



adapt&thrive  
**B.I.T.E**  
2025 BUSINESS  
CONFERENCE  
COMING SOON 6 MAY 2025

MAJOR PARTNER

**smart**  
BUSINESS SOLUTIONS  
GROUP



# THANK YOU

## FOR SUPPORTING B.I.T.E BUSINESS CONFERENCE 2025.

Change is nothing new—it's the engine of growth, opportunity, and resilience.

We've always embraced change as a pathway to **adapt and thrive**.

But in a time of constant, rapid shifts, change can sometimes feel overwhelming, even exhausting. The real challenge is discerning which changes are worth pursuing. Fear of change can hold us back, yet leading effective change means breaking down barriers of resistance and shifting perspectives.

The B.I.T.E. Business Conference is your destination for all things innovative, courageous, and transformative. From global keynote speakers to interactive panels featuring local disruptors, B.I.T.E. Conference is the epicentre for those ready to shape the future of their own business.

In 2025, we'll spotlight the **evolving landscape of business and technology**, with a special focus on how **A.I. and robotic processes** can **empower small businesses**. Our carefully selected speakers bring not only knowledge and visionary ideas but also **practical insights** and real-world applications that you can **immediately implement** in your own business.

Join us, and play an integral role in the success of this dynamic, inspiring conference. Be part of the conversation, the innovation, and the future of business on the Mornington Peninsula and Frankston Region.

**Shannon Smit**

Founding Director | Smart Business Solutions Group

Founder | B.I.T.E. Conference Australia

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# | OUR STORY

## ... SO FAR

Raised on the Mornington Peninsula, Shannon Smit, Managing Director of SMART Business Solutions Group, is deeply committed to building a vibrant, sustainable business community that supports both current and future generations. With two nearly adult children of her own, Shannon's vision is firmly rooted in creating growth and opportunity close to home.

The B.I.T.E. Conference was inspired by Shannon's idea to bring a city-caliber conference experience to the dynamic Mornington Peninsula and Frankston business communities. 'B.I.T.E.' stands for four foundational pillars essential to success in today's business world: **Business, Innovation, Technology, and Efficiency.**

Launched in 2017, B.I.T.E. rapidly gained traction, expanding through 2018 and 2019 before a break due to COVID-19. Now, in 2025, B.I.T.E. returns with renewed energy and a special focus on empowering small businesses to keep pace with the fast-evolving world of technology. This year's conference presents invaluable insights from top local and global leaders on how to harness these four essential pillars, offering a premier space for networking, learning, and building meaningful connections.

For more details, visit [www.biteconference.com.au](http://www.biteconference.com.au).

**SAVE THE DATE // 6 MAY 2025**  
**@ Mornington Racecourse**

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# | BITE CONFERENCE

## ELEMENTS

A blue wavy graphic composed of many small dots, creating a textured, flowing effect.

### BUSINESS

Keynote speakers provide you with the tools to prepare and prosper in these increasingly fast-paced and volatile times, and deliver the missing pieces of the economic jigsaw puzzle. Learn all the must-dos (and must-nots) essential for modern business with a key focus on A.I adoption into small business operations.

A yellow wavy graphic composed of many small dots, creating a textured, flowing effect.

### INNOVATION

New ideas are often lurking just below the surface. Businesses that innovate create more efficient work processes and have better productivity and performance. Tapping into the mental capital of your team by making innovation a safe place to be can lead to great new ideas being shared and discussed.

A pink wavy graphic composed of many small dots, creating a textured, flowing effect.

### TECHNOLOGY

Technology has important effects on business operations. No matter the size of your enterprise, technology has both tangible and intangible benefits that will help you make money and produce the results your customers demand. Technological infrastructure affects the culture, efficiency and relationships of a business. It also affects the security of confidential information and trade advantages.

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### EFFICIENCY

In a world where time and resources are more valuable than ever, efficiency is the key to staying competitive. With a focus on streamlining operations, maximising productivity, and eliminating wasted effort, so you can focus on what truly drives your business forward. Optimising workflows, improving resource management, and making data-driven decisions that help your team achieve more with less.

