



• **future of marketing summit  
new zealand**

**30 July - 1 August 2025**

**Day 1**

**Wednesday 30 July 2025**



**2025  
Agenda**

## DAY 1 • WEDNESDAY 30 JULY 2025

09:00am – 12:00pm • Lobby

### Delegate Registration

Delegates will arrive at the hotel to register and check in ahead of the afternoon formalities. A welcome lounge will be set up with refreshments and snacks.

12:00pm – 02:00pm • Camelot Room

### Marketers-Only Lunch | The Future of Customer Experience. Making Growth Work

This isn't a pitch. It's a challenge to rethink how we grow, why we grow, and where the real opportunities lie. Growth has never been more complex, or more contested. But with the right clarity and focus, complexity can create opportunity. In this session, we'll explore how the future of growth is tied directly to the way businesses design and deliver customer experiences that matter.

Forget sweeping transformation programs and vague promises. The next era of CX is about precision:

- Insight-led action – smart, incremental moves that drive meaningful progress.
- Predictive growth modeling – spotting the highest-impact opportunities across the customer journey.
- Focused problem-solving – identifying and tackling the right challenges to unlock sustainable growth.

We'll share real-world examples and practical tools to help you build a CX strategy that delivers results; growth that's not just bigger, but better. Growth that's rooted in creativity, driven by data, and aligned with the values customers care about most. The future of CX is about leading with purpose, cutting through the noise, and finding the levers that move the needle.



**Matt Townsend**  
Executive Product Director  
AKQA



**David Clarke**  
Executive Experience Design Director  
AKQA

AKQA

12:00pm – 02:00pm • Little Red Fox Lounge

### Networkers Briefing Light Lunch

All networkers will be treated to a light lunch. Discover how to maximise your experience at iMedia, gain valuable insider tips, and ensure all your meetings are scheduled for Business Connect.

iMedia

02:00pm – 02:30pm • The Great Hall

### Welcome & Opening Remarks

Join Helena Stylman and the iMedia team for a warm welcome.

Helena will guide you through the top industry topics identified by our Advisory Board. It's a great chance to catch up on the latest trends and insights in the field.

iMedia



**Helena Stylman**  
Managing Director ANZ  
iMedia

02:30pm – 02:55pm • The Great Hall

### Plugged In: The Creative Spark Behind Retail Media

Retail media is evolving fast—and creativity is becoming the game-changer. Alex Lawson from Market Media sets the scene with a look at the creative opportunities shaping this space, before moderating a conversation with NZ Marketer of the Year 2024 Frankie Coulter, Karla Watts from The Warehouse and Kate Heatley from DDB Aotearoa. Together, they'll unpack the thinking behind the Vogel's Toaster campaign and what it reveals about the future of brand, retailer, and agency collaboration.

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**Alex Lawson**  
Head of Strategy & Media  
Market Media



**Karla Watts**  
Head of Client Partnerships  
Market Media



**Frankie Coulter**  
CMO  
Goodman Fielder



**Kate Heatley**  
Lead Business Partner  
DDB Aotearoa



02:55pm – 05:15pm • The Great Hall

### Business Connect

The dynamic Business Connect session is an experience in itself and unique to iMedia Summits. Attendees will delve into 10 x 10 minute efficient and purposeful meetings. In these quick yet impactful sessions marketers will get the chance to uncover synergies, tap into innovative solutions, and open the door for a prospective business partnership. This session is all about maximising a marketers networking and tech awareness, and driving strategic goals to gain that competitive edge. Delegates are required to request and confirm these meetings prior to the summit.

market  
media.  
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THE WAREHOUSE GROUP

05:15pm – 07:00pm

**Free Time** Delegates can use this time to refresh, check-in with work and explore the surroundings.

## DAY 1 • WEDNESDAY 30 JULY 2025

07:00pm - 09:45pm • The Great Hall

### Welcome Dinner

The official Welcome Dinner & networking reception held on the first night is the perfect way to build relationships with key conference delegates, speakers, and sponsors in a more relaxed atmosphere.

