

TOPIC: PRESENTING A CONVINCING BUSINESS CASE

PRESENTER: Peter Molding

VENUE: ACS NSW Branch office, Level 4, 122 Castlereagh Street,  
Sydney 2000

Date: Wednesday 16 June 2004

TIME: 6pm – 7.30 pm

REGISTRATION: Please register on the ACS NSW website at url:  
<http://www.acs.org.au/nsw/>

FREE to ACS members, \$5 for non-members

## PRESENTING A CONVINCING BUSINESS CASE

There are those that do. There are those that teach. Peter Moulding does everything hands on first, then teaches. With 25 years experience connecting people with information, Peter's successes cover projects from a few dollars to over 20 million dollars, from one person to 27,000. Peter climbs on to the trucks in the warehouse, replaces disks in mainframes, wires offices, writes code, and talks ROI with business leaders in 80 countries.

Presentations to management are almost the exact opposite of what Information Technology people do best but the small change in direction needed for a great presentation is easily learnt. In Britain Peter helped impractical and theoretical Information Technologists, university professors, come to grips with privatisation by helping them learn to communicate with business leaders. The press said his training is "business-oriented" and contains "useful tips for convincing higher management". To Peter it is all common sense. You can learn to lead management to smarter decisions. You just need to translate your knowledge to their language. Benefit from the tips Peter will be giving us on the day.