## MEET OUR SPEAKERS

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# STEVE SAMMARTINO

### B.I.T.E CONFERENCE KEYNOTE

#### **Australia's leading futurist, and keynote speaker.**

Steve is one of the world's most engaging and thought provoking keynote speakers on A.I. and Future Tech.

He has done more than 600 speeches in over 40 countries people and wowed audiences around the globe. Steve has spoken in Asia, India, Europe, Africa, the USA and is a regular in China.

Steve provides expert commentary on emerging technology on Australian TV and news. He has a sharp focus on its impact on business and society. He's the guy who always knows what's happening, what's next and how it will change our world. He know's how to express big and sometimes complex ideas in language everyone can understand.



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## MEET OUR SPEAKERS

# KATE CHRISTIE

### B.I.T.E CONFERENCE KEYNOTE

**Multiple Best Selling Author, Speaker,  
Time Management Expert, Media Commentator.**

Kate Christie is Australia's leading Time Management expert, Speaker, best-selling Author of five books, and a sought after media commentator.

Kate is highly regarded for her dynamic, engaging and entertaining presentations where she educates audiences on the right strategies and habits to ensure you find and harness hours of lost time and then plan for and deliberately use that time to live a life by design.

As a leading voice on productivity, goal setting and designing your best life, Kate consults to organisations of all sizes and compositions across every industry you can imagine.

As a media commentator, Kate is an Opinion Columnist for CEOWorldMagazine, Mamamia and Your Life Choices, works with Kochie's Business Builders, is a regular guest on the Luke and Susie Radio Show and works across tv, radio, podcasts and the print media.

Kate is in the business of helping you find time - lots of time - and using that time well.



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## MEET OUR SPEAKERS

# DARYL AW

### **A.I AND RPA TRAINER. FOUNDING DIRECTOR OF SKYBOTS PTE LTD**

Daryl, founder and Managing Director of Skybots Pte Ltd, brings over nine years of teaching and industry expertise in automation to his role, providing targeted solutions for accounting, audit, tax, corporate secretarial, and finance processes. With a comprehensive background in digital transformation, Daryl specializes in helping businesses streamline operations through analytics and Robotic Process Automation (RPA).

RPA is an advanced technology that enables software “robots” to mimic human actions for repetitive and rule-based tasks, such as data entry, invoice processing, and report generation.

This technology allows businesses to save time, improve accuracy, and increase efficiency by automating tedious workflows that otherwise consume valuable resources.

Daryl will share his extensive knowledge on integrating RPA into small business operations, offering a practical guide to getting started with automation for significant productivity gains. His insights empower business owners to harness RPA to optimize resources, reduce costs, and drive sustainable growth, with a focus on simplifying the path to digital transformation.



## MEET OUR SPEAKERS

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# DAVID JENYNS

### **Author SYSTEMology®, Host of the Business Systems Simplified Podcast & Lover of Standard Operating Procedures (SOPs)**

