MASTERCRAFT KITCHENS

MASTERCRAFT ELECTRICAL

# Agenda

Friday 3 November 2023 Christchurch

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| 9:00am – 9:25am | **Assembly & Morning Tea** |
| 9:30am -9:35am | **Combined Session**<br>Welcome and housekeeping: **DW** |
| 9:35 am – 10:25 am | **Resilience through maximising your digital footprint**<br>**Phillippa Jacobs-Lory**, Founder, CEO, Pinnacle & Co |
| 10:30am – 11:25am | **Resilience through Leadership**<br>**Carren McDonald**, Positive Workplaces |
| 11:30am - 12:30pm | **Developing Personal Resilience - Keynote speaker**<br>**Brad Norris,** Managing Director, Synergy Health |
| 1:30pm | **Break Out Sessions** |
| | **Mastercraft Electrical** |
| 1:30pm - 1:45pm | **Marketing Update: ML**<br>Social Media update, Mastercraft brand standards |
| 1.45pm - 2:00pm | **Licensee Survey Results: LB** |
| 2:00pm - 2:15pm | **Customer Finance: LB**<br>Q Card, Farmlands |
| 2:15pm - 2:35pm | **The four-day working week - Licensee presentation**<br>**Leighton & Emily Scott,** Leighton Electrical, Kerikeri |
| 2:35pm - 3:35pm | **Artificial Intelligence – Rustica Lamb** |
| 3.35pm - 3.45pm | **Grab a coffee** |
| 3:45pm - 3:50pm | **Knowledge Base – Goodbye OneDrive: LB** |
| 3:50pm - 4:20pm | **Haier Heat Pumps**<br>Blake Luff, Haier, New Zealand |
| 4:20pm - 4:30pm | **Combined Annual Conference**<br>Wed 20 to Fri 22 March 2024<br>Napier<br><br>**Communications Day**<br>Friday 21 June 2024<br>Wellington |
| 4:30pm | **Meeting Close** |

| Mastercraft Kitchens | |
|---|---|
| 1:30pm – 1:35pm | **Licensee Survey Decisions: KB** |
| 1:35pm – 1:55pm | **Competitor Marketing Analysis: DW**<br>Mastercraft Kitchens Demographic & Personas<br>Licensee Steering Committee update |
| 1:55pm – 2:10pm | **Marketing Update: DW - ML**<br>New brand standards, marketing results |
| 2:10pm – 2:25pm | **Pay Rate Survey Results: DW** |
| 2:25pm – 2:45pm | **Virtual Reality**<br>**Kristine Holmes,** Palmerton North |
| 2:45pm – 3:00pm | **You Are Not the Builders Bank: DW** |
| 3:00pm – 3:30pm | **Leveraging Your Local Mastercraft Advantage: DW**<br>Workshop |
| 3:30pm – 3:45pm | **Grab a coffee** |
| 3:45 – 4:05pm | **Leveraging Your Local Mastercraft Advantage: DW**<br>Workshop continued |
| 4:05pm – 4:15pm | **Group Home Builder Update: DW** |
| 4:15pm – 4:25pm | **Guarantee Database analysis and AOB: DW** |
| 4:25pm – 4:30pm | **Combined Annual Conference**<br>Wed 20 to Fri 22 March 2024<br>Napier<br><br>**Communications Day**<br>Friday 21 June 2024<br>Wellington<br><br>**Awisa 2024**<br>Cancelled |
| 4:30pm | **Meeting Close** |

