

DEFENCE

THE GUIDE ON HOW TO GET THE MOST OUT OF A DEFENCE INDUSTRY CONFERENCE



ZenithGroup

THE 6 TIPS

01. DO YOUR RECONNAISSANCE

02. LOCK IN YOUR TARGETS

03. FORM YOUR ALLIANCES

04. INTELLIGENCE GATHERING

05. INFO - LOCKED & LOADED

06. CHOOSE YOUR BATTLES

HOW TO GET THE MOST OUT OF A DEFENCE INDUSTRY CONFERENCE.

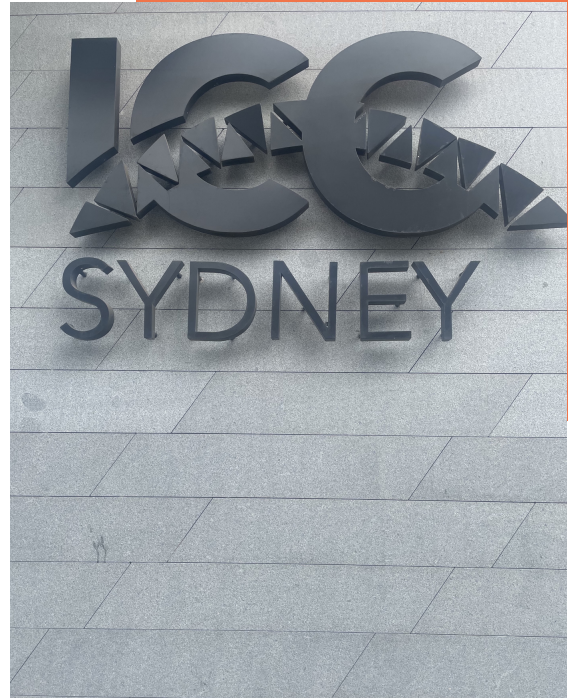


If you are a first time participant or feel like you're wandering the halls without results, there are ways you can help identify the most attractive opportunities and capitalise on this huge biennial event.

With international primes, Tier One enterprises, Department of Defence and supply chain heavyweights exhibiting this exposition, forward planning can reap big dividends.

READ ON FOR OUR 6 TIPS

Tip 1 - Do your reconnaissance. Pre-plan before the conference.



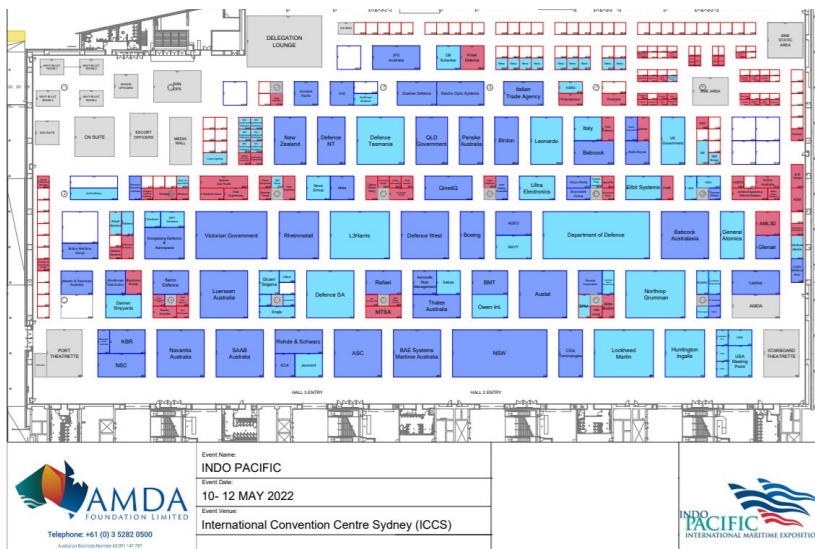
The ICC is in a great location on Darling Harbour with easy access to the CBD and surrounds. Almost any Sydney CBD hotel is within walking distance so don't bring the car, it's simply easier and more enlivening to walk to this event (or Uber if you are carrying gear).

A survey visit on Monday, the day before Indo Pacific opens, provides a valuable insight into the best access to this event. Be early on the first day! Security is airport style and queues can get large and an hour might easily be wasted.



Tip 1 - (cont)

One of the keys to success is to study the event floor plan in the weeks leading up to the event – it is comprehensive and detailed, showing the exhibitors at IP22 - Names will jump off the page.



IndoPacific 2022 Floorplan

This provides a great insight into which organisations to zero-in on and their proximity to each other on the trade floor.

Key Tip >>

Forget trying to work this out once you're there – the size of the venue, plus the sheer overload of information and stimulation will have you walking around aimlessly and feeling overwhelmed before you've even had lunch on day one.

Even with the best of planning, it's hard to get time to see everything, so prioritising who you're going to see is of paramount importance.

Tip 2 - Lock-in your targets. Book your appointments beforehand.

By booking ahead you can secure a place at your preferred expo events. By the time the expo kicks off it can be too late to get into many meetings and seminars.

The simple but effective technology is the Indo-Pacific-2022-Event-Program. A great resource that lists every event by day and time, who is hosting the event, the location on the floor and how to register.

Download the Full Event Program here



Tip 3 - Form your alliances. Go into battle together.



AUSTRALIAN
DEFENCE
ALLIANCE-VIC

Join the Australian Defence Alliance (ADA-VIC). You can rely on their expertise with valuable pre-event assistance, including details of special events at Indo Pacific 2022.

As we spoke about in Tip 2, book into these events a few weeks out to avoid disappointment. The best events are often oversubscribed and virtually inaccessible if you tried to attend on the day.

