

# WEDNESDAY 21 MAY

8am		<b>Registration</b>	
9.30		<b>Welcome</b>	CBIA CHAIR Dave Bonighton
9.45	KEYNOTE	<b>The Thoughts of a Craft Beer Pioneer</b>	Phil Sexton
10.30	PRESENTATION	<b>Marketing Craft:</b> What the research can tell us	Dr Torgeir Aleti
11am		<b>Morning Tea</b>	
11:30	PRESENTATION	<b>The Big 3 of Lab Analysis</b>	Warren Pawsey – LITTLE CREATURES Other presenters TBC
12:00	PRESENTATION	<b>The Future of Malt</b>	Doug Michael – GLADFIELD MALT Representative – BARETT BURSTON MALTING Representative – JOE WHITE MALTINGS <i>Moderator: Chuck Hahn – MALT SHOVEL</i>
1pm		<b>Lunch</b>	
2pm	PRESENTATION	<b>Playing with the Big Boys</b>	Ross Jurisich – STONE & WOOD Ian Kingham – WOOLWORTHS Paul Holgate – HOGGATE BREWHOUSE
2.30	PRESENTATION	<b>Social Media:</b> Strategy that leads to action	Angie Bradbury – DIG&FISH
3pm		<b>Afternoon Tea</b>	
3.30	PANEL	<b>Brewery Start Ups:</b> How to make it a dream come true not a nightmare	Matt Houghton – BOATROCKER Jayne Lewis – TWO BIRDS Other panellists TBC
4:00	PANEL	<b>Draught Quality:</b> The elephant in the room	Brad Murray – BREWTIQUE Lachie MacBean – GRAINFED Siobhan Kerin
4.45		<b>Wrap it up</b>	

# THURSDAY 22 MAY

8am		<b>Registration</b>	
9.15		<b>Welcome Back</b>	
9.30	PRESENTATION	<b>Exporting:</b> Are we ready?	Cam Hines – MOUNTAIN GOAT
10.00	PRESENTATION	<b>How to Sell Craft to the Undecided?</b>	Tom Delmont – MOUNTAIN GOAT Steve Finney – FERAL
10.30	INTERNATIONAL	<b>Yeast Management:</b> Handle with care	Frank Peifer – WEIHENSTEPHAN
11am		<b>Morning Tea</b>	
11:30	PRESENTATION	<b>Trouble Brewing:</b> The key reasons why safety needs to be your first ingredient	Jess Fletcher – HALL & WILCOX LAWYERS
12:00	PRESENTATION	<b>Trade Waste</b>	Presenter TBC
12:30	PRESENTATION	<b>Understanding the Regulatory and Quality Issues of Growlers</b>	Mal Bartlett – NATIONAL MEASUREMENT INSTITUTE Caraline Hill – ATO Richard Adamson – YOUNG HENRYS
1pm		<b>Lunch</b>	
2pm	PRESENTATION	<b>Know Your Numbers</b>	Representative – CROWE HORWATH AUSTRALIA
2.30	PRESENTATION	<b>The Future of Hops</b>	Owen Johnston – HOP PRODUCTS AUSTRALIA Doug Donelan – NEW ZEALAND HOPS <i>Moderator: Brendan Varis – FERAL</i>
3.30pm		<b>Afternoon Tea</b>	
4.00	PANEL	<b>Opportunities, Challenges and the Future of Craft Beer in Australia</b>	Pete Willis – HAWTHORN BREWING Brett Grebert – LION Steve Brockman Other panellists TBC
4.45		<b>That's a wrap</b>	