### Dinner Keynote - Consumerography: Understanding and Engaging with The Future Customer

What's really driving the next wave of consumer behavior? In this insightful session, social researcher and trends analyst Sophie Renton unpacks the shifting demographics, emerging mindsets, and evolving digital habits shaping the modern New Zealand consumer. From generational shifts to the impact of global and digital trends, this session will help marketers decode today's customer psychology and prepare for what's next.

### Key Takeaways

- A data-driven snapshot of the future New Zealand consumer and the segments reshaping the market.
- How to engage Baby Boomers while staying relevant to Gen Z and Generation Alpha.
- The impact of global, digital, and social trends on consumer decision-making.
- Rethinking engagement strategies in a mobile-first, highly visual, and fast-changing landscape.
- Navigating mega-trends to future-proof your brand.

This session is essential for marketing, brand, and digital leaders looking to stay ahead of shifting consumer expectations and create meaningful, lasting connections.



**Sophie Renton**

Managing Director  
McCrindle





mediaworks

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# 2025 Agenda

## DAY 2 • THURSDAY 31 JULY 2025

06:00am - 08:40am • Garden Court Brasserie

### Breakfast | Brought to you by Vistar Media

Rise and Shine! Kick off your day with a buffet breakfast, served bright and early from 6:00am in the Garden Court Brasserie.



08:40am - 08:50am • The Great Hall

### MC Opening



**Yvonne Adele**  
Event Host and Official MC  
iMedia



08:50am - 09:25am • The Great Hall

### The AI-Powered Marketer 2.0: Leading Marketing Teams in a New Era

AI is reshaping marketing—writing ads, designing campaigns, and automating creativity. But does it enhance marketers' roles or replace them?

Join us to explore:

- **AI as a creative tool or a threat** – Does it empower marketers or make them redundant?
- **The rise of the “1-person marketing team”** – Are we upskilling or downsizing?
- **Authenticity vs. automation** – Can AI truly connect with human emotions?
- **Balancing creativity and efficiency** – Is marketing becoming too formulaic?
- **Future-proofing your team** – How to stay relevant in an AI-driven world.

AI isn't replacing marketers—it's changing the game. Are you ready to play?



**Louise Cummins**  
Founder  
ACAM - Australian Centre for AI in  
Marketing



09:25am - 09:50am • The Great Hall

### Why Streaming Works

The unique qualities that makes BVOD different, and why it works.



**Skipper Lomiwes**  
Programmatic Manager  
TVNZ



09:50am - 10:15am • The Great Hall

### The Audio Opportunity

Across all formats audio is growing listening and audience, yet for many marketers the vast opportunities remain untapped. Sharing some research, case studies and a dose of opinion this session will encourage marketers to re-consider how they view audio and the role it should play in today's marketing landscape.



**Alistair Jamison**  
CEO  
The Radio Bureau



10:15am - 10:25am • The Great Hall

### The Future of Data-Driven Marketing is in Connectivity, not Data Ownership

Up until recently, hungry data-strategies were centred around two strategic approaches: buy or build. Either you acquired large-scale data assets or you built your own proprietary data infrastructure.

Whilst potentially powerful, this approach comes with considerable challenges. When you acquire data, you inherit not only the strategic benefits but also the legal and reputational risks associated with managing consumer data. Similarly, you become reliant on the strengths and weaknesses of that particular dataset as well as its freshness and adaptability.

Consequently, we've seen the rapid emergence of technology that facilitates data connectivity and collaboration. This is giving brands and agencies the ability to access and leverage insights from multiple datasets without ever needing to centralise or take ownership of the data. It's a shift from the 'big data' mentality toward one of access-only, zero-copy, non-movement of data, with data minimisation and utility at its heart.



**Richard Knott**  
SVP APAC  
InfoSum



10:25am - 10:55am • The Great Hall Foyer

### Coffee Break

Fuel up: Get your caffeine fix with barista coffee or tea, perfectly paired with a tempting selection of food.














10:55am – 11:30am • The Great Hall

Marketing Mastermind Roundtables

Join us for a series of dynamic roundtable discussions where collaboration leads to innovation. In these 30-minute sessions, you'll connect with industry peers to tackle common challenges, exchange success stories and explore cutting-edge strategies shaping the future of marketing. Forge meaningful connections, explore best practices, and become an integral part of the marketing community's evolution.

