



• future of marketing summit
australia

Day 1

Monday 02 September 2024



2024
Agenda

DAY 1 • MONDAY 02 SEPTEMBER 2024

09:00am - 12:00pm • Hotel Foyer

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. * Hotel check in guarantee from 3pm.

12:15pm - 02:00pm • Horizon Room

Marketers-Only Lunch | A Culinary Journey of Transparency



Jessica Miles
Country Manager
Integral Ad Science



12:30pm - 02:00pm • Pearls Bar

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.



02:00pm - 02:10pm • Ballroom

Marketers Business Connect Check-in Marketers make their way to the Ballroom to check-in and find their tables for Business Connect.

02:10pm - 02:20pm • Ballroom

Networkers Business Connect Check-in Networkers make their way to the Ballroom to check-in and find their tables for their first Business Connect meeting.

02:20pm - 02:30pm • Ballroom

Welcome & Opening Remarks Presented by Helena Stylman, Managing Director ANZ, iMedia



02:35pm - 05:00pm • Ballroom

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.



05:00pm - 06:00pm

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

06:00pm - 06:30pm • Ballroom Foyer

Pre Dinner Drinks



06:30pm - 10:00pm • Ballroom

Welcome Dinner | Brought to you by UnLtd & Mood Tea

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.

Opening Keynote | The 5-Minute Marketing Innovator

Innovation doesn't have to take long. In fact, we can innovate with as little as five minutes a day. Now more than ever, innovative ideas are the currency for marketing success. While we know innovation is valuable, it's a sad fact that too many of us just don't have the time to innovate... Or do we? The good news is no matter how time-poor, or how crammed our heads might be with traditional marketing skills, with Nils Vesik's 5-minute innovation techniques anyone (even a time poor CMO) can start innovating to improve their marketing results. You'll come away with...

- A mental deck of quick practical processes to solve marketing problems
- Proven prompts to generate ideas on demand
- A rekindled ability to uncover lucrative customer insights
- Creative inspiration to generate innovative & effective marketing campaigns

And remember, if you have time to complain about a problem, you have time to solve it — especially with these 5-minute hacks!

So, get ready to transform your marketing mojo in less time than it takes to endure a status update meeting!



Nils Vesik
Innovation Expert



• future of marketing summit
australia

Day 2

Tuesday 03 September 2024



2024
Agenda

DAY 2 • TUESDAY 03 SEPTEMBER 2024

06:30am - 08:30am • Terraces Restaurant

Breakfast | Brought to you by Bazaarvoice

Day 2 begins with breakfast and barista coffee!



08:30am - 08:40am • Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



08:40am - 09:15am • Ballroom

Future Demand: How to Explain the Value of Brand Marketing to Non-Marketers

How does brand marketing add commercial value? It's easy to see the effects of performance marketing and other short-term promotional activities. But demonstrating the financial impact of brand marketing has always been much more difficult. In his latest book 'Future Demand', marketing effectiveness expert James Hurman presents a simple mental model for understanding the role of brand building – and communicating it to non-marketing stakeholders. In this presentation James will explore what's most effective when driving quick spikes in sales, and compare to what's most effective in driving sustained long-term growth for brands.



James Hurman
Founder/Co-founder of Previously Unavailable, Tracksuit, AF Drinks and Toothcrush

09:15am - 09:40am • Ballroom

Traditional Advertising Is Broken: Discover Why and How Leveraging Branded and Native Content Enables Brands To Engage Audiences In A More Effective Way

In this keynote, Avid's Head of Direct Advertising Partnerships will explore how native and branded content can help marketers navigate cultural and behavioral shifts of modern consumers.

The session addresses the industry-wide challenge of engaging audiences who increasingly resist & dislike advertising, showcasing Avid's role of native content framework as a more effective solution.

Leah will share how a range of advertisers have used publisher advocacy and content within their marketing mix to shift perceptions and build lasting connections with audiences, whilst demonstrating the value of authentic storytelling with proven, measurable results.



Leah Stalker
Head of Direct Advertising Partnerships & Marketing Lead
Avid Collective



09:40am - 10:10am

MARKETING MASTERMINDS ROUND 1

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.

Table 1 Maximising The Value Of Your Social Channels: Where's The Time For Creativity?

How can marketers effectively balance operational tasks with creative endeavours with their audience in mind?

How do you listen to consumers and benchmark against your competitors?

