



Media Release

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THE AFA LAUNCHES ITS 2008 NATIONAL CONFERENCE

CONFERENCE THEME: FROM PASSION TO PROSPERITY

The Association of Financial Advisers (AFA) today unveiled the program for its 2008 National Conference which will be held from 19-21 October at Crown Towers in Melbourne.

“The highlight’s of the conference will be the fantastic & stimulating keynote speakers discussing how they have focussed on their passion to help them make their mark on the world. These stories will take from the Slums of LA to the back of Cabramatta & beyond to the mountains of Tasmania. This will be counter balanced by AFA members & advisers sharing their keys to success in a mix of workshops, panel discussions & key debates.

“In a first for our National Conference, we will be having a pre-Conference Masterclass on Sunday morning by marketing expert David Avrin and on ‘How to build your business by building your brand’,” said AFA Conference Chair and National Vice President, Paul Riegelhuth.

Another pre-Conference activity will be a race around Melbourne for GenXt members on Saturday afternoon.

Aside from the key inspirational speakers, the program includes a wide base of industry and business-related topics, including an adviser panel debate on ‘Specialist or Generalist: what’s the best model for your business?’

The popular ‘Meet the Professional’ session will also be included where attendees get to spend 30 minutes with a professional who can help on topics as diverse as leadership to website design.

“We are confident of hosting a 500 person Conference in Melbourne this year. The growth in support across Australia has led to a 28% jump in AFA numbers and there is plenty of evidence that the younger members who are new to the

industry will also want to get access to a practical and practice-oriented conference,” said Richard Klipin, CEO of the AFA.

The AFA Rising Star, Adviser of the Year, Service and Education awards will all be announced at the Conference.

The best adviser in the industry will be recognised at the Adviser of the Year awards sponsored by Zurich. Future leaders will be discovered at the presentation of the Rising Star of the Year awards sponsored by ING.

The AFA Service Awards will acknowledge members who have made a significant contribution to the association during its 63 year history.

The AFA Education Awards will recognise the best and brightest students entering the industry and is sponsored by Asteron.

More information about the conference can be found at www.afa.asn.au

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