



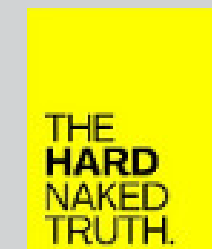
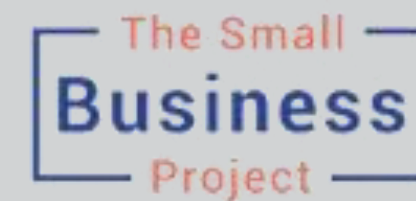
# Unstoppable Growth Conference

#LYD24

**13th May Poolside Cocktail Party**  
**14th & 15th May Conference**  
**Mantra on Salt Beach, Kingscliff or Live Streamed**



**Thank you to our sponsors.**



# LYD Keynote Speakers



**Mark Bouris - Key Speaker**  
Founder Yellow Brick Road



**Simon Beard**  
Co-founder  
Culture Kings



**Hosted by**  
**Michael Jeffriess**  
CEO LightYear Docs



**Grant Abott**  
Director of Legal &  
LightYear Training Group



**Andrew  
Ingwood**  
Founder Core  
Data



**Emil Juresic**  
CEO, NGU Real  
Estate



**Ben Gill**  
Director, Head of Sales

# Bootcamp or Beach Walk

**Morning Bootcamp Beachfront to kickstart your day with energy! Choose between a high-energy Bootcamp led by Ben Gill OR revitalise with a gentle Group Beach Walk.**

**As part of your development over the two days, you will learn the importance of health and wellness and start the day right. These sessions are designed to reinvigorate the body and mind, ready for a day of growth and learning.**





# The Agenda

## Day 1: 5:00 pm – 7:30 pm

The Opening: Igniting Growth and Connections  
Poolside @ Mantra Kingscliff

## Day 2: 6:00 am – 7:00 am

Morning Bootcamp (Sponsored by Seamless – Client Onboarding)  
Beachfront @ Mantra Kingscliff

### 8:30 am – 9:00 am

Embark: CEO's Welcome & Conference Overview – Michael Jeffriess  
Conference Room @ Mantra Kingscliff

### 9:10 am – 10:10 am

Unleash Your Potential: The RPM Approach to Goal Mastery Workshop – Simon Beard (Co-founder of Culture Kings)  
Conference Room @ Mantra Kingscliff

### 10:15 am – 11:15 am

The \$7 Trillion Wealth Transfer – Andrew Inwood (Founder of Core Data)  
Conference Room @ Mantra Kingscliff

### 11:15 am – 11:45 am

Revitalise & Recharge: Energise Break (Sponsored by Digital Rapport)  
@ Coffee Cart

### 11:45 am – 1:15 pm

Accelerate Your Growth: Unleashing 10X Potential Panel  
Panel: Emil Juresic (NGU Real Estate), Simon Beard (Culture Kings), Mark Bouris (Yellow Brick Road), and Samantha Kennedy  
Conference Room @ Mantra Kingscliff

### 1:15 pm – 2:15 pm

Feast & Connect: Networking Luncheon

### 2:15 pm – 2:45 pm

One Life, Limitless Opportunities: Exploring the One Life Club Philosophy

### 2:45 pm – 3:15 pm

Streamlining Success: Navigating the Client Journey with Your App Stack

Navigate the client journey and maximise the customer experience through your app stack.

### 3:15 pm – 3:45 pm

Gelato Delight: Sweet Success Break (Sponsored by We Love Marketing)  
@ Gelato Cart

A sweet pause before we dive back into empowering sessions.

### 3:45 pm – 4:15 pm

Surviving the Odds: Resilience and Strategic Planning with Michael Jeffriess  
Conference Room @ Mantra Kingscliff

Hear firsthand from Michael Jeffriess his unfathomable and heartwarming story of resilience against all odds when his health took an expected turn. Learn how to implement strategic planning and procedures into your business so it can run without you, and reshape your approach to family wealth protection, succession planning, and your big 'why'.

### 4:15 pm – 5:00 pm

Accelerating your Wealth Protection Strategy – Grant Abbott  
Conference Room @ Mantra Kingscliff

Learn the top strategies to enhance your family's financial security and grow your advisory business.