What are some of the important metrics to look at when it comes to campaign optimisation for your social campaigns? Reach, engagement, or conversion?



Martin Kelly
Director of Field Marketing - APAC
Brandwatch



Brandwatch

Table 2 The Power of Play: Unlocking Revenue Potential with Mobile Games and Applications

Despite being the most popular app category - mobile gamers remain under-represented in media plans. Cinema and TV might promise attentive audiences and effective reach - but they can't achieve scale. Mobile gaming can be the place where modern marketers combine more attention - and cost effective reach. Join our round table to dive deeper into how mobile gaming apps have become center stage for users - and can drive incremental reach and brand impact.



Stuart Kruger
Head of Sales, ANZ
Digital Turbine



Digital Turbine

Table 3 Considering Context, How do Brands Develop Contextual Strategies Across Their Broader Media Buy?

With brands adopting a privacy first targeting approach what role does context play?

How do brands set up their contextual strategies?

Which partners do brands use to drive these contextual strategies?



Tarlyn McStay
Victorian Sales Manager
GumGum



Table 4 Transforming Customer Interactions: Strategies for Enhanced and Inclusive Digital Experiences

CMOs are tasked with building an adaptive marketing function that demonstrates value to both the business and its customers. In today's crowded digital landscape, the online experiences you offer are crucial to customer interactions with your organisation. This roundtable will explore strategies for creating remarkable, accessible, and secure digital experiences.



Paul Thompson
APAC Partnerships Manager
Acquia



Gabriel Ponzanelli
GM, Asia Pacific & Japan
Acquia



Table 5 From Data to Dollars: Optimising Data Management for Better ROI

In a data-driven world, effective data management is crucial for maximising marketing ROI. But easily accessible, up-to-date data can be half the battle. This roundtable will explore how marketers can optimise data processes, focusing on best practices, tools, and techniques to enhance efficiency. Participants will discuss challenges like data silos and quality issues while sharing strategies to align data management with business goals for sustainable growth.



Spencer Ratliff
Co-Founder/CEO
Able Foods



Rick Lanman
Head of CX Strategy
Pendula



Table 6 Acquisition vs Lifecycle Marketing

The modern marketing landscape demands a nuanced approach to balancing customer acquisition and lifecycle marketing. While acquisition efforts often command a significant portion of marketing budgets due to their immediate impact on growth metrics, lifecycle marketing—focused on nurturing and retaining existing customers—can be perceived as secondary. This discussion aims to explore whether lifecycle marketing is indeed the “poor cousin” to acquisition, or if it holds untapped potential to drive long-term value and profitability. For leaders in marketing, growth, data, technology and customer teams the challenge lies in recalibrating strategies to ensure that customer lifetime value is maximised while not compromising the pursuit of new customers.



Michael Lavery
Enterprise Account Executive
Braze



Table 7 Everything You Need To Know About MMM Modelling (But Were Too Afraid To Ask...)

Join Steve Sinha in a comprehensive & practical conversation around how to make MMM Modelling happen for your brand. A perfect forum for asking key questions.
What outputs can I expect? What marketing activities can I measure?
Can I use MMM Modelling for forward planning decisions?
What service & commercial models can I use to set up MMM Modelling?
How long will it take to set up? What data do I need to provide?
Steve will be joined in two of the sessions by Dan Ferguson, CMO of Adore Beauty to provide a marketer’s perspective on a highly successful and ongoing model build.



Steve Sinha
Managing Director Australia
Analytic Edge



Table 8 Sustainable Advertising: Why it's Important for Both the Planet and Improves Your Marketing Outcomes

In this roundtable discussion, we'll examine the three key drivers that are driving the push towards more sustainable advertising: Climate change reduction; Marketing effectiveness; and Legislation.
Participants will gain an understanding of how to measure carbon emissions across the advertising ecosystem and discover how to implement successful strategies to reduce emissions whilst improving marketing outcomes. Additionally, we will discuss how to supply your leadership and board with the necessary data to demonstrate your commitment to sustainability.



Joanna Georges
Head of Australia & New Zealand
Scope3



Table 9 How are Australian Brands Using Gaming as a Channel to Reach Mass Audiences for Awareness and Consideration?

Over 81% of Australians are gaming right now, offering huge opportunity for brands. Brands are already responding, with in-game advertising growing rapidly.
Scroll Media Gaming will help you familiarise yourself with the landscape, answer your questions and share useful examples of success in gaming.



