



Press Release

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For Immediate Release

No Need to Rely on American Speakers!

In an Australian first, two of Australia's most successful business builders have joined forces to launch a groundbreaking two-day event on the 9th and 10th October in Sydney.

Tony Gattari and **Peter Irvine** have launched the '*Ignite*' program to equip business owners and managers with the skills and knowledge to build a business and take it global. Conferences of this magnitude have previously relied on American speakers, with no knowledge of local culture and business practice. But not any more!

Traditionally, conferences have also used 'speakers' with no real business experience. 'Ignite' is putting an end to this, by providing attendees with actual secrets that Tony and Peter used to lead their teams and transform **Harvey Norman Computers** and **Gloria Jeans Coffee** into the powerhouses they are today. Tony Gattari oversaw Harvey Norman Computers grow from \$12 million to \$565 million in just nine years, while Peter Irvine lead Gloria Jeans from one store to more than 850 stores in 32 countries over just ten years. Topics covered in 'Ignite' include:

- Low cost marketing strategies to increase profits
- Rapidly improving cash-flow
- How to systemise a business to support and sustain growth.
- Human resource systems to recruit the right staff and train and motivate them.
- How to earn \$100,000 from a 30-minute meeting.
- Powerful sales techniques to close more sales and increase transaction value.

"We aren't American speakers, we are Australian business owners. This event will be a practical workshop, not a talkfest. Every attendee will leave the workshop with a plan to take their business forward," Tony Gattari explained.

The 'Ignite' program has been designed with the following people in mind:

- Those wanting to start a business, but don't know where to start.
- People running a new business, and burning lots of cash.
- Owners of profitable businesses want to free themselves from day-to-day business chores.
- Managers needing new ideas and growth strategies.
- Those wanting to take their business national or international.

With both speakers in such high demand, there is no guarantee that an event of this scale will be possible again. But both Tony and Peter do guarantee that anyone who invests in the 'Ignite' program will reap a handsome reward in their business.

For More Information Please Contact:

Tony Gattari, Founder and Chief Energy Officer Achievers Group. Phone: 0410 538 521. Email: tony@achieversgroup.com.au

About Tony Gattari

Tony has over 20 years experience in all aspects of business and currently heads up his Business Development Company, Achievers Group.

Tony was the General Manager of Harvey Norman's Computers and Communications Division, and oversaw the growth of the division from \$12 million to \$565 million over nine years.

His ever-increasing list of clients contains more than 90 businesses including Acer Computers, Harvey Norman, Rebel Sport, Gloria Jeans Coffee, Subway, Australian Geographic, Australia Post and other large and well known companies.

Tony is the author of 'Marketing Success' and 'Pillars of Business Success' and was a contributor to the recent best seller "Secrets of Marketing Experts Exposed". His regular magazine columns are read by more than 200,000 people each month.



About Peter Irvine

Peter has more than 40 years experience in business at a high profile management level. Peter started his professional career as a junior at DDB Needham, Sydney – which became the second largest advertising agency in Sydney.



Over 33 years at DDB Needham, Peter acquired an extensive portfolio of business expertise, commencing in media planning and buying, progressing to Media Director for Sydney and National Campaigns, then onto General Manager and finally ending his career at DDB Needham as Managing Director.

Whilst at DDB Needham Peter was part of the team that introduced McDonalds to Australia.

In 1996 Peter branched into franchising and in conjunction with his business partner Nabi Saleh, established the Gloria Jean's Coffees franchise in Australia.

Since they opened their first coffee house in November 1996, Gloria Jean's Coffees has grown to be the largest specialty coffee retailer and one of the fastest growing franchise organisations in Australia. Today there are over 410 Gloria Jean's stores and kiosks across Australia and over 750 coffee houses in 25 countries worldwide. In January 2005, Peter and Nabi purchased the international Master Franchise brand and supply and roasting rights for all countries.

Peter Irvine is a regular speaker at industry forums and events, including Franchise Council of Australia events, the National Retailers Convention and the BRW Franchising Round Table, where he talks about a range of franchise and business industry issues including legislation, motivational business advice.

Peter is available for speaking engagements and works as a Franchise Consultant with Achievers Group.