ROUNDTABLES

<p>Can You Hear Me? Audio's Role in a Distracted World</p> 	<p>Beyond Walled Gardens: Creating a More Balanced and Resilient Media Strategy</p> 	<p>Decentralised Search: Staying Discoverable in the Age of ChatGPT, TikTok &amp; Reddit</p> 
<p>How can marketers future-proof their teams by developing AI-ready skills and talent?</p> 	<p>How can marketers foster stronger cross-functional collaboration in a tech-driven marketing landscape?</p> 	<p>How can marketers build brand resilience and maintain consumer trust in uncertain times?</p> 
<p>How can marketers evolve their brand positioning to stay relevant in a shifting cultural landscape?</p> 	<p>How can marketers integrate AI and automation without losing authenticity and human connection?</p> 	<p>How can marketers design customer experiences that feel personalised, not intrusive?</p> 
<p>How can marketers rethink their content strategies for an era of AI-generated media?</p> 	<p>How can marketers use AI-driven insights to optimise their campaigns and improve ROI?</p> 	

11:35am – 11:55am

BREAKOUT SESSIONS

The Great Hall 5 Key Things You Need to Know Right Now

This presentation will explore the five biggest trends currently shaping the advertising and media landscape. Coming from both media and creative perspectives, it will highlight critical shifts including changing media spend priorities, the importance of culturally relevant, impactful creative and of course, AI. Gain insights into what's working, what's changing, and how marketers and agencies can successfully navigate this rapidly evolving environment together.



Elle Lee  
Managing Partner  
Stanley Street



Courtney Newton  
Head of Media  
Stanley Street

STANLEY STREET AGENCY

Camelot Room Transforming Marketing ROI with AI-Driven Insights – The Niteco & Heineken Case Study

In today's volatile market, leading brands must move beyond intuition and fragmented analytics to achieve true marketing agility and ROI. This session showcases how Heineken, in partnership with Niteco, leveraged advanced, enterprise-grade AI to transform campaign planning and budget allocation.

Attendees will discover how Niteco's secure, scalable AI platforms—from its multi-modal engine to its robust Decision Support System—enabled Heineken to unlock actionable, real-time insights and rapidly simulate hundreds of scenarios, overcoming the limitations of manual decision-making.

Join us to discover a proven, practical pathway for marketers to harness AI—not as a replacement, but as a strategic partner—enabling resilient growth and authentic customer engagement in an ever-evolving landscape.



YiLun Miao  
Country Manager, ANZ  
Niteco

niteco

12:00pm - 12:20pm

## BREAKOUT SESSIONS

### The Great Hall The Supply Chain Showdown: Tech, Data & the New Rules of Engagement

As programmatic evolves, the lines between DSPs and SSPs are no longer clear-cut. In this session, we'll unpack why SSPs are stepping into a more strategic role. With direct access to premium inventory and real-time signals, SSPs are uniquely placed to apply data with precision—closer to the point of impact. We'll also look at how retail media, first-party data, and evolving identity strategies are reshaping the power dynamic, putting SSPs at the heart of more effective and transparent media activation. Join us as we explore what this shift means for publishers, brands, and the future of digital advertising.



**Ricky Chanana**  
Director of Sales ANZ  
PubMatic



### Camelot Room From Peaks to People: The Data-Led, Heart-Driven Strategy Behind NZSki's Growth

Learn how data driven Brand Strategy and Personalisation can scale results.

In this candid, practical session, Mel Tweedie (GM Sales & Marketing, NZSki) and Dave Hockly (Director, Data Story) share how and why NZSki reinvented its marketing strategy to unlock deeper engagement and sustained growth.

They'll explore the shift from short-term sales activation to a brand-led model, detailing how distinct brand identities were crafted for Coronet Peak, Mt Hutt, and The Remarkables. You'll also see how data-powered personalisation is helping these mountain brands connect more meaningfully with diverse audiences, driving loyalty, advocacy, and long-term results.