Adam De Roma
Head of Sales Australia
Scroll Media



Table 10 Optimising Ad Performance in Social Media and Breaking News Environments: Balancing Visibility with Brand Safety

In today's high-speed world of social media and breaking news, brands have unparalleled opportunities to connect with massive audiences. But with user-generated content, political sensitivities, and misinformation constantly in play, how do you ensure your brand stays visible and safe? Join the IAS Team as we dive into the risks and rewards of these fast-paced platforms, sharing strategies for managing brand safety in an unpredictable landscape. If you want to stay ahead of the curve, this is the session you can't afford to miss!



Jessica Miles
Country Manager
Integral Ad Science



Table 11 How can a brand leverage unified customer experiences and personalisation to create genuine connections without overstepping privacy boundaries?



Ariana Miller
Ariana Miller
Envato



Table 12 How can a brand adapt to changing consumer landscapes and cultural shifts to remain relevant and resonate with a diverse audience?



Matt McInnes
Director, Brand Experiences
TAFE NSW



Table 13 How can a brand bridge the gap between generalists and specialists in marketing teams to maintain cohesive strategies?



Antonella Hellier
Head of Social
University of Melbourne



Table 14 How can a brand develop AI-driven marketing strategies that provide valuable insights and optimise consumer engagement?



Nick Whitehead
Chief Marketing Officer
Serko



DAY 2 • TUESDAY 03 SEPTEMBER 2024

CONTINUED

Table 15 How can a brand prioritise health and wellbeing in the workplace to boost productivity and cultivate a supportive culture?



Jade Lish
Head of Marketing
v2food



10:10am - 10:40am • Ballroom Foyer

Coffee Break | Brought to you by Bazaarvoice

Take a break and refuel with morning tea thanks to Bazaarvoice.



10:40am - 11:05am • Ballroom

No Customer left Behind: Digital Strategies to increase ROI

If you're looking for ways to better reach your audience and drive higher ROI, you're in the right place. In the U.S. alone, brands are losing up to \$6.9 billion annually to competitors who prioritise accessibility. It's not just about compliance; accessibility is a stimulus for creating more engaging and productive digital experiences for all users.

Join Acquia's APAC Partnerships Manager, Paul Thompson, as he delivers key accessibility strategies to grow your customer base, improve customer satisfaction and brand loyalty, and increase revenue.



Paul Thompson
APAC Partnerships Manager
Acquia



11:05am - 11:15am • Ballroom

How to Successfully use AI in Media

Is the hype real? Join this session with StackAdapt as they cover everything you need to know about AI in Advertising. This session will cover the reality of AI claims, industry trends, the benefits of AI in advertising, and why it is critical to use a programmatic platform that is leveraging AI in your marketing mix.



Berina Colakovic
Director of Sales, APAC
StackAdapt



11:15am - 11:45am

MARKETING MASTERMINDS ROUND 2

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Brandwatch



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Joanna Georges
Head of Australia & New Zealand
Scope3



Table 9 How Can Brands Drive New Revenue Streams with Shoppable Media and Transform Content and Ads into Digital Storefronts

In this discussion with Scroll Shoppable Media (powered by Voodoo) we'll explore how you can empower “shopping everywhere” by bringing the checkout to your customers online. Discover how video can help convert consumers all the way through the funnel with shoppable video.



Jane Ormsby
Managing Director
Scroll Media



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Jessica Miles
Country Manager
Integral Ad Science



Table 11 How can a brand establish digital trust while balancing data privacy and personalisation to foster long-term customer loyalty?



Prue Mahar
Prue Mahar
REA Group



Table 12 How can a brand stay ahead of cultural and demographic shifts to ensure marketing strategies remain relevant?



Georgia Thomas
Georgia Thomas
THE ICONIC



Table 13 How can a brand craft a culture of innovation by focusing on talent recruitment and development, particularly in specialised areas?



Gai Le Roy
Chief Executive Officer
iAB Australia



Table 14 How can a brand bridge the gap between generalists and specialists in marketing teams to maintain cohesive strategies?



Brigitte Slattery
Brigitte Slattery
Samsung Ads



DAY 2 • TUESDAY 03 SEPTEMBER 2024

CONTINUED

Table 15 How do brands grow: Loyalty or penetration?