## Evening Networking

Fins Restaurant and Bar

Elevate & Engage: VIP Dinner for VIP Ticket Holders with Unstoppable Experts

OR

Salt Bar & Bistro

Networking: Pub Gathering with Conference Attendees



# The Agenda

## Day 3:

**6:00 am – 7:00am**

**Morning Bootcamp (Sponsored by Seamless – Client Onboarding)**  
Beachfront @ Mantra Kingscliff

Kickstart your day with energy! Choose between a high-energy Bootcamp led by one of Australia's best Personal Trainers OR revitalise with a gentle Group Beach Walk. As part of your development over the two days, you will learn the importance of health and wellness and start the day right. These sessions are designed to reinvigorate the body and mind, ready for a day of growth and learning.

**8:30 am – 8:45 am**

**Charting the Course: CEO's Day 2 Address and Agenda Overview – Michael Jeffriess**  
Conference Room @ Mantra Kingscliff

Reflect and review on learnings from day one and create goals for what you plan to get out of day two.

**8:45 am – 9:45 am**

**Beyond Boundaries: Mark Bouris Unleashes Exponential Growth**  
Conference Room @ Mantra Kingscliff

Mark Bouris offers an exclusive keynote on how to unlock exponential growth in your business. He will also highlight the importance of wellness, and how to prioritise health as a business owner.

**9:45 am – 10:30 am**

**Marketing Beyond 10X**  
Conference Room @ Mantra Kingscliff

Ben Gill and Michael Jeffriess from LightYear Docs interview top marketing experts. Learn to build and scale your company's brand and outreach effectively.

**10:30 am – 11:00 am**

**Revitalise & Recharge: Energise Break (Sponsored by Digital Rapport)**  
@ Coffee Cart

Take a moment to stretch your legs, visit the refreshment carts, digest the insights, and network.

**11:00 am – 12:30 pm**

**Interactive Strategy Case Studies – Grant Abbott and Rod Peters**  
Conference Room @ Mantra Kingscliff

Tackle real-world scenarios in wealth management and advising. Each case study has the potential to unlock \$100,000 in fees.

**12:30 pm – 1:30 pm**

**Feast & Connect: Networking Luncheon**

Enjoy lunch with your peers to rest and restore and take the opportunity to share ideas and strategies.

**1:30 pm – 3:30 pm**

**Client Journey Masterclass - Speakers TBA**  
Conference Room @ Mantra Kingscliff

Enjoy an immersive masterclass where you'll discover how to maximise the client journey from onboarding to engagements, interviews, communications, pricing, and so much more.

**3:30 pm – 4:00 pm**

**Gelato Delight: Sweet Success Break (Sponsored by We Love Marketing)**  
@ Gelato Cart

A sweet pause before we dive back into empowering sessions.

**4:00 pm – 5:00 pm**

**Insights Unleashed: Open Forum Q&A with Conference Speakers**  
Conference Room @ Mantra Kingscliff

Ask all your burning questions to the Unstoppable Experts! Gain clarity and engage directly with our panel in a rare, unique, and highly valuable forum where you'll get to ask personalised questions at a level of mentorship that's never been seen before.


**6:30 pm – 10:30 pm**

**Unstoppable White Party Finale**  
Mantra Ballroom / Conference Room @ Mantra Kingscliff

Welcome to the grand finale, all dressed in white! Enjoy a night of food, entertainment, and philanthropy with our charity raffles, and make meaningful connections to last a lifetime.



# The Workbook

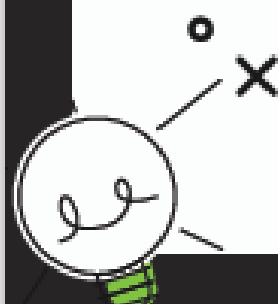
**UNLEASH 10X POTENTIAL PANEL** 

GROWTH STRATEGY 1:

GROWTH STRATEGY 2:

GROWTH STRATEGY 3:

GROWING MY BUSINESS IN FY 24-25:



**SURVIVING THE ODDS** WITH MICHAEL JEFFRIESS 

WAYS TO HAVE MY BUSINESS RUN AUTONOMOUSLY:







WHAT IS MY BIG "WHY?": 

WHAT IS MY EXIT STRATEGY OR SUCCESSION PLAN?



**Unstoppable  
Growth  
Conference**

#LYD24

**Can't wait to see you there!**



**Haven't got your got  
your tickets yet?**

Contact Ben Gill  
for special offer:

0437 838 400

[ben@lightyardocs.com.au](mailto:ben@lightyardocs.com.au)

**10% OFF Accommodation  
Mantra on Salt**

\*Booking Directly