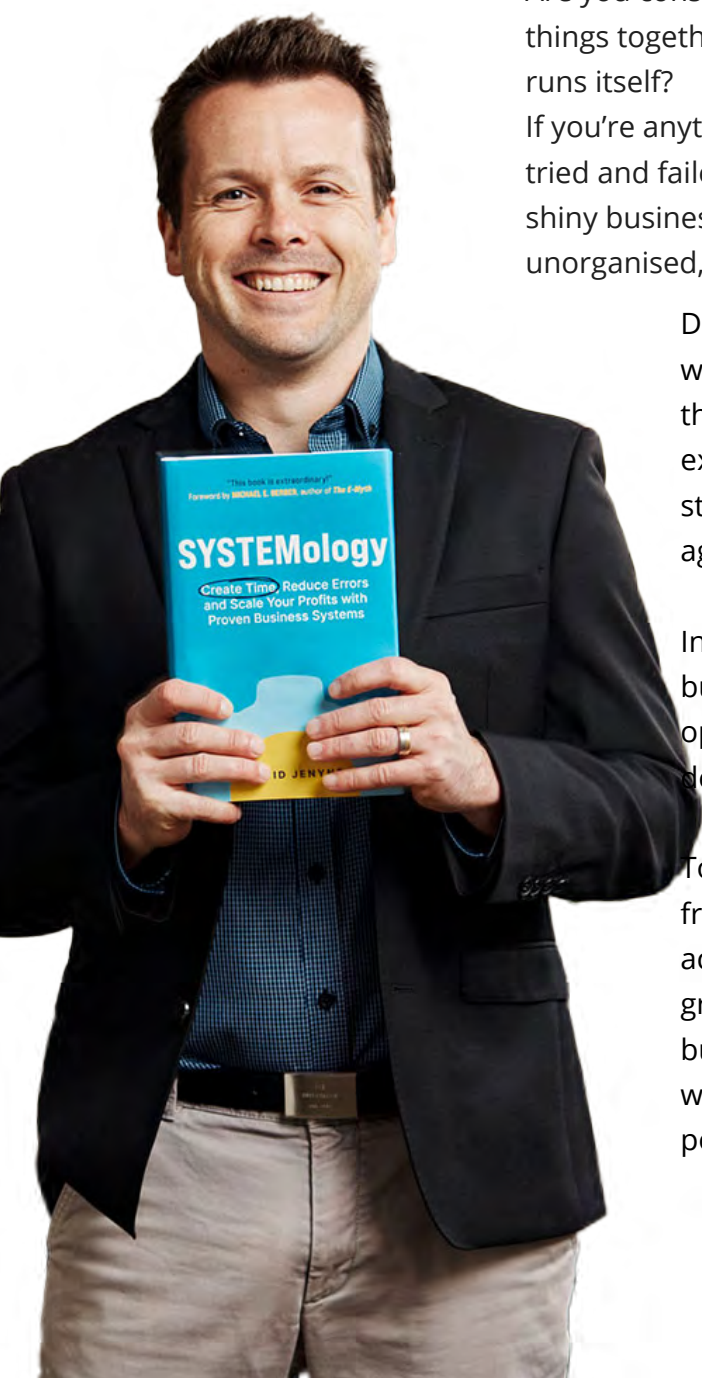
Do you sometimes feel like your business is an adult daycare centre? Are you constantly repeating yourself, fixing errors and trying to hold things together? What if it were possible to create a business that runs itself?

If you're anything like many seasoned business owners, you've tried and failed to systemise your business. The reality is, your shiny business isn't as functional as it looks from the outside; it's unorganised, inconsistent and key-person dependent.

David's entrepreneurial journey began in his early twenties when he sold Australia's most beloved sporting venue, the Melbourne Cricket Ground. Since then, his business experience has spanned from franchising retail clothing stores to founding one of Australia's most trusted digital agencies, Melbourne SEO Services.

In 2016, he successfully systemised himself out of that business, hired a CEO and stepped back from the daily operations. Through this process, he became a systems devotee, founding SYSTEMology.

Today, his mission is to free all business owners worldwide from the daily operations of running their business. To achieve this, Jenyns spends most of his time supporting the growing community of certified SYSTEMologists as they help business owners implement SYSTEMology. He also delivers workshops, keynote addresses and hosts his own popular podcast – Business Processes Simplified.



## MEET OUR SPEAKERS

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# SHANNON SMIT

### **Founding Director, SMART Business Solutions, Founder B.I.T.E Business Conference**

Shannon Smit, Founding Director of Smart Business Solutions Group, is a trailblazer in bringing innovation and efficiency to small business. As a seasoned leader and business owner, Shannon has transformed her practice through pioneering advancements in AI and automation, setting a new standard for how small and medium-sized businesses can thrive in a rapidly evolving landscape.