Ben Oliver
Head of Media
Treasury Wine Estates



11:45am - 11:55am • Ballroom

How to Get More Organic Traffic to Your Site Through Evolving Search Engine Features and Changing Consumer Behaviour

In today's dynamic ecommerce landscape, understanding consumer shopping behaviour is key to improving your store's ranking on Google. What specific search engine features dominate various industries, and how can you leverage them? Join us for an in-depth exploration of a groundbreaking 122,000 data point study that reveals actionable insights to enhance your organic traffic. Discover what distinguishes a high-performing search result from a low-performing one and learn the practical steps you can take to optimize your online store for better visibility and increased clicks. We'll also touch on the broader topics of digital trust, personalisation, and the evolving consumer landscape, providing a comprehensive strategy to navigate the ever-changing digital marketplace.



Curtis Kennedy
Growth Guru
Online Marketing Gurus



ONLINE MARKETING GURUS

11:55am - 12:05pm • Ballroom

Context Beyond Keywords

As advertisers look to advance their targeting capabilities there is a renewed focus on context. But not all contexts are the same. In this session we will look at the different contextual methodologies, the various data inputs that can drive contextual strategies and how to look beyond just keywords.



Karan Kent
Head of Sales APAC
GumGum



gumgum

12:05pm - 12:20pm • Ballroom

Shifting CTV Gears – From Lean Back to Lean In

In this session, we'll deep dive into the challenges of capturing attention and engaging audiences on CTV. The way we consume TV has evolved with the rise of CTV, moving beyond the lean-back experience of linear TV. Marketers must adapt to these new habits and innovate to reach their audiences effectively. Join us for this session with Teads, where we will explore these new behaviours and discover new ways to run impactful campaigns on CTV.



Paul Dabell
Head of Sales, ANZ
Teads



Teads

12:20pm - 12:50pm

MARKETING MASTERMINDS ROUND 3

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gumgum

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Joanna Georges
Head of Australia & New Zealand
Scope3



Table 9 How Can Brands Use Their Content, Rather than Ads, to Reach and Expand Audiences, Drive Increased Engagement, and Deliver More Efficient Marketing Outcomes

Content is king, and amplifying brand's content to the right audience has never been more important to gain trust and credibility.
In this discussion with Scroll Media Native (powered by Nativo) we'll unpack how to get scale and efficiency with native articles and video across premium publishers in a fast and targeted way.



Jane Ormsby
Managing Director
Scroll Media



Adam De Roma
Head of Sales Australia
Scroll Media



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Beaudon McLaren
Beaudon McLaren
Westpac



DAY 2 • TUESDAY 03 SEPTEMBER 2024

CONTINUED

Table 13 How can a brand utilise social commerce strategies to effectively engage with consumers while maintaining a balance between creativity and commerce?



Ben Shute
Ben Shute
Team Global Express



Table 14 How can a brand bridge the gap between generalists and specialists in marketing teams to maintain cohesive strategies?



Nick Whitehead
Chief Marketing Officer
Serko



Table 15 How can a brand prioritise health and wellbeing in the workplace to boost productivity and cultivate a supportive culture?



Matt McInnes
Director, Brand Experiences
TAFE NSW



01:00pm - 05:00pm NETWORKING ACTIVITIES

Sailing in Paradise
Brought to you by



Pinot & Picasso
Brought to you by



Golf
Brought to you by



05:00pm - 06:30pm

Free Time

06:30pm - 09:30pm • Sheraton Pool

Poolside Reception | Brought to you by Avid Collective

After an eventful day, we will wrap up with dinner by the pool. This culinary experience offers various food stations and plenty of time for our delegates to network and unwind.





• future of marketing summit
australia

Day 3

Wednesday 04 September 2024

MARK JONES
MODERATOR

Maria Dubois



• Dan Ferguson

ADOREBEAUTY

• Angie Tutt

Formerly
Lego Group

future of marketing summit



2024
Agenda

DAY 3 • WEDNESDAY 04 SEPTEMBER 2024

06:30am - 09:00am • Terraces Restaurant

Breakfast | Brought to you by Bazaarvoice

Day 3 begins with breakfast and barista coffee!



09:00am - 09:10am • Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



09:10am - 09:45am • Ballroom

The Future of Marketing ... in this time of change

In this keynote address Professor Kennedy will look at the future of marketing. Drawing on robust knowledge from decades of R&D across categories, she will overview key things that we know are unlikely to change and give some recommendations to help you know what knowledge and tools you can trust. She will touch on some of the new party tricks (AI and scale personalisation) and discuss what they mean for smart targeting and brand growth.



