

Risk Appetite series

- Members Breakfast -

The RMA is pleased to present as part of its *Risk Appetite* event series, 'Generation Y – Financial Risks or Future Assets' with special guest speaker Peter Sheahan, Australia's leading expert on Generation Y, global workforce trends and the impacts on the consumer market and the way we work and live.

At these RMA events, Peter Sheahan will profile Generation Y, those 4.5 million Australians born between 1978 and 1994. They are the second largest Australian generation and they already constitute a significant force in the workplace and consumer market.

Gen Y defy many adulthood behavioural characteristics - stability, commitment and reliability - that financial institutions have relied on as creditworthy markers. They are also proving more difficult to attract, harder to manage and near impossible to retain. Yet Gen Y are highly skilled, ambitious, socially aware and lifestyle focused. So are they financial risks or future assets?

As a Gen Y-er himself, who started his career in a large international accounting firm, Peter has successfully bridged the generational gap for many leading Australian organisations by helping them to appreciate the differences and develop frameworks for making better strategic decisions that relate to this generation.

Through processes, skills and strategies geared to converting Gen Y potential into tangible results, Peter has demonstrated to over 165,000 people who have seen his live programs and read his best selling books, how his successful techniques work.

At these 1½ hour breakfast sessions, Peter will provide an entertaining and informative presentation relevant for all RMA members, as he will;

- Provide an insightful introduction to the differences between the generations in the work place and consumer market
- Help managers and decision makers identify traditional biases and blind spots that prevents them from harnessing the Gen Y potential
- Outline strategies for successfully engaging Gen Y as customers, employees and advocates of your brand.

These complimentary events are offered exclusively to RMA members who will enjoy a full breakfast and excellent networking opportunities.

New or renewing members may join online prior to registering (conditions apply) at www.rmaaustralia.org

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Baycorp Advantage is Australasia's leading provider of business intelligence services and solutions. Through the integration of data sets, analytics and technologies, Baycorp Advantage provides solutions which enhance and integrate with the processes our clients use to identify, select and optimise the value of relationships with their customers.

Our data driven solutions assist our customers to enhance value through improved efficiencies to customer acquisition, the ability to implement value and risk base pricing, portfolio risk management and when necessary, recovery of customer value.

**An RMA *Risk Appetite* event
- Breakfast Presentation -**

**Generation Y
- *Financial Risks or Future Assets***

with special guest speaker:

PETER SHEAHAN



Australia's leading Gen Y expert

MELBOURNE: Wednesday 26 July

RACV Club

(Bayside Rm 5&6 - Lvl 2)

501 Bourke Street,

7:00-8:45am

SYDNEY: Wednesday 9 August

Sheraton on the Park

(Elizabeth Room - Lvl 1)

161 Elizabeth St, Hyde Park

7:00-8:45am

Banquet Breakfast included

Complimentary members only event

Strictly limited places, so book early

RSVP: events@rmaaustralia.org

Subject: 'RMA Members Breakfast'

By: Melb 24 July & Syd 4 August

subject to capacity limitations.

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