

# PR & Corporate Communications

# Gala Dinner



10th August  
Watersedge  
The Rocks  
Sydney  
\$150 (+gst) pp

Dinner:  
7.30pm start  
11.00pm finish

## Guest speaker: John Blyth, SVP & Partner, Fleishman-Hillard USA

John is the former Corporate Vice President of Corporate Communications for McDonald's  
**John will speak on "The Immutable Laws of Communication"**

John joined McDonald's in 1981 and since 2005 served as the company's corporate vice president of corporate communications, leading a global team of 80 communications professionals representing executive communications, internal communications, global Web communications, meetings and events, and creative services. He also was a member of McDonald's Worldwide Corporate Relations Council and Global Communications Council, both of which set policies for the company's corporate responsibility efforts, issues management and brand-building activities worldwide.

Before joining McDonald's, Blyth spent several years developing a solid foundation in marketing and brand building at Unilever and DDB. In addition to his professional duties, Blyth is an active supporter of the Ronald McDonald House programs in Australia, Singapore and Chicago and has served on the boards of Meals on Wheels Chicago and the Chicago Tourism and Convention Bureau.

## Fax booking form to 02 9476 3444

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Number of tickets at \$165 per person: \_\_\_\_\_

### Credit card details

Card type:  MasterCard  Visa  Amex  Diners

Card number: \_\_\_\_\_

Expiry: \_\_\_\_\_

Signature: \_\_\_\_\_