



Fleet Management Master Class:

A Best Practices Seminar by Independent Industry Experts

FIRST TIME IN AUSTRALIA

Melbourne

Thursday 25 October, 2007

Friday 26 October, 2007

Melbourne Business School
200 Leicester Street
Carlton, VIC 3053

Sydney

Monday 29 October, 2007

Tuesday 30 October, 2007

Swiss-Grand Resort & Spa
Corner Campbell Parade & Beach Road
Bondi Beach, NSW 2026



MERCURY

Fleet Management Master Class:

A BEST PRACTICES SEMINAR BY INDEPENDENT INDUSTRY EXPERTS



Public and private-sector organizations of many types and sizes operate fleets of vehicles and motorized equipment to fulfill their missions. Whether to meet the mobility needs of employees or customers; facilitate the delivery of goods and materials; underpin law enforcement or national defence missions; or support manufacturing, construction, utility, public works, or other services, fleet management is a vital but often underappreciated and oversimplified area of endeavor for many enterprises.

Nonetheless, much of what passes for management training in the fleet industry consists of thinly disguised sales pitches for goods or services offered by industry suppliers. In recognition of the need for independent, unbiased information and technical guidance on global trends and best practices in fleet management, Fleet Software & Services Pty Ltd has arranged for Washington, DC-based Mercury Associates, Inc. to join with it this October in conducting two-day seminars on fleet management best practices in Melbourne and Sydney.

Mercury Associates, Inc. (www.mercury-assoc.com) is the world's largest independent fleet management consulting and training firm. Members of its professional staff have conducted numerous training programmes for fleet management professionals in North America, the Caribbean, Europe, and Asia over the last 20 years.

These seminars will cover a broad array of fleet management practices, strategies, and techniques of interest to both newcomers to, and seasoned veterans of, the fleet industry. A varied format of lectures, case studies, and group exercises and discussions will be employed. Equally importantly, the seminars will afford attendees a rare opportunity to spend two full days rubbing elbows and comparing notes with fellow fleet professionals in Australia.

SEMINAR AGENDA

SESSION 1

Fundamentals of Fleet Management

The course begins with a comprehensive overview of fleet management principles and techniques, including:

- Vehicle Acquisition
- Vehicle Utilization Management
- Vehicle Operation and Fleet Safety Management
- Vehicle Maintenance and Repair
- Vehicle Fueling
- Vehicle Replacement
- Vehicle Remarketing

In each of these functional areas, we will identify key goals and objectives, explore industry trends, and describe best management practices.

SESSION 2

Fleet Management Analytical Tools and Techniques

Effective fleet management depends on the proper use of objective, quantitative data. In this session, we will explore data capture methods, commercial off-the-shelf fleet management software options, and critical analytical techniques.

- Computerized Fleet Management
 - What to look for in a fleet management information system
 - Custom versus off-the-shelf systems
 - Hosted versus stand-alone systems
 - Key considerations in acquiring and implementing a system
 - Key considerations in using a system
- Other Analytical Tools for Fleet Management
 - Dashboards
 - Telematics
 - Geofencing

- Using Quantitative Information for Fleet Performance Measurement and Benchmarking

- The performance measurement process
- Defining performance measures
- Interpreting performance statistics
- Data sources
- Group exercise

SESSION 3

Managing Fleet Size, Composition, Utilization, and Age

This session will focus on two of the principal causes of excessive fleet costs and deficiencies in fleet performance: poor vehicle replacement practices and inadequate control of vehicle assignment and utilization.

