

# College of Organisational Psychologists Victorian Branch

## 2004 Events

### Consumer Research & Psychology

Date: Wednesday 14 July

Time: 6.30 – 9.30 pm

Venue: Hotel Y, 489 Elizabeth Street

RSVP necessary: by email [new\\_professional\\_group@yahoo.com](mailto:new_professional_group@yahoo.com)

#### Guest speakers:

**Amantha Imber – Consumer Psychologist for Publicis Mojo.**  
Amantha will paint a picture of what it is like to work as Consumer Psychologist in advertising and how Psychologists are used in developing and advertising strategies. She will also provide tips in how to avoid being manipulated by brands like....

**Michael Edwardson, Managing Director of Psychologica, a corporate and Consumer Psychology consultancy.**

Michael will discuss the role of Consumer Psychologist, as distinct from Organisational Psychologist. He will present case studies of projects he has worked on in his capacity as a Consumer Psychologist and highlight opportunities for Organisational Psychologists interested in the field.

**Neil Pascoe – founding partner of Open Mind Research Group, a leading provider of strategically focussed qualitative research services.**

Neil will present the relationship between market research and psychological theory and practice, particularly as it applies to the qualitative research approach. He will highlight some of the areas in which this 'exchange' appears to be delivered constructive outcomes whilst indicating the critical limitations of the linkage.

### Annual Careers Fair

Date: Tuesday 10 August

Time: 6.30 – 9.30 pm

Venue: Stamford Plaza, 111 Little Collins Street

Guest speaker and participating organisations: TBC

Representatives from industry and research give us a snapshot view of the myriad of contexts in which Organisational Psychologists work  
And **Presentation of COP Inaugural Excellence Awards 2004**

### Networking Dinner

Date: Wednesday 8 September

Venue: William Angliss, 550 Little Lonsdale Street

Guest speaker: TBC

Providing an informal opportunity for experienced practitioners and new professionals to network and build mentoring relationships

**Prediction, Power & Profit**

**Date: Thursday 14 October**

**Time: 6.30 – 9.30 pm**

**Venue: TBC**

**A look at a range of diagnostic tools for measuring organisational success**

**Guest speakers:**

***Geoff Croke, Gantz Wiley Asia Pacific* will present on organisational surveys used to measure and predict organisational profit and success.**

***Colin Beames, WRDI-Institute,* will discuss the “Psychological Contract” and the use of a break through diagnostic survey tool, the Workplace Relationship Development Indicator (WRDI). The WRDI measures the nature, ‘health’ and consequences of the psychological contract.**

**The Organisational Psychologist (TOP)**

**The *TOP* is our new national magazine that keeps members informed about current events and issues relevant to organisational psychology. Victorian COP members receive a complimentary hardcopy issue. If you are not a member of the Victorian COP and would like to receive an electronic version of this magazine please email your request to**

**[new\\_professional\\_group@yahoo.com](mailto:new_professional_group@yahoo.com)**

**Please refer to the APS events website for further details on events or email us at [new\\_professional\\_group@yahoo.com](mailto:new_professional_group@yahoo.com) to be added to our mailing list. RSVP necessary for all events.**