

FICPI AUSTRALIA Conference for IP Firm Leaders

Crystalbrook Riley, Cairns, Far North Queensland | 6 – 9 August 2026

THURSDAY

6 August 2026

14:30 – 18:00	Arrival & check-in at Crystalbrook Riley
18:30 – 19:30	Welcome Drinks & Canapés
19:30 – 22:00	Conference Dinner — Crystalbrook Riley

FRIDAY

7 August 2026

SESSION 1 FROM CAMPUS TO PRACTICE: PREPARING THE NEXT GENERATION OF IP PROFESSIONALS

There is a persistent gap between what law and IP programs teach and what life in an IP firm actually demands. This panel brings together leading academics and a recent graduate-turned-practitioner to explore what universities are — and aren't — preparing graduates for, and what firms can do to bridge the gap.

Chair	Maryam Tabari	Principal, Chrysiliou IP
Speakers	Prof. Jessica Lai	University of Wellington
	Prof. Andrew Christie	Melbourne Law School
	Andrew Counsell	Associate, FB Rice

Morning Tea

SESSION 2 MY NAME, MY BRAND: KATIE PERRY ON TRADE MARKS, TENACITY AND WINNING

Fashion designer Katie Perry successfully defended her right to her own name against one of the world's biggest pop acts. In this candid session, Katie shares her firsthand experience — the decisions, the costs, the emotional toll, and ultimately the win — and what it means for clients navigating similar battles.

Chair	Chris Bird	Principal, FPA Patent Attorneys
Speaker	Katie Perry	Fashion Designer & Trade Mark Holder, katieperry.com.au

Lunch

SESSION 3 BUILDING YOUR BRAND, GROWING YOUR FIRM: MARKETING AND BD STRATEGIES FOR IP PRACTICES

Marketing and business development are core to sustainable growth. This session brings together specialists at the intersection of professional services and revenue growth to share practical strategies for building your firm's profile, attracting the right clients, and converting relationships into revenue.

Chair	Christian Schieber	
Speakers	Alistair Marshall	Transformational Revenue Growth Specialist, Professional Services BD
	Tracey Langdale	Head of Marketing & BD, MBIP

Afternoon Tea

SESSION 4 INSIDE IP AUSTRALIA: TECHNOLOGY, REFORM AND WHAT IT MEANS FOR YOUR PRACTICE

IP Australia is undergoing a significant technological transformation. An IP Australia representative will share the office's technology road map, discuss upcoming reforms, and respond directly to questions from firm leaders.

Chair **Rohan Wallace** Principal, IP Sentinels
Speaker **Margaret Tregurtha (TBC)** Deputy Director General, IP Australia

Transport to dinner
 Conference Dinner — Tamarind Restaurant, Cairns

SATURDAY

8 August 2026

SESSION 5 THE TALENT EQUATION: HOW TO HIRE WELL, DEVELOP EFFECTIVELY AND RETAIN YOUR BEST PEOPLE

People are every IP firm's most valuable — and complex — asset. This session tackles the full talent lifecycle: what great hiring looks like in a competitive market, how to structure onboarding and development, and what determines whether your best people stay.

Chair **Ronelle Geldenhuys** Principal, Jones Maxwell Smith & Davis
Speakers **Andy Mukherji** Principal, MBIP
 Andrea Tunjic HR and Culture Advisor

Morning Tea
 FICPI Australia Annual General Meeting
 Transport to lunch
 Long Lunch — Ochre Restaurant, Cairns

SUNDAY

9 August 2026

OPTIONAL EXCURSION — GREEN ISLAND, GREAT BARRIER REEF

A short boat trip from Cairns out to Green Island on the Great Barrier Reef. Optional glass-bottom boat tour, time on the beach, and a late Sunday lunch at Salthouse Restaurant. Children welcome. Back on the Cairns Esplanade by 14:30.

Green Island morning reef tour (glass-bottom boat) Late Lunch — Salthouse Restaurant, Cairns Esplanade