In her keynote, Shannon will share real-life case studies detailing how she has implemented AI and Robotic Process Automation (RPA) to streamline operations and enhance client service. From custom-designed bots that handle repetitive tasks to an AI-First strategy that empowers her entire team, Shannon's approach offers a practical roadmap for local businesses seeking to leverage technology for long-term growth.

With hands-on insights into the step-by-step integration of AI into daily business operations, Shannon will demonstrate how these innovations are not only driving productivity but also positioning her firm—and those inspired by her approach—for a successful, future-ready business model.



B.I.T.E CONFERENCE M.C

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# CANDICE TAYLOR

With over 2 decades of experience in the realm of event hosting and acting as MC, Candice stands as a true embodiment of professionalism and mastery. As a seasoned Master of Ceremonies, her expertise goes far beyond scripted introductions – it's about creating an engaging and seamless experience.

Having honed her skills over many years, Candice possesses a unique knack for connecting with diverse audiences. Her magnetic charisma effortlessly draws people in, making every individual feel like an integral part of the event.

Whether it's a corporate conference or a lively gala, Candice has the uncanny ability to read the room and adapt her approach, fostering a genuine rapport that resonates.

Candice's true magic lies in her capacity to tie the entire event together. She weaves a narrative that transforms a series of moments into a cohesive, unforgettable journey. Her attention to detail, combined with a deep understanding of event dynamics, ensures that transitions are seamless and the energy remains consistently captivating.



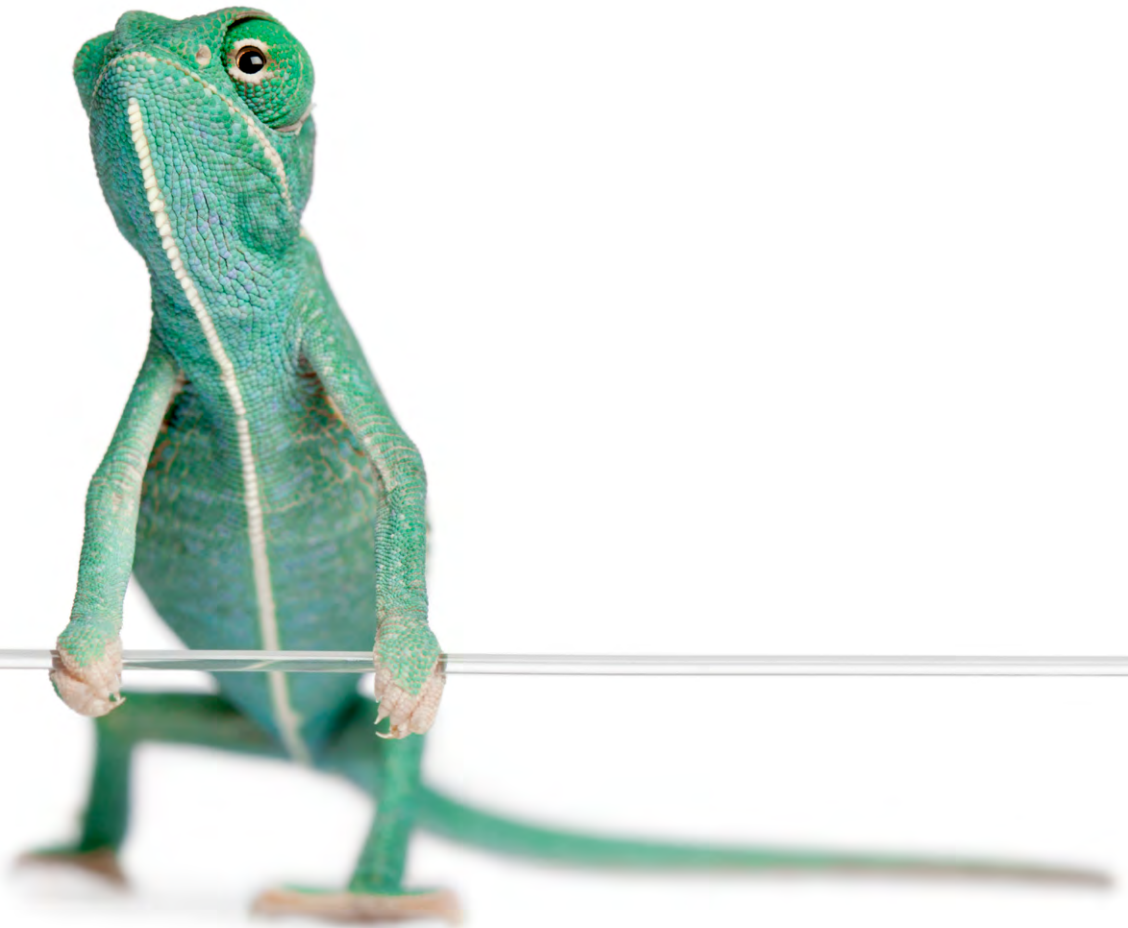
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## YOUR TARGET MARKET | ON TARGET

