



THE FINANCIAL MANAGEMENT ASSOCIATION OF AUSTRALIA LIMITED

FMAA EVENTS

Down to Business Luncheon

The 2004 Down to Business Luncheon (DBL), was the largest event on the FMAA calendar and also the best chance for an in-depth discussion between members and sponsor representatives. Preparation and promotion for the DBL had been well underway since semester one and consequently the event achieved attendance levels surpassing those of recent years.

The luncheon was held in the Regent Plaza Ballroom and many new members were impressed with the grandeur of the heritage listed venue. Members and sponsors alike enjoyed pre-lunch drinks and canapés in the foyer before being seated for the delicious meal. Those in attendance were fortunate to hear from the keynote speaker Bill Lang, CEO of Bill Lang International and former commerce student from The University of Melbourne. Bill delivered an insightful and interesting speech, using experiences from his time studying at the University of Melbourne and Harvard Business School which were particularly relevant to the FMAA member base.

Members appreciated Bill's engaging style of presentation and Bill made himself available for questions after the event (much to the delight of enthusiastic commerce students who had some probing questions about business).

With 190 guests comprising of FMAA members, committee, board members, business leaders, Department of Finance academics, faculty staff and sponsor firms, many new business contacts and friends were made.