



Master Locksmiths
ASSOCIATION OF AUSTRALASIA

MLAA Lock & Security Expo 2009

Acer Arena, Sydney Olympic Park
8-10th October



PROFESSIONAL DEVELOPMENT PROGRAM

Bringing the industry together

Trade exhibition

Professional Development

Networking

Celebrity speaker

MLAA Lock & Security Expo 2009

Acer Arena, Sydney Olympic Park – 8-10th October

Professional Development program

The Master Locksmiths Association of Australasia is pleased to offer the following Professional Development opportunities throughout the Expo. This year the program will feature three streams – Product, Business and Technical – to help Locksmiths in all aspects of their business.

Please note that only delegates with a Full Conference Registration or the Expo Day Pass are eligible to attend the Professional Development sessions. If you have not yet registered for the Expo, visit www.masterlocksmiths.com.au for full details and the registration form.

All sessions have limited places and will be ticketed, so get your preferences in quick – it will be allocated on a first come, first served basis.

Friday 9 October

From	To	Product Stream – Exhibition Hall	Business Stream – Breakout Room 1	Technical Stream – Breakout Room 2
9.00am	9.45am	101 Access Control and Alarms for Locksmiths <i>Locksmiths Supply Company</i>	201 ProMaster 7 <i>WH Software</i>	301 Fundamentals of Transponders <i>TAFE Teachers Group</i>
10.00am	10.45am	102 Dezmo Keyline Machine <i>Lock & Key Co</i>	202 Winning new Business through Networking & Referrals	302 Opening Cars using InstaCode <i>TAFE Teachers Group</i>
11.00am	11.45am	103 Product Update <i>ASSA ABLOY</i>	202 Winning new Business through Networking & Referrals (cont.) <i>Verve Learning Pty Ltd</i>	303 ProMaster Certification <i>TAFE Teachers Group</i>
12.00pm	12.45pm	104 Product Update <i>Sieper & Co</i>	203 Search Engine Advertising <i>Reach Local Australia</i>	304 Master Class – Lock Picking <i>Jack Coomber – Levapix</i>
2.00pm	2.45pm	105 LG Master & LG Smartpoint <i>Lock & Key Co</i>	204 Exceptional Customer Service <i>Verve Learning Pty Ltd</i>	305 Fundamentals of Master Keying <i>TAFE Teachers Group</i>
3.00pm	3.45pm	106 CCTV <i>Locksmiths Supply Company</i>	204 Exceptional Customer Service (cont.) <i>Verve Learning Pty Ltd</i>	306 Combination Manipulation <i>TAFE Teachers Group</i>
4.00pm	4.45pm	107 Online ordering with Daveweb <i>Lock & Key Co</i>	205 Cost Savings by Adopting Technologies <i>The Service Manager</i>	307 E3 Business Operations Software <i>Awinya Software Solutions</i>

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Product Stream

101 Access Control and Alarms for Locksmiths

See firsthand the new EVO access control boards with audit trail from CS technologies designed with locksmiths in mind. Along with the new wired and wireless Crow alarm systems this session will have all your access control and alarm requirements covered.

Presented by Locksmith Supply Company

102 Dezmo Keyline Machine

See this advanced keyline machine in action and learn what it can do.

Presenter: David Lorimer – Keyline Product Manager

103 ASSA ABLOY Product Update

104 Sieper & Co Product Update

105 LG Master & LG Smartpoint

A technical hands-on session demonstrating the features and benefits of these two LG products

Presenter: Craig Webster – Senior Smartlock Technician

106 CCTV

How many of your customers already have or want CCTV cameras installed? This is a must see session for all locksmiths with something for all levels of CCTV knowledge. It is filled with helpful information on all facets of CCTV including camera selection and busting the myths surrounding this ever increasing security requirement.

Presented by Locksmith Supply Company

107 Online Ordering with Daveweb

Learn how to use Lock & Key's online ordering and account system

Presented by Marc Cohen – CEO Davcor Group

108 ASAA ABLOY Product Update

109 Kaba Safe Locks

Learn all about Axxessor, Questor and other Kaba locks

Presented by Graham Polley & Craig Webster – Digital Smartlock

110 ASAA ABLOY Product Update

111 Automotive Master Class

Want to work on the latest vehicles where the big dollars are? You'll need to know how to open them, and how to program keys to them. Learn how to gain access to high security vehicles without using a brick, and then learn about the latest developments from Advanced Diagnostics.

Presented by Locksmith Supply Company

112 Camera Surveillance

Surveillance cameras have an endless range of applications – this means an endless range of opportunities for your business. After this session you will have the ability to identify applications, sell, install and maintain these versatile and simple camera surveillance systems. Covered will be both wired and wire free security cameras as well as the latest standalone solar powered versions. Please book early to avoid disappointment.