**Dave Hockly**  
Director  
Data Story

DATA STORY



**Mel Tweedie**  
GM Sales & Marketing  
NZSki



12:25pm - 12:35pm

• The Great Hall

### Creativity Redefined

Delves into the future of marketing, emphasising the need for brands to adapt in a hyper-connected world. It highlights the importance of capturing attention, staying relevant, and being culturally attuned, while leveraging AI for ideation, personalised marketing, and real-time data analysis. Jess will explore the transformation of creative work from traditional storytelling to interactive experiences across multiple platforms, advocating for the integration of creativity with data and agility. Overall, Creativity Redefined calls for embracing change and innovation in the marketing landscape.



**Jessica White**  
VP, Creative & Media  
DEPT



12:35pm - 01:00pm

• The Great Hall

### Building Data into Business Growth

We've got more data in marketing than ever before - but turning it into action? That's the tough part. Despite access to powerful platforms and deep customer insights, many of us still struggle to turn analysis into tangible outcomes. Meanwhile we are under more pressure than ever to deliver ROI with data security governance and fast-evolving AI tools.

The Publicis Data Intelligence Hub is a service model developed to leverage the AI and MarTech tools we have today toward fit-for-purpose data and technology solutions. We will share how the approach works and listen to local marketers who have successfully closed the gap between knowing and doing.



**Emily Isle**  
Chief Digital Officer  
MBM (Publicis Media Group)



**Nikola McCarthy**  
Head of Digital Marketing  
Samsung NZ



**Callum Lovell**  
Head of Marketing  
New Zealand Mint | Agoro



**Nick Peat**  
General Manager  
Digitas NZ



01:00pm - 01:45pm

• Camelot Room

### Lunch

Join us for lunch before you head out on your afternoon activities.



01:45pm - 05:00pm

## NETWORKING ACTIVITIES

**NZ Gin Journey**  
Brought to you by

**Dave Clark.**

**Go Karting**  
Brought to you by



**Paint & Sip**  
Brought to you by



05:00pm - 06:45pm

### Free Time

06:45pm - 09:30pm • The Great Hall

### Celebratory Dinner







• future of marketing summit  
new zealand

30 July - 1 August 2025

# Day 3

## Friday 1 August 2025



2025  
Agenda



## DAY 3 • FRIDAY 1 AUGUST 2025

06:00am – 08:45am • Garden Court Brasserie

### Breakfast | Brought to you by Vistar Media

Rise and shine! Fuel up with a buffet breakfast available from 6:00am – the perfect way to power your day.



08:45am – 09:00am • The Great Hall

### MC Opening Remarks



**Yvonne Adele**  
Event Host and Official MC  
iMedia



09:00am – 09:35am • The Great Hall

### Smarter Tools, Smarter Marketers: Educating in an AI Era

This panel brings together leading marketing academics and an industry voice to explore how to better prepare the next generation of marketers for an AI- and tech-driven industry. With tools evolving rapidly and expectations shifting in the workplace, we'll ask: What should universities be prioritising in their marketing programs? What does true career readiness look like in 2025 and beyond? And what can industry do to nurture talent pipelines?



**Dr Sommer Kapitan**  
Associate Professor in Marketing  
AUT



**Ekant Veer**  
Acting MBA Director  
University of Canterbury



**Iris Benedikt**  
Chapter Lead (Head of) Digital  
Performance Marketing  
Air New Zealand



**Hone Paul**  
Director of Marketing  
University of Otago



09:35am – 10:00am • The Great Hall

### The Rise of the Creator Economy

As traditional marketing strategies evolve, the Creator Economy has emerged as a powerful force reshaping the way brands connect with their audiences. In this session, we will explore the key trends driving this movement and what it means for businesses today. Discover how creators are redefining influence and providing unique opportunities for brands to engage with consumers in authentic and meaningful ways. Learn how we can empower creators to thrive, how brands can leverage these partnerships to enhance their storytelling, reach and ultimately deliver business results.



**Jenny Appel**  
General Manager  
OMD Content



**Nathan D'Mello**  
Social Strategy Lead  
The Warehouse Group



10:00am – 10:25am • The Great Hall

### Beyond data to knowledge

While international brands serve ads based on digital breadcrumbs, local media connects through context, culture, and trust. It's not just reach—it's a relationship.

