

How to make GREEN work for your bottom line

Sustainability has jumped into the mainstream. Even with the current economic climate, more and more homes, residential developments and commercial projects are committing to green building outcomes as clients, developers, architects and builders realise the benefits. These green projects all require and benefit from using products that are innovative and sustainable. Sustainability is no longer an option for those who are building a business with a future.

This practical seminar is designed to help you as a manufacturer or supplier understand the massive changes happening around sustainability and why it has become crucial for continued business success in the building sector. Four industry professionals will discuss these changes, how they will affect your business, show you the best way to get your products specified on 'green' or 'sustainable' projects and map out pathways for the sustainable development of your business.

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Why Attend

- You will hear experts:
 - > Present all the new and breaking sustainability programs and market initiatives currently driving change in buildings and building services sector;
 - > Explain how products connect into these changes;
 - > Discuss the impacts benefits of product life cycle analysis (LCA) and third party certification;
 - > Explain how the integration of sustainability positively impacts your company and bottom line;
 - > Talk about how your product fits into the bigger picture; and
 - > Show you ways your product can find additional sales in the growing number of sustainable building projects.

- Network with other suppliers and manufacturers who are starting to realise the importance of sustainability and some who are experiencing sales growth by understanding this new sector;
- Find out how to prepare your company for this revolution in building;
- Enjoy being able to talk more broadly about sustainability with your prospects and clients.

Who Should Attend

Suppliers and Manufacturers: CEOs and Directors, Business Owners, Business Development Managers, Sales Managers and Sales Representatives.

When

Thursday 9 August 2012

Where

InterfaceFlor, 101 Chalmers Street, Surry Hills 2010

Cost

\$120 (inc GST)

Bookings

To book your seat today [Click here](#) or go to <http://www.trybooking.com/BQLX>

Phone: 1300 669 997 or Email: info@globalgreentag.com

Seminar Outline

7am	Arrive, mingle and have something to eat and drink.
7.30am - 8.00am	David Baggs will discuss life cycle analysis, third party certification, and big picture trends.
8.00am - 8.20am	Shaneel Deo will discuss their sustainable journey, product, design, use of bio mimicry, and the positive impact sustainability is having on InterfaceFlor.
8.20am - 8.50am	Cameron Rosen will discuss the important role certified products play in the development of buildings – focussing on residential.
8.50 - 9.10am	Ross Maher will provide you with a strategic roadmap on how to get your slice of a growing market.
9.10am - 9.30am	Questions and Answers

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About the Speakers



David W. Baggs is the CEO and Program Director of the world leading Certification program – Global GreenTag^{Cert™}. It helps progress sustainability in the local and global construction industry. Global GreenTag^{Cert™} is a world first LCA rating system for green Building products that is also an accredited third party certification system for Green Building Council of Australia's Green Star[®] Materials Calculator credits.. David is a multi-award winning chartered architect, sustainability, energy-efficiency and life cycle assessment (LCA) consultant and Integrative Design Facilitator with over 30 years green building design & product experience. He is a both a Green Star[®] and LEED[®] Accredited Professional.



As Vice President Sales & Market Development **Shaneel Deo** has responsibility for sales and new market categories across Australia and New Zealand. Shaneel holds tertiary qualifications in Marketing and a Masters in Business Administration from the University of Auckland. Shaneel has extensive experience in management roles in the textiles industry with a key focus on strategy and growth. Since joining Interface eight and half years ago, Shaneel has had a keen interest in Sustainability and is a Green Star Accredited Professional.



Cameron Rosen is the Managing Director of Australian Living, specialising in the development of green homes that are highly energy efficient and are constructed with sustainable materials. Cameron completed a Building Management Degree at the University of New South Wales in 1994, majoring in Property Development. Over the last 20 years, he has worked on many retail, commercial and residential projects. With an in depth understanding of where the building industry is headed, Cameron is dedicated and focused on delivering green building solutions and helping the industry and the wider community to better understand the rewards of green building. Cameron brings to the table working knowledge, passion, inspiration and experience in sustainability.



Over the past ten years, **Ross Maher** has worked with government, industry associations, small business, manufacturers, designers, builders and non-profit organisations. He has established Build21c to help organisations innovate through the provision of specialised project planning services. The guiding philosophy is that 'successful projects = successful business'. Ross works with teams to ensure their projects are effectively planned and managed so they have the greatest chance of success. He uses an innovative process that utilises external influences to increase resources and maximise time available to teams implementing projects.



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