Presented by Locksmith Supply Company

113 ASSA ABLOY Product Update

114 Sieper & Co Product Update

Business Stream

201 ProMaster 7

See ProMaster in action. This popular product is designed to give your business, no matter how big or small, a competitive edge. Come and learn about its features and benefits.

Presented by WH Software

202 Winning New Business through Networking & Referrals

The basis of good networking and seeking referrals is being able to speak confidently and clearly about your business and how you can help others. You need to sell the “what's in it for you”! By attending his seminar you will be able to:

- Talk easily about the benefits of your business and services to prospects
- Identify opportunities and ASK for referrals in a manner that is suited to your style/manner

- Identify who you could network with and how to network in a business-focussed manner
- Write a simple “networking” and “referral strategy” so start growing your business

Presenter: Zoe Long (Verve Learning)

203 Search Engine Advertising – Unlocking the power of Google, Yahoo and NineMSN

Learn how search engines such as Google work. Compare Search Engine Optimisation vs Search Engine Advertising. Learn how to advertise, what results you can expect and how a good website can convert browsers to customers.

Presented by Reach Local Australia.

204 Exceptional Customer Service

Research shows that dissatisfied customers will spread the news to 10–16 other people. On the other hand,

they will also talk to their friends and associates about the great service they receive. A satisfied customer will market your business for you and is a great source for referrals. While great service is regarded as “common sense”, there is nothing common about it and there are few who do it well consistently across every aspect of their business. By attending this seminar you will learn to:

- Identify what exceptional customer service means in the locksmithing industry and why it is central to business growth
- Identify and use the Top Ten Tips of exceptional customer service
- Build rapport and communicate with different types of customers
- Use techniques to deal with the more challenging customers and customer situations

Presenter: Zoe Long, Verve Learning

205 Cost Savings by Adopting Technologies

Having trouble getting your field service staff to efficiently manage all aspects of their business activities? Learn what The Service Manager can do to help you solve your business problems and find hidden profits.

Presented by The Service Manager

206 Marketing on a Shoestring

Presented by Scott McLean

207 Winning new Business Through Networking & Referrals

(See details above)

208 Search Engine Advertising

(See details above)

209 Exceptional Customer Service

(See details above)

210 Cost Savings by Adopting Technologies

(See details above)

Presented by The Service Manager

Technical Stream

301 Fundamentals of transponders

Gain an understanding of transponder technology and how it is applied to locks.

Presented by TAFE Teachers Group

302 Opening Cars using InstaCode

With Instacode you can carry around a directory of car opening manuals in the palm of your hand. Learn how to utilise its full capacity.

Presented by TAFE Teachers Group

303 ProMaster Certification

ProMaster is moving towards an industry certification scheme which will establish measurable skill levels for users. Learn what this will mean to your business and your employees

Presented by TAFE Teachers Group

304 Master Class – Lock Picking

Picking the Ross 102 Lock – Learn how to get out of False Gates when picking the Ross 102 lock using – THE LEVAPIX (New) JRS –1 PICKING TOOL.

Presented by Jack Coomber – Levapix

305 Fundamentals of Master Keying

Learn the fundamentals of Master Keying. This class includes practical demonstrations and class exercises in manual master keying to GGMK level

Presented by TAFE Teachers Group

306 Combination Manipulation

Learn how manipulation skills are applied to find the missing number in, or the correct

order, a lock combination.

Presented by TAFE Teachers Group

307 E3 Business Operations Software

Take control of your business operations including inventory management; billing; EFTPOS and mobile vans. E3 allows you to work smarter and provide better customer service with fewer hassles while saving time and money. Learn how many locksmiths are using E3 to revolutionise their businesses.

Presenter: Gary Pearce – Awinya Software Solutions

308 Fundamentals of transponders

(See details above)

309 Opening Cars using InstaCode

(See details above)

310 ProMaster Certification

(See details above)

311 Master Class – Lock Picking

Picking the Ross 600 Lock – Learn how to pick the Ross 600 Six Lever Serrated Safe & Vault lock using – THE LEVAPIX SLR-600 STATIC PICK.

Presented by Jack Coomber – Levapix

312 Fundamentals of Master Keying

(See details above)

313 Combination Manipulation

(See details above)

314 E3 Business Operations Software

(See details above)

Registration Form for the Professional Development Program

Family Name: _____

Given Name: _____

Organisation: _____

Postal Address: _____

City: _____ State: _____ Postcode: _____

Telephone: _____ Mobile: _____

Email: _____

Yes I have already registered as a Full Conference Delegate or Expo Day Pass

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