Scale is meaningless if it misses the mark. And in a world where attention is splintered and generic messaging is ignored, local intelligence — emotional, behavioural, cultural — becomes your unfair advantage.

Owner and Publisher of the country's largest and most dynamic media platform, Sinead takes you behind the scenes to discover how Stuff Group gains, shares and calls on insights into New Zealanders to inform its business strategy and partnerships.

In conversation with Brodie Kane, she'll share perspectives from her role on the Board of the International News Media Association. You'll go behind-the-scenes to discover Sinead's global perspective into how audience platforms around the world are evolving with AI, leaning into human connection and engaging at a deeper level - providing commercial partners with new ways to build stronger, more effective and valuable relationships, every day.



**Sinead Boucher**  
Owner and Publisher  
Stuff NZ



**Brodie Kane**  
Broadcaster



10:25am – 10:55am • The Great Hall Foyer

### Coffee Break

Fuel up: Get your caffeine fix with barista coffee or tea, perfectly paired with a tempting selection of food.



## DAY 3 • FRIDAY 1 AUGUST 2025

10:55am – 11:30am • The Great Hall

### Marketing in Motion: Transforming for Success

Marketing leaders are often laser-focused on what's going to market- campaigns, content, channels, conversions. But how often do we step back and apply that same level of strategic discipline to the marketing function itself?

Fact: You can't unleash the full potential of marketing, without proactively evolving the marketing system - the inner mechanics of how marketing gets done and who does it. But a match-fit marketing function is unique to the stage, ambition and context for each business, so how do we work out what the goal-posts are, and the roadmap to get there?

In this 35-minute keynote, Jenn ten Seldam, Wingmaven Co-Founder and ex-CMO for SEEK and former Global EGM of Product Marketing at Xero, will challenge and equip marketing leaders to approach marketing transformation as an ongoing, high-stakes leadership responsibility.

You'll learn:

- Why being as strategic about the shape of your function as you are about your campaigns is the unlock for greatest Marketing ROI
- How to determine what needs to evolve now, what should come next, and what can wait till later—so you don't try to fix everything at once
- What shifts when you lead as a marketing architect, not just a marketing operator

This session will resonate with anyone leading at the intersection of change and growth—especially if you've started to question whether your current function can keep pace with the ambition of your business.



**Jenn ten Seldam**  
Co-Founder and Director  
Wingmaven

 **WINGMAVEN**

11:30am – 11:55am • The Great Hall

### We trust people who are like us. The same goes for brands.

Forget brand loyalty – Kiwis are loyal to what it is to be a Kiwi. When we recognise our own cultural DNA in a brand, trust happens emotionally and unconsciously. It's the hidden psychology of cultural connection.

Why does it matter? Too many brands are obsessing over demographics and personas. They're missing the real magic that happens in the milliseconds when there's recognition between an individual and a brand. In this session, Colleen will decode the invisible cultural signals that make Kiwis feel connected to brands.



**Colleen Ryan**  
Partner  
TRA

**TRA**

11:55am – 12:30pm • The Great Hall

### Brand transformation and customer trust at Turners Group NZ

How do you transform a wholesale auction house into one of New Zealand's most trusted retail brands? Join us for an inside look at Turners Group's journey and discover how campaigns like "Tina from Turners" built emotional connections and customer loyalty. Gain insights into brand reinvention, trust-building strategies, and the power of authentic storytelling in this fireside chat with Turners Groups' Senior Brand Manager, Natalie Grainger and iMedia Advisory Board Chair, Mark Jones.



**Mark Jones**  
Brand Strategist and Executive Impact  
Coach  
Impact Institute



**Natalie Grainger**  
Senior Brand Manager  
Turners Auto Retail Division

 **Turners**  
Auto Retail Division

12:30pm – 12:45pm • The Great Hall

### Closing Remarks & Unrivalled Networker Prize

  
**Unrivalled**

12:45pm – 01:35pm • Camelot Room

### Close the loop lunch

The final lunch is designed to satiate any final questions and close the loop on the summit.

 **imedia**