You know your product. You know your target market.  
But how do you connect with them in a way that truly stands out?

The B.I.T.E. Conference is your opportunity to do just that—put your brand in front of an engaged, enthusiastic audience eager to discover new solutions. By sponsoring B.I.T.E. Conference 2025, you can showcase your business directly to real leads, spark meaningful conversations, and drive genuine conversions.

**Be where your customers are.**  
**They will be at B.I.T.E. Conference 2025.**



THE PROOF IS IN THE PUDDING



# MEDIA PARTNER

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## **Pre-Event Marketing & Promotion**

- Industry Exclusive Partnership. Only one print partner and only one radio partner.
- Large logo on BITE CONFERENCE event website [www.biteconference.com.au](http://www.biteconference.com.au)
- Logo inclusion in all event invite digital marketing to 5000+ database
- Logo included on all printed marketing materials
- Social media acknowledgement and promotion x 4 posts with tags to your business to 6000+ followers on LinkedIn, Facebook & Instagram
- Logo on print flyer to be distributed to businesses across the Mornington Peninsula and Greater Frankston region.

## **At B.I.T.E. Conference: Marketing & Promotion**

- Double stand with power in premium location (choice of options provided)
- Option for showbag insert
- Banner at registration desk (provided by the Sponsor)
- Banner on the Main Stage area (provided by the Sponsor)
- 4 x Event Tickets

## **Post Event**

- Certificate of Appreciation
- Large logo on Event Video to be distributed across partner network and social media, and hosted on YouTube.

**INVESTMENT | LET'S TALK**

# GOLD SPONSOR

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## **Pre-Event Marketing & Promotion**

- Logo on BITE CONFERENCE event website [www.biteconference.com.au](http://www.biteconference.com.au)
- Logo inclusion in event invite digital marketing to 5000+ database
- Logo included on printed marketing materials
- Social media acknowledgement and promotion x 4 posts with tags to your business to 6000+ followers on LinkedIn, Facebook & Instagram
- Logo on print flyer to be distributed to businesses across the Mornington Peninsula and Greater Frankston region.

## **At B.I.T.E. Conference: Marketing & Promotion**

- Double stand with power in premium location (choice of options provided)
- Option for showbag insert
- Banner at registration desk (provided by the Sponsor)
- Banner on the Main Stage area (provided by the Sponsor)
- 4 x Event Tickets

## **Post Event**

- Certificate of Appreciation
- Large logo on Event Video to be distributed across partner network and social media, and hosted on YouTube.

**INVESTMENT | \$5K**

# SILVER SPONSOR

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## Pre-Event Marketing & Promotion

- Medium Logo on BITE CONFERENCE event website [www.biteconference.com.au](http://www.biteconference.com.au)
- Logo inclusion in event invite digital marketing to 5000+ database
- Logo included on printed marketing materials
- Social media acknowledgement and promotion x 3 posts with tags to your business to 6000+ followers on LinkedIn, Facebook & Instagram
- Logo on print flyer to be distributed to businesses across the Mornington Peninsula and Greater Frankston region.