Join the ADA here

The ADA can assist its members to register for introductions with overseas exhibitors and delegates or arrange meetings with other ADA members attending this event.

These meetings can be amongst the best as other ADA members can be very welcoming and responsive to meeting with ADA members.



ADA CEO - Sean Farrell



Tip 4 - Intelligence gathering. Collect it before the event.



The Defence Department's Office of Defence Industry Support (ODIS) should be your go-to for defence industry information. There are ODIS advisors in every state and territory - meet with yours before Indo Pacific 2022 to gain valuable insights, tips and information.

ODIS is the one-stop-shop for Defence industry support and guidance, providing a seamless experience for business to engage with Defence. It is the trusted link for Australian small and medium enterprises (SMEs) looking to enter or expand their footprint in the Defence industry.

The core function of ODIS, through its offices around Australia, is to provide advisory, guidance and mentoring services to SMEs.

ODIS also works with State and Territory agencies, industry associations and Defence business partners, to position the Defence industry to deliver capability that equips and sustains the Australian Defence Force.

Tip 4 - (cont)

<< ODIS - KEY SERVICES

>> Specialist defence business advice, increasing the competitiveness of Australian Defence SME partners so they have the capability to integrate into supply chains and grow to become competitive providers.

>> Direct linkages to Defence procurement programs through proactively identifying needs of Defence capability managers and delivery groups.

>> Identify current SMEs who can meet Defence needs in the short term and assist to build the capability of Defence industry over longer term horizons.

>> Direct linkages to Defence end users to support innovative industry initiatives.

>> Assist SMEs to work with end users and existing Defence projects and industry programs to support greater innovative industry outcomes.

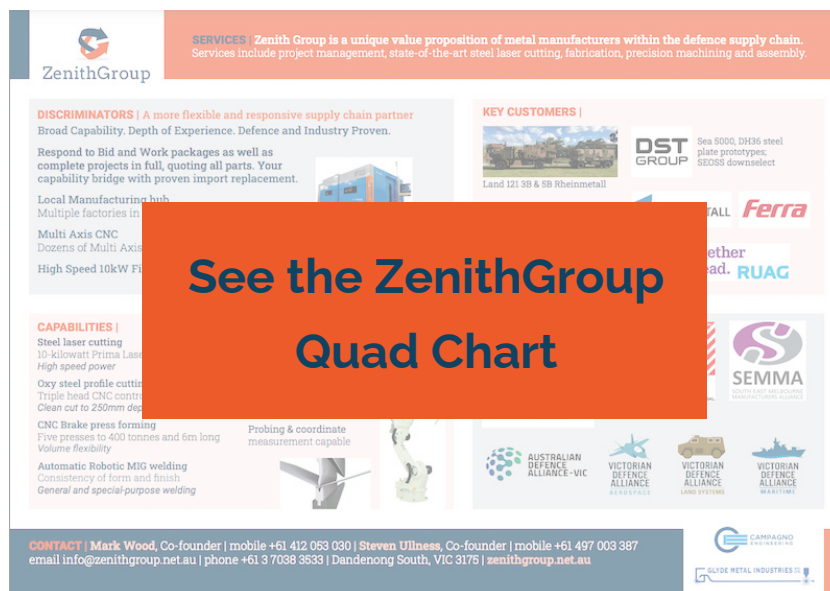
>> Tailor grants to assist the development of SMEs to meet Defence requirements in the short, medium and long terms.

>> Work closely with other key Australian Government initiatives that support Australian SMEs, as well as initiatives at the State and Territory Government level.

Tip 5 - Your best weapon is your information. Have it locked and loaded.

Again, an obvious strategy but totally under-utilised by many. The following tips are the stand-outs;

1. Have your Quad Chart printed and don't leave that reverse side blank. Highlight your latest news and summaries from your website. Arrive in Sydney with 30 of these and return home with none. The best \$30 investment you'll make all year.



2. Have a tablet with you at all times with your website or streaming video presentation ready to go – demonstrate on the spot to defence prospects your unique capability. Forget a laptop, or even a smart-phone – the tablet screen-size is quick and easy to deploy .



Tip 6 - Choose your battles. The Indo Pacific 2022 Summary

Each day of this event is busy. Set your pre-arranged and pre-planned meetings with businesses and organisations that could assist you with your desired defence industry business and exposure to new defence opportunities.

With a little bit of due diligence and early planning and reconnaissance, you can make full use of the three days of IndoPacific 2022 by pre-preparing who, and what, you are going to see! You'll have surprisingly little time to browse the aisles and stands of the remaining exhibitors present.



Follow the 6 Tips above and your Expo and Conference experience will totally improve, plus you'll have avoided the dreaded FOMO (Fear Of Missing Out) by seeing the exhibitors and prospects you absolutely want, and need, to see.



THE 6 TIPS ON HOW TO GET THE MOST OUT OF A DEFENCE INDUSTRY CONFERENCE.



**LEARN MORE ABOUT
ZENITHGROUP**



TIP 1 : DO YOUR RECONNAISSANCE.
Pre-plan before the conference.



TIP 2 : LOCK-IN YOUR TARGETS.
Book your appointments beforehand.



TIP 3 : FORM YOUR ALLIANCES.
Go into battle together.



TIP 4 : INTELLIGENCE GATHERING.
Collect it before the event.



TIP 5 : INFORMATION IS YOUR BEST WEAPON.
Have it locked and loaded.



TIP 6 : CHOOSE YOUR BATTLES.
The Indo Pacific 2022 summary.