

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

- 7:00 – 8:00 Breakfast

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 practitioner who has recently made that transition to explore what universities are (and aren't) preparing graduates for, and what firms can do to bridge the gap more effectively.

- 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

In one of the most closely watched trade mark disputes in Australian IP history, 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 of the litigation process – the decisions, the costs, the emotional toll, and ultimately the win – and what it means for how IP professionals serve and support 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 no longer optional extras for IP firms, they are core to sustainable growth. This session brings together specialists who work at the intersection of professional services and revenue growth to share practical, proven 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 in the midst of a significant technological transformation and the decisions being made now will shape the profession for years to come. An IP Australia representative will join us to share the office's technology road map, discuss upcoming reforms, and respond directly to questions and concerns from firm leaders on the front line of stakeholder engagement.

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

Breakfast

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

People are every IP firm's most valuable asset, and the most complex to manage. This session tackles the full talent lifecycle: what great hiring looks like in a competitive market, how to structure onboarding and development to set people up for success, and the cultural and practical factors that determine whether your best people stay. Featuring firm leaders sharing real experience alongside specialist HR perspective.

Chair **Ronelle Geldenhuys** — Principal, Jones Maxwell Smith & Davis

Speakers **Andy Muckerjee** — Principal, MBIP

HR Professional — TBC

Morning Tea

FICPI Australia Annual Special Meeting

Transport to lunch

Long Lunch — Ochre Restaurant, Cairns

SUNDAY 9 August 2026

OPTIONAL EXCURSION — GREEN ISLAND, GREAT BARRIER REEF

A relaxed close to the conference — a short boat trip from Cairns out to Green Island on the Great Barrier Reef, one of the most beautiful spots in the world. The morning includes an optional glass-bottom boat tour over the reef, time to walk the beach or simply relax, followed by a late, long Sunday lunch at Salthouse Restaurant. Children are very welcome. Guests will be back on the Cairns Esplanade by 14:30 — a short taxi ride from the airport for those catching afternoon flights.

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

Program subject to change. Further session details and speaker biographies to follow.