## At B.I.T.E. Conference: Marketing & Promotion

- Single stand with power (choice of options provided)
- Option for showbag insert
- 3 x Event Tickets

## Post Event

- Certificate of Appreciation
- Medium logo on Event Video to be distributed across partner network and social media, and hosted on YouTube.

**INVESTMENT | \$2.5K**

# BRONZE SPONSOR

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## **Pre-Event Marketing & Promotion**

- Small Logo on BITE CONFERENCE event website [www.biteconference.com.au](http://www.biteconference.com.au)
- Logo inclusion in event invite digital marketing to 5000+ database
- Logo included on printed marketing materials
- Social media acknowledgement and promotion x 1 posts with tags to your business to 6000+ followers on LinkedIn, Facebook & Instagram

## **At B.I.T.E. Conference: Marketing & Promotion**

- Single stand with power
- Option for showbag insert
- 2 x Event Tickets

## **Post Event**

- Certificate of Appreciation
- Small logo on Event Video to be distributed across partner network and social media, and hosted on YouTube.

**INVESTMENT | \$1K**

# COMMUNITY GROUPS

## Promotional Agreement

The value of the Community Sponsorship package is near parallel with the Bronze Sponsorship package.

As a not-for-profit community event, B.I.T.E Conference relies on the community to assist in event promotion. All Community Group Sponsors must agree to the specific event promotion terms which we will discuss in further detail with you upon enquiry.

## Pre-Event Marketing & Promotion

- Small Logo on BITE CONFERENCE event website [www.biteconference.com.au](http://www.biteconference.com.au)
- Logo inclusion in event invite digital marketing to 5000+ database
- Logo included on printed marketing materials
- Social media acknowledgement and promotion x 1 posts with tags to your business to 6000+ followers on LinkedIn, Facebook & Instagram

## At B.I.T.E. Conference: Marketing & Promotion

- Exhibitor Stand
- 1 x Event Ticket

## Post Event

- Certificate of Appreciation
- Small logo on Event Video to be distributed across partner network and social media, and hosted on YouTube.

**INVESTMENT** | **Let's talk**

# YOUR BRAND EXPOSURE

(AKA: WHAT'S IN IT FOR ME?)

## Social Media - Organic Reach



= 15K+ followers

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## EDM (electronic direct mail) x 10

Sent to CONFERENCE database (5,000+ recipients x 10)

= 30K + opportunities for your brand/logo to be seen by an engaged and pre-qualified audience.

**All EDMs include the logos of B.I.T.E. Sponsors**

## A look at our 2019 sponsors...

- 45 x sponsors
- 3 x EDM sent from each sponsor to their own database (content is supplied by B.I.T.E. Marketing Team)
- 5-10 social media posts sent with supplied content to their own social networks

### MAJOR PARTNERS



### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS



### COMMUNITY



### MEDIA PARTNERS



### SOCIAL PARTNER



WHAT PEOPLE SAID

## SPEAKERS & SPONSORS

# TESTIMONIALS

It's great to be part of BITECON and terrific to see brands like Xero and Vend getting behind small business and offering a great chance to learn and experience new thinking of how to build great businesses.

**Andy Lark**

Keynote speaker, BITE Conference 2017  
Chairman - Group Lark

The quality of speakers is absolutely amazing. The entertainment, the education and most of all the energy in the room is exhilarating. I'm thrilled to have been involved in BITE Conference for the past three years.

**Andrew Morello**

MC, BITE Conference 2017/18/19  
Business Development Manager - Yellow Brick Road

It's been a real pleasure to be involved in the inaugural BITECON over the past three years. This unique conference had a real buzz about it bringing together fantastic speakers, innovators, disrupters and small businesses looking for the edge that latest technology can bring. We look forward to being a part of BITECON again in 2020.

