

24 HOURS WITH



ALAN RIVA

Director of experiences,
Kaleidoscope Marketing Communications

8am: "It's a chilly 5°C today lads," Brad, our Queenstown fixer, tells our group of 50 camera sales people with a knowing grin – "That'll wipe the cobwebs away!!" again that grin – was that a masochistic twinkle in his eye I wonder? On with my job – I check everyone has their gear. **8.45am:** Boarding the speed boat and the guys are pulling on their beanies. **8.46am:** Shit, where's my beanie?! **8.47am:** My mind rushes through a quick equation "minus something wind chill + boat going sixty odd km/h – beanie + newly shaved head = pain". **8.50am:** We hit maximum velocity and rapids simultaneously. Icy water covers my shivering scalp and the ice cream headache hits. **8.51am-9.30am:** Splash, "ouch", splash, "Ouch", splash, "OUCH!!!" **9.35am:** In the bathroom, my head under the hot air bellowing out of the hand dryer. **9.45am:** A convoy of helicopters sweep in and a wall of coloured Lumix cameras point skywards. My camera clicks furiously to capture the looks of amazement as the private chopper transfers touch-down in front of us. **10.00am:** We're back on water – this time in rafts. One by one we fall out with a mixture of gasps and squeals as each of us hits the water. Ah the joys of a waterproof camera capturing pain and laughter in one shot. **3.30pm:** Toes dangling over the drop. "Harness? Check" – "Nerve holding? Erm..." "Bin? Wha???" Everything goes dark as the giggling masochists slip a bin over my head – no time to think – jump! **3.31pm:** Blood pumping and feeling a whole lot more macho swinging at the bottom of the canyon than my girly screams might have suggested 30 seconds and 300m ago. I'm just hoping the FT1 gaffer taped to my hand captured my cool and not the fear... **6.30pm:** Question answered as my SD card slips into the Viera screen back in the hotel lounge. All of a sudden, the benefits of instant playback facilities lose their appeal as I see myself squealing in HD. The laughs, slaps on the back and banter begins... **1.00am:** Banter still going strong – I slip off knowing that tomorrow I have to do it all over again – more experiences, more fun...it's a tough job! Maybe I'll be more macho with the next group.

MY BRILLIANT CAREER



Robbee Minicola
Chief executive,
Hybrid TV

My marketing career started when... as an eight-year-old, I convinced the neighbour's kids to give me their old toys to sell on consignment... then I sold them back to the same neighbourhood (different kids of course) and made a \$300 profit.

The biggest impact on my career has been.... joining the Seven Media Group. Having run my own business for 19 years. Believe it or not, Seven marks the first time I was an employee.

My proudest moment was... taking TiVo to the next level in launching the most comprehensive VOD service, CASPA On-Demand, back in December 2009.

My biggest mistake was... not having CASPA On-Demand inside TiVo sooner.

The hardest decision I've made to date... moving to Australia from the US back in 1986.

I get excited when... I talk about TiVo and how it changes your life. It's hard for people to grasp exactly what TiVo does – but when I'm finished... there is always a sale. Unfortunately, because they know I run the company – I have to give them a discount!

My industry overrates... the power of technology as a marketing message. Australians love things 'new' and 'cool' – they are not pre-occupied with technological complexities. We need to move our messaging from product capabilities to how products and services can positively impact people's lives. In essence – we need to make it personal.

And underrates... see above.

My dream job would be... precisely what I am doing now. Running Hybrid TV – it is certainly a challenge but also an amazing opportunity.

When I feel uninspired... I read. Now I am reading *The Art of Choosing* by Sheen Iyengar – probably one of the best books I have read from a business and personal perspective.

My management style is... results oriented – first to praise and first to critique.

If I had my time again, I would... do more executive education. Seven sent me to Harvard in 2008 and it changed my life. A gift like that certainly makes you loyal.

My hot tip for my industry's future... the things you thought about three years ago, and talked about two years ago, put into a strategy one year ago – are all too late. Being open-minded and flexible and committing to AN action, ANY action, is a step towards progress.

Current facebook status... I feel terrible about this. I get loads of people sending me messages to be a 'friend' yet I don't accept because my Facebook presence is used strictly for family.

"IT'S HARD FOR PEOPLE TO GRASP EXACTLY WHAT TI VO DOES – BUT WHEN I'M FINISHED... THERE IS ALWAYS A SALE."
ROBBEE MINICOLA ON WHAT MAKES HER EXCITED

Year	Role
2008	Chief executive Hybrid TV
2006-2008	Client services research director Seven Network
2006-2007	Director, Australian Interactive Media Industry Assoc (AIMIA)
2004-2006	Adjunct lecturer University of Adelaide Graduate School Business
2004-2005	Director of marketing mNet Corporation
1988-2004	Managing director Pasquale Design Communications