



ZenithGroup

DEFENCE

# THE GUIDE ON HOW TO GET THE MOST OUT OF A DEFENCE INDUSTRY CONFERENCE

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# THE 6 TIPS

01. DO YOUR RECONNAISSANCE

02. LOCK IN YOUR TARGETS

03. FORM YOUR ALLIANCES

04. INTELLIGENCE GATHERING

05. INFO - LOCKED & LOADED

06. CHOOSE YOUR BATTLES



# HOW TO GET THE MOST OUT OF A DEFENCE INDUSTRY CONFERENCE.

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If you are a first time participant or feel like you're wandering the halls without results, there are ways you can help identify the most attractive opportunities and capitalise on this huge biennial event.

With international primes, Tier One enterprises, Department of Defence and supply chain heavyweights exhibiting at this exposition, forward planning can reap big dividends.

## READ ON FOR OUR 6 TIPS

# Tip 1 - Do your reconnaissance. Pre-plan before the conference.

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The MCEC is in a great location in Melbourne's South Wharf precinct with easy access to the CBD and surrounds. Almost any Melbourne CBD hotel is within walking distance so don't bring the car, it's simply easier and more enlivening to walk to this event (or Uber if you are carrying gear).

A survey visit on the day before the event opens, provides a valuable insight into the best access to this event.

Be early on the first day! Security is airport style and queues can get large and an hour might easily be wasted.



# Tip 1 - (cont)

One of the keys to success is to study the event floor plan in the weeks leading up to the event. Names will jump off the page.



## Key Tip >>

Forget trying to work this out once you're there – the size of the venue, plus the sheer overload of information and stimulation will have you walking around aimlessly and feeling overwhelmed before you've even had lunch on day one.

Even with the best of planning, it's hard to get time to see everything, so prioritising who you're going to see is of paramount importance.

# Tip 2 - Lock-in your targets. Book your appointments beforehand.



## FULL EVENT PROGRAM

The following Land Forces 2024 full event program is correct as at 15 May 2024 but is subject to change.

### TUESDAY 10 SEPTEMBER

Time	Event hosted by	Location	Registration type
0900-1700	Exhibitor access for stand preparation	Melbourne Convention and Exhibition Centre	Exhibitor badges only
1600-1800	South Australia - The Defence State Welcome Reception Hosted by Defence SA	Melbourne	By invitation only

### WEDNESDAY 11 SEPTEMBER

Time	Event hosted by	Location	Registration type
0700-0900	Exhibitor access only	Melbourne Convention and Exhibition Centre	Exhibitor badges only
0700 for a 0730 start -0900	Land Forces 2024 Official Opening Ceremony and Welcome Breakfast Hosted by AMDA Foundation Limited and Australian Army	Melbourne Convention and Exhibition Centre	By invitation only
0900-1600	Army Innovation Day Hosted by Australian Army	Primary Foyer, Convention Ground Level, Melbourne Convention and Exhibition Centre	Open to all badge types
0900-1600	Quantum Technology Challenge Hosted by Australian Army	Primary Foyer, Convention Ground Level, Melbourne Convention and Exhibition Centre	Open to all badge types
0900-1800	Land Forces 2024 Exposition Day 1 Hosted by AMDA Foundation Limited	Exhibition Ground Level, Melbourne Convention and Exhibition Centre	Open to all badge types
0930-1600	Autonomy in the Joint Military Battlespace Hosted by Australian Association for Unmanned Systems (AAUS)	Meeting Room 204, Convention Level 2, Melbourne Convention and Exhibition Centre	Registration fees apply
1000-1130	Optimising Health Resilience through Military and Civilian Integration: A Unified Approach Hosted by Acorn Medical	Meeting Room 206, Convention Level 2, Melbourne Convention and Exhibition Centre	Open to all badge types
1000-1200	Doing Business with Defence Hosted by Australian Industry and Defence Network (AIDN)	Meeting Room 212, Convention Level 2, Melbourne Convention and Exhibition Centre	Open to all badge types
1000-1200	Office of Defence Industry Support (ODIS) Briefing Hosted by Department of Defence, Capability Acquisition and Sustainment Group (CASG)	Meeting Room 213, Convention Level 2, Melbourne Convention and Exhibition Centre	Open to all badge types

By booking ahead you can secure a place at your preferred expo events.

By the time the expo kicks off it can be too late to get into many meetings and seminars.

The simple but effective technology is the Event Program, a great resource that lists every event by day and time, who is hosting the event, the location on the floor and how to register.

Accessible either through the event website or official app (if available).



# Tip 3 - Form your alliances. Go into battle together.

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AUSTRALIAN  
DEFENCE  
ALLIANCE - VIC

Join the Australian Defence Alliance (ADA-VIC). You can rely on their expertise with valuable pre-event assistance, including details of special events.

As we spoke about in Tip 2, book into these events a few weeks out to avoid disappointment. The best events are often oversubscribed and virtually inaccessible if you tried to attend on the day.

[Join the ADA here](#)

The ADA can assist its members to register for introductions with overseas exhibitors and delegates or arrange meetings with other ADA members attending this event.

These meetings can be amongst the best as other ADA members can be very welcoming and responsive to meeting with ADA members.



ADA CEO - Sean Farrell



# Tip 4 - Intelligence gathering. Collect it before the event.



The Defence Department's Office of Defence Industry Support (ODIS) should be your go-to for defence industry information. There are ODIS advisors in every state and territory - meet with yours beforehand to gain valuable insights, tips and information.