**Trent Innes**

Managing Director - Xero Australia

B.I.T.E. Conference is an exceptional event to be involved with as a sponsor. A city-conference feel, high calibre experts in their field combined with local business owners gives this event an edge. I look forward to being involved in years ahead and highly recommend the event.

**Pippa Hansen**

Managing Director - The Sports Injury Clinic

What I love about B.I.T.E. Conference is all the community coming together and supporting each other.

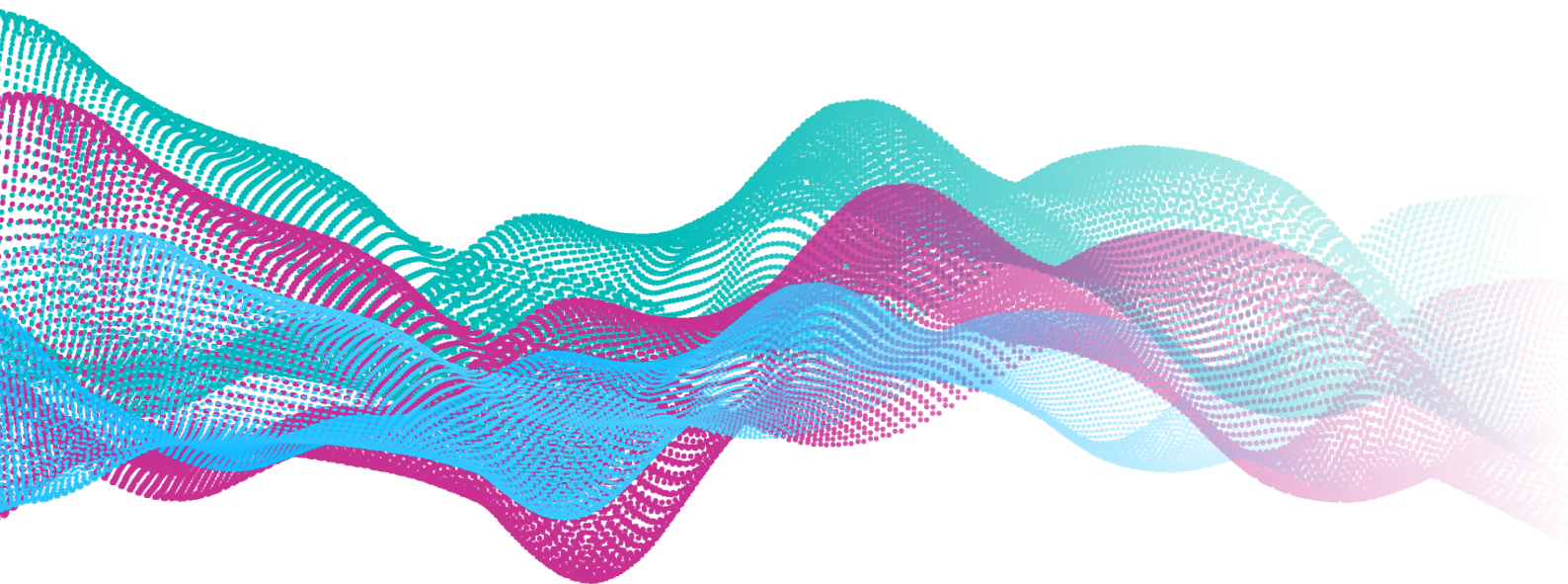
**Shannon Smit**

Founder - B.I.T.E. Conference  
Managing Director - SMART Business

Sponsorship and attendance is a no-brainer for us. We've been involved for the past three years. The speakers are real, genuine experts who are happy to share their experience. The attendees are super engaged and keen to explore and discover new technology. We will be a regular at BITECON for years to come.

**Alex Cumberland**

Operations Manager - Synergy 8 Marketing Software



## WHAT PEOPLE SAID

### ATTENDEES

# TESTIMONIALS

This is my second time coming to B.I.T.E. Conference. It's bigger and better this year. There are some great takeaways and it's a really good refocus opportunity for your own business and any others you may work with.

