

# Smart Card Workshop

## Building the Marketing and Financial Business Case

### 2002 Workshop Series

***“Understanding smart cards has unfortunately been somewhat like unlocking the secrets of the Universe! Few people understand the issues, and even fewer have been able to explain them simply!!” Graeme Freedman, DotInDots***

With the launch of AMEX Blue and the new banking and transit smart cards, the banks, telcos & other operators are busy looking for partners in their smart card programs. The question remains for most companies; “What are we getting ourselves into?” and “What leverage do we have in dealing with these smart card operators?”

This workshop is designed to answer these, and other questions for Marketing and Business Managers considering smart card programs. The workshop will help them understand the programs of banks and others, and will provide the basic knowledge for any company considering

operating a smart card scheme themselves.

Participants will receive a valuable transfer of skills and knowledge that will assist managers in making informed decisions regarding the introduction of smart card applications.

The workshop also provides a low risk introduction to the “tricks of the trade” of smart card schemes and includes a business case financial modelling spreadsheet on CD ROM, including training in how to use it.

## WORKSHOP DETAILS

This is an intense one-day hands-on workshop that goes through both the qualitative and quantitative elements of smart card business cases.

The workshop addresses the smart card related marketing issues and works participants through understanding the quantitative issues they generate. This includes an analysis of the detailed line items required to build smart card financial business cases using an Excel spreadsheet template.

This is a great opportunity for attendees to gain real world tangible experience in developing a smart card business case and take this knowledge away with them on disk. The model spreadsheet provided will automatically generate the profit and loss, discounted cash flow, and other financial forecasts.

The workshop will be non-proprietary and will make no assumptions on particular technologies, but will work through a number of financial business cases using the pre-prepared spreadsheet.

## PARTICIPANT PROFILE

The workshop is designed for marketing and business managers and planners with little smart card knowledge, but with strong business and analytical skills.

## EQUIPMENT

Participants will need to bring a laptop, which supports a CDROM and runs Microsoft Excel and Word. Preferably the

laptop will be able to read & write to a floppy disk.

## CATERING

The workshop is fully catered, with an excellent lunch, morning & afternoon tea. Participants with special dietary requirements can be accommodated.

## FACILITATOR

DotInDots principal and Australia Pacific Smart Card Forum Director, Mr Graeme Freedman will facilitate the workshops.

## DELIVERABLES

Course participants will learn a business case methodology for smart cards and receive a CD Rom with a copy of the model spreadsheet tools, presentation and other relevant source documents

## WORKSHOP SIZE

This workshop will cater for an optimum size of 6 to 12 participants. In order to maintain the effectiveness the maximum size is 12 attendees.

This means that it will not always be possible for attendees to obtain their preferred location and dates, please indicate preferences on the booking form.

## DURATION

This is a one-day workshop, beginning at 9.30am and finishing at 5.00pm.

## CANCELLATION

Attendees may be swapped at any time.

Cancellations up to 2 weeks before workshop date are fully refundable.

Cancellations less than 2 weeks from workshop date are 50% refundable.

Cancellations within 48 hours of workshop date are non-refundable, however a make-up date will be arranged for another workshop.

Venues and dates can be swapped subject to one week's notice and the availability of places.

## VENUES

Workshops are held at centrally located Regus ([www.regus.com](http://www.regus.com)) conference facilities in each capital city. Extensive support facilities are available at Regus centres should they be required by participants.

- Sydney, Level 39, Citigroup Centre, 2 Park St
- Melbourne, Level 50, 120 Collins St
- Singapore, Level 34, Centennial Tower, 3 Temasek Ave

- Kuala Lumpur, Level 40, Tower 2, Petronas Towers
- Hong Kong, Level 18, One International Finance Centre, 1 Harbour View St

*Regus do not have facilities in all locations; participants will be advised with booking confirmations of venues in other cities.*

## COST OF WORKSHOP

Australia - AU \$600.00 plus 10% GST per head, pre-paid

Asian locations, USD \$350.00 per head, pre-paid

Airfares, travel, accommodation and meals outside of the workshop are not included.

## REGISTRATION

Please complete the forms attached and return at least two weeks prior to workshop. A tax invoice will be generated with cheque payment required a minimum of 5 working days before workshop start.

Bookings will only be confirmed with receipt of payment.

## WORKSHOP BOOKING FORM

Email or Fax this form to:

DotInDots, 193 Bobbin Head Rd, TURRAMURRA NSW 2074

Sydney Australia, Email: [smartcards@dotindot.com](mailto:smartcards@dotindot.com)

Phone: +61-(0) 2-99839777, Fax: +61-(0) 2-99839778, Mobile +61-(0) 403-113624

<b>Workshop Details</b>	
Preferred Date:	2 <sup>nd</sup> Preference Date= Refer current schedule on web site <a href="http://www.dotindot.com">http://www.dotindot.com</a>
Preferred Location:	2 <sup>nd</sup> Preference location= Refer current schedule on web site <a href="http://www.dotindot.com">http://www.dotindot.com</a>
<b>Participant Details</b>	
Multiple Participants - attach additional copies of form	
Name & Title:	
Company:	
Position:	
Address:	
Office Telephone:	
Mobile Telephone:	
Facsimile:	
E-mail:	
Special Requirements:	