- Managing Fleet Size, Composition, and Utilization
 - Alternative vehicle provision methods
 - Justifying vehicle acquisitions and assignments
 - Measuring and monitoring fleet utilization
 - Conducting a fleet right sizing study
- Determining When to Replace Vehicles
 - Economic principles of vehicle replacement
 - Vehicle life cycle costs
 - Determining optimal replacement cycles
 - Economic versus fiscal impacts of a fleet renewal program
- Developing a Long-Term Fleet Replacement Plan
 - Benefits of a long-term view of fleet replacement costs
 - Overview of the replacement planning process
 - Common characteristics of all long-term fleet replacement plans
- Alternative Capital Financing Approaches (e.g., lease versus buy)
 - Why the choice of financing approach is critical to timely vehicle replacement

- Pay before you go versus pay as you go
- Pros and cons of alternative financing approaches
- Buy
- Borrow
- Lease
- Replacement reserve fund

SESSION 4

Developing a Fleet Management Business Plan

A good way for an organization to adopt and integrate the best management principles and practices discussed in the previous course sessions is to develop a fleet management business plan. This session will examine all the key elements of the strategic planning process, including defining the scope and assessing the strengths and weaknesses of current fleet management authority, responsibilities, and practices; prioritizing areas of fleet management endeavor for improvement; and creating and executing concrete action plans.

- Overview of a Business Planning Process
- Defining Fleet Management Roles, Responsibilities, and Authority
- Setting Priorities and Defining Improvement Strategies
- Developing and Executing Action Plans
- Group Exercise

SESSION 5

The Future of Fleet Management

This final session will explore some innovative thinking on what the future of fleet management may look like. It will briefly look at new ideas in Real Time Fleet Management, Predictive Analytics and Fleet Optimisation Software and describe how they can supply new approaches and solutions to common, but complex, fleet management problems. Session includes a Vehicle Remarketing Optimisation Australian Case Study.

The aims of this course include:

- Examining the role of fleet management activities in promoting overall organizational success.
- Reviewing the principles of designing and executing an effective fleet management program.
- Exploring interdependencies between asset management activities such as vehicle acquisition, maintenance, and repair, and business management activities such as financial management, supply chain management, and human resources management.
- Understanding technological, economic, environmental, and other factors that are changing the way organizations manage and operate fleets.
- Becoming familiar with different techniques for identifying, controlling, and reducing direct and indirect fleet costs.
- Reviewing the pros and cons of outsourcing fleet management functions and the importance of proactively managing supplier and contractor performance.
- Learning about key analytical techniques for supporting fleet-related decision making, including vehicle life cycle cost analysis, fleet replacement planning, and quantitative performance measurement and benchmarking.
- Investigating the array of computerized information systems and analytical tools available to support fleet management activities.

This course is designed for professionals involved in:

- Fleet management
- Operations and internal support services management
- Fixed asset management
- Transportation and logistics
- Strategic sourcing and supply chain management
- Financial management and cost control

Instructors

PAUL LAURIA is the President of Mercury Associates, Inc., the largest dedicated vehicle fleet management consultancy in North America (www.mercury-assoc.com). Recent Mercury clients include Schindler Elevator, Shell Canada, General Motors, Toyota Tsusho, ARAMARK, Hovensa, GlaxoSmithKline, and Cox Enterprises, in the private sector; and the US Army, US Marine Corps, the departments of Homeland Security, Interior, and State, and NASA; the states of California, Florida, and New York; and the cities of Houston, Las Vegas, Philadelphia, San Francisco, and Seattle, in the public sector.

Over the last 23 years, Paul has provided consulting and management training services to hundreds of corporate, utility, military, and government organisations touching on virtually every facet of fleet management. He has conducted fleet management training programmes in North America, the Caribbean, Europe, and Asia. In conducting these seminars, he will draw on insights, strategies, analytical techniques, best management practices, and case studies gleaned from his company's consulting work with fleets ranging in size from fewer than 10 to more than 650,000 vehicles and pieces of equipment. Before beginning his consulting career with Ernst & Young in 1984, Mr. Lauria served as an analyst with a public transit agency and the State of North Carolina Department of Transportation. He holds a Master's Degree in Transportation Planning from the University of North Carolina at Chapel Hill.

MARK BERNARD is the Managing Director of Fleet Software & Services Pty. Ltd., a fleet management consultancy firm based in Melbourne that specializes in the use of software and systems in optimisation, operation and management of large vehicle fleets.

