

Supply Chain Management - Agenda for the Future

MELBOURNE: 17-18 June 2010 (Citigate Hotel, Flinders St, City)

This course will be led by world renowned lecturer and author Dr. C. John Langley, The Supply Chain and Logistics Institute Professor of Supply Chain Management and Director Supply Chain Executive Programs, Georgia Institute of Technology, Atlanta, Georgia, USA.

Course presenters



Dr C. John Langley has been actively involved in supply chain management and business logistics for over 30 years. He is a former President of the Council of Supply Chain Management Professionals (CSCMP) and is a past recipient of the Council's Distinguished Service Award. Dr. Langley is an internationally acclaimed author and lecturer, and regularly attracts audiences of leading executives from the foremost companies. In 2004 he was

honoured as one of the profession's top five logistics executives at the Richmond Events Logistics and Supply Chain Forum. Dr. Langley has co-authored a number of books including *The Management of Business Logistics: A Supply Chain Perspective*, published in 2003.



Lew Roberts is President and founder of L. Roberts & Associates Inc., a USA based firm that provides a wide range of professional consulting and management development services, aimed at improving business performance, with an emphasis in the field of supply chain management. His consulting and management development career over the past 20 years has included working with

Ryder, UPS, Menlo, Exel, Owens Corning, Coca-Cola, Georgia-Pacific, SAPPI, Baxter, De Beers, Mercedes Benz, Nissan, and many other major firms worldwide. Lew has been invited to speak at many conferences and universities, in his chosen field, including the Colorado School of Mines (at the invitation of Professor Gene Woolsey), Cleveland State University, the University of Toledo, the National University of Singapore and the University of Pretoria. In addition, Lew has written many articles on the subject of business performance improvement and supply chain management. He is also a speaker on the Executive Masters in International Logistics (EMIL) Program conducted by Georgia Tech University.

Course overview

One of the ways in which companies can build market share and increase return on investment is through the use of logistics to add value. Logistics can, in fact, be used to differentiate products and effectively lower the cost of doing business. An interesting twist to this new emphasis on the value-adding role of logistics is that the focus is on the supply chain. Thus, there is recognition that companies are usually part of a 'pipeline' or supply chain that brings products to the ultimate user. In its simplest context, the supply chain involves a company's vendors and direct customers. Logistics plays an integral role in the supply chain.

This course deals with the critical logistics supply chain issues and why companies find a supply chain perspective important to improving their competitive position in the marketplace. Participants will be shown key supply chain strategies and how these can be used to lower costs, add value for customers and increase the competitive standing of the firm.

Who should attend?

Senior executives and managers involved in the overall management of the supply chain and/or of key elements of the supply chain. This includes managing directors, procurement managers/directors, logistics managers/directors, marketing managers directors, management consultants, and industrial engineering managers/directors.

Application of the concepts, tools and techniques learned in this Programme will enhance:

- understanding of the key global issues and challenges facing Senior Managers in Supply Chain Management
- understanding of the implications and future directions in Supply Chain Management
- knowledge of how to leverage logistics value into marketing strategy
- Supply Chain success through collaborative relationships
- understanding of the key issues and requirements for coordination of supply and demand across the supply chain
- understanding of how to use outsourced logistics services as a key strategy to improve supply chains and create customer satisfaction
- competitive standing through integration and application of Supply Chain Strategies
- understanding of how to deal with economic uncertainty and discontinuities in the supply chain.
- understanding of sustainable ('green') supply chains and how leading companies are adopting sustainable supply chain practices to stay operationally, socially and economically competitive in rapidly changing markets.

Visit <http://www.cmis.csiro.au/asn/sc-courses> for further information and latest updates



Programme

The course programme has eight major elements:

Issues and Challenges in Supply Chain Management	Leveraging Logistics Value into Marketing Strategy	Supply Chain Relationships	Demand Management
Distribution Management	Transportation Management	Customer Satisfaction Through Third Party Logistics	Sustainable Supply Chain Design

Registration Form

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CONTACT DETAILS

Name: _____

Job Title: _____

Company: _____

Phone: _____ Email: _____

Postal Address: _____

PAYMENT DETAILS

Full Registration: \$2350 (incl. GST)

Earlybird Full Registration: \$2200 (incl. GST)
(available until 30 April 2010)

Earlybird LAA Member: \$1980 (incl. GST)
(available until 30 April 2010)

Cheque made out to "Logistics Association of Australia Ltd" is enclosed

or please charge my Credit Card: Visa Mastercard

For the Total Amount of \$ _____

CARD NUMBER: _____ EXPIRY: _____ / _____

NAME ON CARD: _____ SIGNATURE: _____

A receipt/tax invoice will be sent to you following payment processing

CANCELLATION POLICY

It is necessary to charge a fee when confirmed bookings are cancelled. However, a substitute participant may be accepted. If a substitute is not nominated, the cancellation fee will be applied as a percentage of the registration fee.

Cancellation fee: up to 01 May 2010 - no fee; after 01 May 2010 - 25%.

Requests for substitutions or cancellations must be made in writing, and be received by 10 June 2010

Please send this completed form to Megan Dunn, Logistics Association of Australia

Email: admin@laa.asn.au

Phone: 1300 651 911 or 02 9635 3422

Fax: 02 9635 3466

Post: LAA Ltd, PO Box 1265, Parramatta NSW 2124

