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*Incorporating Olympic Communicators  
Under licence from the Australian Olympic Committee*



## TONY LANGMAN

If you think all economists are a cross between your local bank manager and local undertaker - think again! Tony will challenge your intellect as much as your funny bone, and his down-to-earth manner ensures that even if you don't know your All Ordinaries Index from your elbow, he'll still be able to provide you with a wealth of valuable information.

With data going back over 25 years, Tony Langman has been able to analyse the economy in minute detail revealing the growth cycles of specific industries, including yours.

He has worked in both the public and private sectors, having been a Vice Consul in the Diplomatic Corps in Sydney and an Economist with the Canadian Federal Government in Ottawa. During this time he worked on occasion in Washington DC. He has also administered United Nations food aid programs in the Asia/Pacific region.

After 10 years in Government, Tony became the Corporate Economist of IBM Australia, a post he held for 12 years. In 1997 he established his own company, Datatrends, which has now expanded to New Zealand, the United States and Germany

He has regular discussions with the Department of the Prime Minister and Cabinet, the Federal Treasury and the Australian Bureau of Statistics in Canberra.

Many companies have done well from economic growth over the last ten years. However growth is now slowing, but companies that receive the right economic advice, and follow it, are best able to ride it out, and even increase their performance.

Datatrends allows you to compare your industry growth with:

- ◆ Other industries in Australia
- ◆ Industries in other countries
- ◆ And with world commodities

You can also determine:

- ◆ Where your market is - By size, growth rate and cycles
- ◆ Where you are in the market - With the same adjustments made to your data
- ◆ Where your market is headed

### CLIENT FEEDBACK

*"The ACROD CEOs truly enjoyed your presentation ... not only was the data thought-provoking, your interactive style made it entertaining. People also appreciated the opportunity to speak to you later in an informal environment."*

**ACROD CEOs Conference**

*"All the feedback I received was very positive so you have enlarged your group of "adoring fans."*

**Teachers & Police Credit Union**

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*“Although you faced the audience as the first speaker, your presentation was immensely successful with both our dealers and my management, and in fact, set the standard.”*

**Multisoft Systems Pty Ltd**

*“I had the privilege of attending your presentation and I would like to say how extremely enjoyable and informative a presentation it was.”*

**Stuart Alexander & Co**

*“Many thanks for a first class effort. I have seen your presentation three times now and continue to be enthralled by your delivery.”*

**Star Systems Pty Ltd**

*“Your briefing on the state of the economy and comments on where we are headed were very interesting and will be of great use to me.”*

**Shadow Minister for Manufacturing & Service Industries**

*“Thank you very much for your presentation at the CMC Conference. We received very good feedback on the Conference including your address.”*

**Canberra Management Conference**

*“Thank you very much for your presentation you gave the Economic Division of the Department of Prime Minister and Cabinet. We found your talk very interesting, raising some important issues.”*

**Department of the Prime Minister and Cabinet**

*“I am sure that those who attended left the seminar knowing much more about the economy than when they arrived. Your presentation was interesting and stimulating throughout.”*

**Australian Foodservice Manufacturers Association Inc**

*“The conference was an outstanding success for all our customers, business partners and Marcam personnel who participated with all parties gaining a lot out of the conference.”*

**Marcam**

*“The feedback has been exceptionally positive made more so by the fact that a lot of delegates felt you had explained Australia’s past, present and future economy in a manner which was so easily and logically understood. Your humour was also greatly appreciated - few are as gifted as you.”*

**Cadcentre Asia Pacific**

*“You gave us a number of important insights and it is refreshing to come upon an economist who does not just explain the past but really chances his arm on the future.”*

**BHP Building & Industrial Products Division**