Mark has worked with Department of Defence, Department of Human Services, Department of Treasury & Finance, ACT Government, Private Equity Partners Ltd, Figtree Systems Ltd, ManheimFowles Auctions, Caltex and a number of fleet leasing companies on fleet management, optimisation and systems projects. Prior to founding Fleet Software and Services, Mark held CEO/MD positions in the telecommunications, software, and fleet leasing industries and business development positions with Shell Oil, Philip Morris, and Hertz Rent a Car. He holds a Bachelor's Degree in Commerce from the University of Melbourne, a Post Graduate Diploma in Marketing from Monash University, and an MBA from the University of Geneva.

BRAD KELLEY is a Vice President in Mercury Associates and director of the firm's Houston, TX-based application hosting and information technology consulting services. He has assisted a number of prominent organisations, including NASA, Cox Enterprises, the US State Department, General Motors, and the cities of Los Angeles and Phoenix, with fleet information technology projects. These include the implementation of stand-alone and Web-based fleet management information systems; assessments of the performance and use of existing fleet systems; the implementation of platform and network upgrades; the conduct of fit-gap analyses of commercial off-the-shelf ERP systems; and the design and development of specialized analytical and management reporting tools for fleet managers. Before beginning his consulting career, Brad was Assistant Director of the Fleet Management Department of Sarasota County, Florida. He holds a Master's Degree in Public Administration from Southern Illinois University.

SEMINAR DETAILS

Melbourne

Thursday 25 October & Friday 26 October, 2007

Melbourne Business School
200 Leicester Street
Carlton, VIC 3053

Sydney

Monday 29 October & Tuesday 30 October, 2007

Resort & Spa
Corner Campbell Parade & Beach Road
Bondi Beach, NSW 2026

Fees

The two-day seminar cost of \$995, plus 10 percent GST (\$1,095 total), includes course manual and lunch and refreshments each day.

Early-bird registrations paid in full by 28 September, 2007 receive a \$100 discount (\$985 total).

Multiple registrations by individuals from the same organisation receive a discount of \$100 for each additional registrant, up to a maximum of \$300 in total discounts (\$985 each for the second, third, and fourth registrant from the same organisation).

Payment Methods

Payment or approved purchase orders for all registrants must be received before delegates will be admitted to the seminar venue.

Mail

Mail completed registration form and cheque/bank draft or approved purchase order payable/issued to "Fleet Software & Services Pty. Ltd." for *delivery* no later than 19 October, 2007 (by 28 September to receive early-bird discount) to:

Fleet Software & Services Pty. Ltd.
PO Box 18024, Collins Street East
Melbourne, VIC 8003

At the Door

Payment by cheque/bank draft also can be made at the door provided that we receive a completed registration form by mail, fax, or email by 19 October. Purchase orders will not be accepted at the door.

Fax or Email

Payment by credit card (VISA/MasterCard) can be made by faxing your completed registration form by 19 October, 2007 (by 28 September to receive early-bird discount) to: (03) 9824 8640 or by scanning and emailing your registration form to: mark.bernard@fleet.com.au

Credit card payment will not be accepted at the door.

REGISTRATION FORM

Yes! Please register the following delegate(s) for the Fleet Management Master Class on (check one; use additional sheet if necessary for multiple delegates):

25-26 October, 2007 (Melbourne) 29-30 October, 2007 (Sydney)

1st Delegate Mr/Ms

NAME	TITLE
ORGANISATION	
TELEPHONE	FAX
EMAIL	FEE

2nd Delegate Mr/Ms

NAME	TITLE
ORGANISATION	
TELEPHONE	FAX
EMAIL	FEE

3rd Delegate Mr/Ms

NAME	TITLE
ORGANISATION	
TELEPHONE	FAX
EMAIL	FEE

4th Delegate Mr/Ms

NAME	TITLE
ORGANISATION	
TELEPHONE	FAX
EMAIL	FEE

Total Fee: _____

Payment Method (check one):

Cheque or purchase order for the above Total Fee amount is enclosed.

I will bring a cheque for the Total Fee amount with me to the seminar.

Charge the Total Fee amount to my credit card:

VISA MasterCard (check one) Card number _____

NAME AS IT APPEARS ON CARD

SECURITY CODE (3 DIGIT NUMBER ON SIGNATURE STRIP ON CARD BACK)

SIGNATURE

MERCURY