ODIS is the one-stop-shop for Defence industry support and guidance, providing a seamless experience for business to engage with Defence. It is the trusted link for Australian small and medium enterprises (SMEs) looking to enter or expand their footprint in the Defence industry.

The core function of ODIS, through its offices around Australia, is to provide advisory, guidance and mentoring services to SMEs.

ODIS also works with State and Territory agencies, industry associations and Defence business partners, to position the Defence industry to deliver capability that equips and sustains the Australian Defence Force.



# Tip 4 - (cont)

## << ODIS - KEY SERVICES

>> Specialist defence business advice, increasing the competitiveness of Australian Defence SME partners so they have the capability to integrate into supply chains and grow to become competitive providers.

>> Direct linkages to Defence procurement programs through proactively identifying needs of Defence capability managers and delivery groups.

>> Identify current SMEs who can meet Defence needs in the short term and assist to build the capability of Defence industry over longer term horizons.

>> Direct linkages to Defence end users to support innovative industry initiatives.

>> Assist SMEs to work with end users and existing Defence projects and industry programs to support greater innovative industry outcomes.

>> Tailor grants to assist the development of SMEs to meet Defence requirements in the short, medium and long terms.

>> Work closely with other key Australian Government initiatives that support Australian SMEs, as well as initiatives at the State and Territory Government level.

# Tip 5 - Your best weapon is your information. Have it locked and loaded.

Again, an obvious strategy but totally under-utilised by many. The following tips are the stand-outs;

1. Have your Quad Chart printed and don't leave that reverse side blank. Highlight your latest news and summaries from your website. Arrive with 30 of these and return home with none.

The best \$30 investment you'll make all year.

The image shows a screenshot of the ZenithGroup website. At the top left is the ZenithGroup logo. Below it, the text reads: "SERVICES Zenith Group is a unique value proposition of metal manufacturers within the defence supply chain. Services include project management, state-of-the-art steel laser cutting, fabrication, precision machining and assembly." The main content area is divided into several sections: "DISCRIMINATORS | A more flexible and responsive supply chain partner. Broad Capability, Depth of Experience, Defence and Industry Proven." followed by "Respond to Bid and Work packages as well as complete projects in full, quoting all parts. Your capability bridge with proven import replacement." and "Local Manufacturing hub Multiple factories in Melbourne"; "Multi Axis CNC Dozens of Multi Axis Industrial Machines"; "High Speed 10kW Fibre Laser Cutting". To the right is a "KEY CUSTOMERS" section featuring logos for "RHEINMETALL LAND 121 3B & 5B" and "DST GROUP See 6000". Below this is a "CAPABILITIES |" section listing: "Steel laser cutting 10 kilowatt Prima Laser 3000 High speed power"; "Oxy steel profile cutting Triple head CNC controlled Clean cut to 250mm depth"; "CNC Brake press forming Five presses to 400 tonnes and 6m long Volume flexibility"; "Automatic Robotic MIG welding Consistency of form and finish General and special purpose welding". There is also a "Probing & coordinate measurement capable" section with an image of a probe. At the bottom, there are logos for "AUSTRALIAN DEFENCE ALLIANCE - VIC", "VICTORIAN DEFENCE ALLIANCE", "VICTORIAN DEFENCE ALLIANCE", and "VICTORIAN DEFENCE ALLIANCE". A contact bar at the bottom left provides: "CONTACT | Mark Wood, General Manager | mobile +61 412 053 030 | Steven Ullines, Senior Business Development Manager | mobile +61 477 447 497 | email info@zenithgroup.net.au | phone +61 3 7038 3533 | Dandenong South, VIC 3175 | zenithgroup.net.au". A logo for "GLYDE METAL INDUSTRIES" is at the bottom right. A large orange box is overlaid on the center of the screenshot with the text "See the ZenithGroup Quad Chart".

2. Have a tablet with you at all times with your website or streaming video presentation ready to go – demonstrate on the spot to defence prospects your unique capability. Forget a laptop, or even a smart-phone – the tablet screen-size is quick and easy to deploy .



# Tip 6 - Choose your battles. Defence Industry Conference Summary

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Each day of this event is busy. Set your pre-arranged and pre-planned meetings with businesses and organisations that could assist you with your desired defence industry business and exposure to new defence opportunities.

With a little bit of due diligence and early planning and reconnaissance, you can make full use of the three days by pre-preparing who, and what, you are going to see! You'll have surprisingly little time to browse the aisles and stands of the remaining exhibitors present.



Follow the 6 Tips above and your Expo and Conference experience will totally improve, plus you'll have avoided the dreaded FOMO (Fear Of Missing Out) by seeing the exhibitors and prospects you absolutely want, and need, to see.

# THE 6 TIPS ON HOW TO GET THE MOST OUT OF A DEFENCE INDUSTRY CONFERENCE.



[LEARN MORE ABOUT  
ZENITHGROUP](#)

TIP 1 : DO YOUR RECONNAISSANCE.  
Pre-plan before the conference.

TIP 2 : LOCK-IN YOUR TARGETS.  
Book your appointments beforehand.

TIP 3 : FORM YOUR ALLIANCES.  
Go into battle together.

TIP 4 : INTELLIGENCE GATHERING.  
Collect it before the event.

TIP 5 : INFORMATION IS YOUR BEST WEAPON.  
Have it locked and loaded.

TIP 6 : CHOOSE YOUR BATTLES.  
Defence Industry Conference Summary.