

Australia's National Beef Exposition
7 May to 12 May 2012



**James Lawrence Pavilion
Bos Taurus Room**

**Thursday 10 May 2012
8.30 am – 9.15 am**

A new seminar concept for Beef Australia 2012 will give you the opportunity to engage with high-profile industry experts from around the world. Technology will be used to 'import' selected specialists from international locations to the Bos Taurus Room daily between 8.30 am to 9.15 am.

You will see the speaker on large screen TVs and hear his/her commentary, as well as seeing his/her PowerPoint slide presentation with an opportunity for interactive Q&A via internet at the conclusion. On the stage, a facilitator will tie the process together and manage a Q&A session.

Have Australia's commercial beef brands run out of steam?



David Thomason is a marketing consultant who has worked widely in the Australian and international food commodity field over the past 30 years.

He currently sits on a number of company and advisory boards, including the boards of Certified Australian Angus Beef, the Australian Seafood Cooperative Research Centre, and the Primary Industries Education Foundation. He is also a member of the Australian Egg Corporation's Industry Consultative Committee, and sits on the Expert Advisory panel on Commonwealth Government Advertising.

He spent more than ten years as general manager, marketing with Meat & Livestock Australia, and has deep knowledge and understanding of the emergence of beef brands in this country.

David has extensive experience in developing consumer communications, with campaigns that have won a catalogue of prestigious awards.