Prof. Rachel Kennedy
Professor of Marketing
Ehrenberg-Bass Institute



09:45am - 10:10am • Ballroom

The New SEO Playbook: Removing the "mystery" behind rapidly scaling your SEO

A two-part workshop showing you EXACTLY how to audit your SEO performance to understand if it's producing an ROI and a detailed breakdown of the top 5 "move the needle" SEO strategies to scale your online presence that you can apply right now.



Joshua Poole
Head of Growth
StudioHawk



10:10am - 10:20am • Ballroom

Context meets creative: Mastering programmatic out-of-home for maximum impact

Programmatic out-of-home is the fastest growing medium in 2024. This session will highlight the importance of aligning your creative content with precise contextual targeting to spike consumer engagement. We'll showcase creative examples and case studies from brands that are leading the way, providing you with inspiration to elevate your campaigns and ensure your messages resonate in the most impactful environments.



Winston Stening
Group Sales Manager
Vistar Media



10:20am - 10:50am • Ballroom Foyer

Coffee Break | Brought to you by Bazaarvoice

Take a break and refuel with morning tea thanks to Bazaarvoice.



10:50am - 11:15am • Ballroom

When Culture is A Strategy

TikTok is more than just an entertainment platform; it's a cultural engine that impacts its audience's daily lives, connecting people and brands alike. Join us as we share the latest findings on how our community drives culture in the real world.



Amy Bradshaw
Head of Partnerships, AUNZ
TikTok



11:15am - 11:30am • Ballroom

Transforming Marketing: Emerging Consumer Trends Shaping the Digital Future

Join us for an exclusive preview of the latest findings from Honeycomb Strategy's Digital Insights Series. Discover the 5 crucial consumer trends that brands can leverage for growth. Gain invaluable insights into the evolving marketing landscape and how to thrive in a rapidly changing digital environment.



Renata Freund
Founder & Director
Honeycomb



DAY 3 • WEDNESDAY 04 SEPTEMBER 2024

CONTINUED

11:30am - 11:45am • Ballroom

Emerging Talent Trends and Essential Skills Shaping the Future of Marketing in Australia

Join Bez Tavassoli, Regional Director at Michael Page, as he takes us on a journey through the latest talent trends and essential skills shaping the future of marketing in Australia. Drawing on the deep expertise of Michael Page, Australia's top recruitment agency, Bez will explore how marketing roles are evolving and what lies ahead.

Key discussion points include:

- The growing demand for skilled marketing professionals.
- Essential tools and skills prioritised by executives, managers, and department heads for team success.
- The digital trends redefining the competencies expected from modern marketers.
- The vast opportunities available for those eager to innovate and adapt in the dynamic realm of digital marketing.



Bez Tavassoli
Regional Director
Michael Page

Michael Page

Michael Page

11:45am - 12:20pm • Ballroom

CMO PANEL: Adapting to the Age of Chief Multipurpose Officers: What lies ahead for the next generation of CMOs?

In the ever-evolving landscape of marketing, the traditional role of the Chief Marketing Officer (CMO) has transcended its conventional boundaries to become the Chief Multipurpose Officer. We invite respected and revered Marketing leaders to take the stage in a panel to discuss their journeys and share observations on this shift. Be in the room to hear this discussion as it delves into the complexities of this evolution and the possibilities for dynamic shifts in leadership.

This panel discussion will benefit fellow marketing leaders and current CMOs navigating the complexities of an evolving role with thought-provoking ideas and insights, strategic imperatives in marketing structures, and considerations regarding responsibilities, skill sets, data-driven decision-making, cross-functional collaboration, and organisational leadership. - moderated by Mark Jones



Mark Jones
Brand Strategist and Executive Impact Coach
Impact Institute

impact institute



Liana Dubois
Chief Marketing Officer
Nine Entertainment

Nine



Dan Ferguson
Chief Marketing Officer
Adore Beauty

ADOREBEAUTY



Angie Tutt
Former Senior Director, Head of Marketing at LEGO Group

12:20pm - 12:35pm • Ballroom

Closing Remarks & Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize!

The
EDIT SUITE

12:35pm - 01:35pm • Terraces Restaurant

Close the loop lunch

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

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