**Kirsten Norman**  
Biz Wiz Bookkeeping

Congratulations to the event organisers on an excellent conference. Fantastic way to wrap up the day with a panel of three great, local entrepreneurs.

**Maria Currie**  
Director - Davoren Environmental

I think it's fantastic. To get the likes of Andy Lark talking about marketing, a bronze medallist who is also a business owner...the quality of speakers is just sensational and the networking opportunities are fantastic.

**Georgia Symmons**  
Local Business Owner

Brilliant event. Well organised and such a positive feel from all of the businesses that attended. Certainly a must for next year.

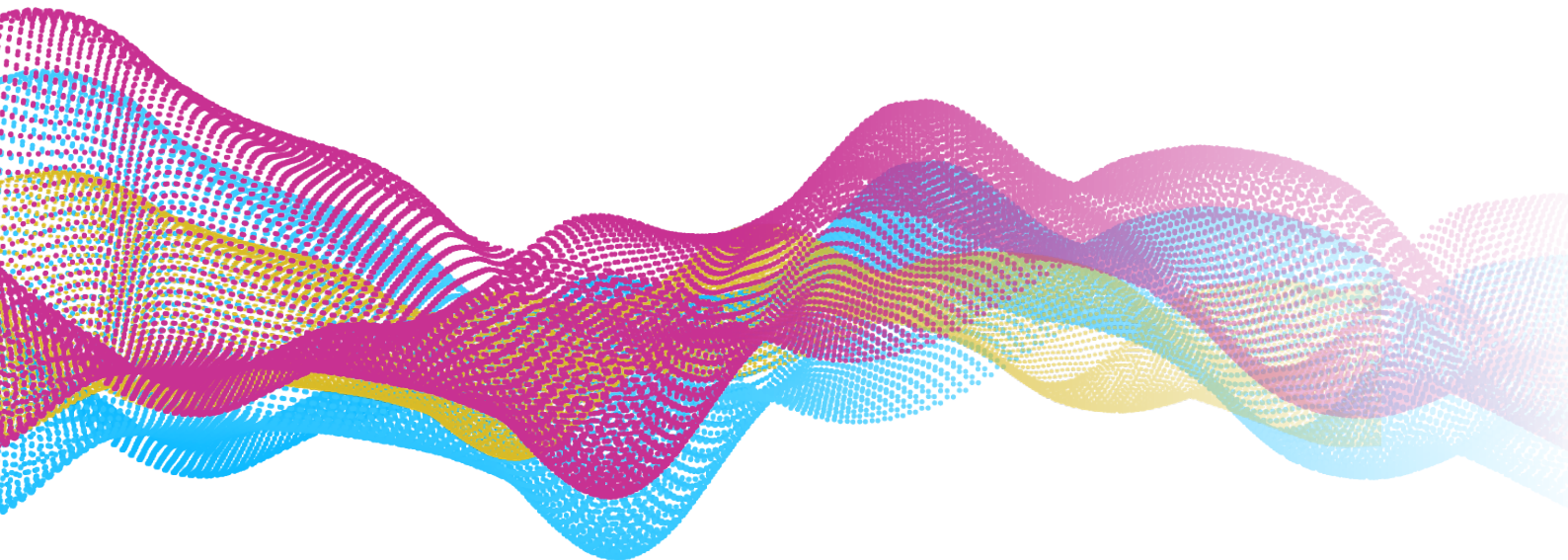
**Peter Attard**  
Operations Manager - Ranelagh Club

I've personally found it amazing... inspirational. There's so many things we can build on within our business, as well as the businesses that I look after.

**Natalie Furlong**  
Quicksmart Bookkeeping

"Get a life. Know your purpose."  
Andy Lark - a great place to start!

**Nikki Fisher**  
Local Business Owner



# adapt&thrive B.I.T.E 2025 BUSINESS CONFERENCE

## Enquiries

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Event Project Coordinator  
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M 03 5911 7000

**[biteconference.com.au](http://biteconference.com.au)**

