obvious.
12.20pm – 1.20pm	Lunch	



1.20pm – 2.10pm

Is the price right?

Speaker: Atul Mehta and Jonathan Roberts

This session will go over the things to consider when setting prices in your pharmacy including pricing services. Atul and Jonathan will cover the impact of pricing on profit and sales, mark-up versus margin, break even analysis, fixed versus variable costs and consider how services help your bottom line.

The art of difficult conversations

Speaker: Samantha Gadd

Why do the tough conversations all seem to lie with us as business leaders? Building confidence and skills to tackle challenging conversations head on is critical to increase your leadership potential and ultimately your business performance.

2.10pm – 3.00pm

Good healthy advice for your pharmacy

Speaker: John Saywell

One way of addressing the growing financial pressure is to become even more specialised and providing a wider range of health solutions in your pharmacy. Specialist health services and advice should be your core business. How do you prepare a strategy and implement a plan for the provision of health-related services instore?

Looking after your team's mental wellbeing

Speaker: John Wilson

Mental health issues can lead to poor performance and workplace risk. Become aware of the signs and symptoms to detect stress and common mental health problems in your staff, and gain awareness of organisation, manager and employee responsibilities for mental wellbeing at work.

3.00pm – 3.30pm

Afternoon tea

3.30pm – 4.30pm

Closing address - The Revolution Revolution

Speaker: Nigel Latta

Everyone is struggling with the same issue: What's next, and how shall I respond? For most of history major change has occurred over long and manageable timeframes. Now big changes sometimes arrive by a tweet. The world is constantly turning itself inside out and upside down, and it's doing that faster and faster. Nigel will talk about why the world is changing so quickly, what it means for running a business, and some things you can do to get match fit for the Revolution Revolution. Disruption is the new normal, so getting ready for it is vitally important.
