



• future of marketing summit
new zealand

Day 1

Monday 05 August 2024



2024
Agenda

DAY 1 • MONDAY 05 AUGUST 2024

09:30am - 11:30am • 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.

11:30am - 01:30pm • Bistro Lago

Marketers-Only Lunch | Crashing the retail media party: Non-Endemic brands get the invite

Retail Media, the hottest topic in town since Google announced the deprecation of the cookie and Amazon changed the marketing world, has largely been an endemic brand game. Unless you were sold in the store of the retailer, you were locked out, held back by a burly bouncer on the wrong side of the retailer's velvet rope. Until now.

Join Alex Lawson, Head of Strategy & Media for Market Media, the retail media network of The Warehouse Group, to find out how non-endemic brands are now activating in the exciting world of Retail Media, and how you can too!



Alex Lawson
Head of Strategy & Media
Market Media



12:00pm - 01:30pm • Cellar 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.



01:45pm - 01:55pm • The Terraces

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



01:55pm - 04:10pm • The Terraces

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.



04:10pm - 04:40pm • Cellar Lounge

Canapes Canapes will be served in the Cellar Lounge



04:40pm - 06:00pm

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

06:00pm - 06:30pm • Cellar Lounge

Pre Dinner Drinks



06:30pm - 09:30pm • The Terraces

Welcome Dinner | Brought to you by Sky

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 | Chasing Gold: Finding one story to rule them all

What's the future of marketing? How can marketers best position themselves and their brands for success? Mark's definitive keynote reveals the answers hidden in history, marketing eras, and a unique take on the technologies shaping our lives.



Mark Jones
Co-founder + Chief Storyteller
Impact Institute





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Day 2

Tuesday 06 August 2024



2024
Agenda

DAY 2 • TUESDAY 06 AUGUST 2024

07:00am - 08:25am • Bistro Lago

Breakfast | Brought to you by Dentsu Aotearoa

Day 2 begins with breakfast and barista coffee!

dentsu
aotearoa

08:25am - 08:30am • The Terraces

MC Opening Remarks



Mel Homer
MC
iMedia

imedia

08:30am - 09:05am • The Terraces

The Psychology of Digital Communication

Did you know you have a digital body language that impacts your digital conversations daily? In our current world of work the majority of our business communication is now digital (email, text, comms channels, mobile ph, online meetings, social media platforms). However, people have not been armed with enough information to understand the impact of this technology transition and its unintended consequences. This session will outline the subtle elements of digital communications and the developing shifts in business culture. By understanding these key elements you can directly reduce burnout, increase trust, increase productivity, improve connection and psychological safety in the workplace and with your customers.



Melissa Crawford
Director
Tech with Heart



09:05am - 09:30am • The Terraces

Multiculturalism is Mainstream: "Hey Marketers, New Zealand's Changing – Are You?"

We've got the inside scoop (thanks to our research with Kantar) on what newcomers and multicultural New Zealanders want from brands. In this session, you'll learn:

- Why trust matters more than price to newcomers
 - The surprising places to find them online
 - How to show newcomers you 'get' them with powerful content
 - Ways to make your brand a true icon for EVERYONE. Don't get left behind! This is your roadmap to success in 2024 and beyond
- <https://www.thinkwithgoogle.com/intl/en-apac/consumer-insights/consumer-trends/multicultural-marketing-consumer-insights/>



Kristin Sutter
Head of Strategy, Insights & International Growth AU/NZ
Google



Google

09:30am - 09:55am • The Terraces

The Cookie Crunch

After years of false starts Google has now announced that they WON'T deprecate third party cookies in Chrome. Slightly lucky because very few organisations were ready for this but do NOT think you're off the hook! Chrome only accounts for around 60% of web traffic in NZ and at the moment Google is saying they will create an opt in. It is never more essential that marketers understand the implications and how to ensure they are prepared for this ever-evolving environment. This is literally the topic du jour and hot off the baking tray. Don't miss it!



Sam Burns
Head of Digital
OMD



OMD

09:55am - 10:05am • The Terraces

Navigating the Surge: Tackling Misinformation and MFA Sites to Protect Your Digital Ad Spend

Two of the most critical technological challenges in the advertising industry today are the rampant spread of misinformation, both AI-powered and human-generated, especially ahead of the 2024 elections, and the prevalence of Made-For-Advertising (MFA) sites. The Association of National Advertisers recently reported that 21% of impressions, representing 15% of ad spend, are wasted on MFA sites. Katherine McVeity from IAS will discuss the implications of these challenges on brands' advertising investments and how to protect your ad spend for the best outcomes.



Katherine McVeity
Head of Customer Success
Integral Ad Science



IAS
INTEGRAL AD SCIENCE

10:05am - 10:35am • Cellar Lounge

Coffee Break | Brought to you by Dentsu Aotearoa

Take a break and refuel with morning tea thanks to Dentsu Aotearoa.

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aotearoa

10:35am - 10:55am

BREAKOUT SESSIONS

The Terraces Optimising conversion rates across customer channels

Ben Puji and Richard Phillips will cover a range of strategies and best practices for enhancing customer journeys and increasing conversion rates. By exploring real case studies and actionable insights, this will inspire marketers, customer success managers, and business leaders with the tools to drive higher engagement, foster customer loyalty, and ultimately boost revenue.



Richard Phillips
Head of Growth
SBS Wealth



Ben Puji
Chief Product Officer
Atomic.io



The Library The rise (and rise) of Programmatic OOH

A growth driver in a growth channel, Programmatic DOOH (pDOOH) is evolving out of the 'shiny new toy' stage and into BAU. Join Sandra Scott, Sales & Partnerships Director at Vistar Media conversation with Josh Turney (oOh! Media) as they unpack what's driven pDOOH growth so far, what the OOH industry is doing to advance it further, what technological advances will help it along the way...and who's doing it best.



Sandra Scott
Sales & Partnerships Director, NZ + Demand Sales,
APAC
Vistar Media



Josh Turney
Programmatic Channel Lead
oOh Media



11:00am - 11:20am

BREAKOUT SESSIONS

The Terraces Nods and Eyebrows

Over three days in Taupo, lots of smart people are going to make lots of smart predictions about the future of marketing. Brett is going to examine one thing that's likely to unite the predictions that come true.



Brett Colliver
Chief Creative Officer
dentsu | Merkle



The Library Attention in the Age of Distraction: Strategies for CTV

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 need to adapt to these new habits and innovate to effectively reach their audiences. Join us for this session with Teads, where we will explore these new behaviors and discover ways to continue running impactful campaigns on CTV.



Rémi Lafon
Managing Director - ANZ
Teads



11:25am - 11:45am

BREAKOUT SESSIONS

The Terraces A Conversation with Uber: Building a Leading Brand and Unlocking the Next Generation of Consumers

Join Shalyce McLean, Uber Advertising's Agency Lead in ANZ, as she hosts a conversation with Andy Bowie, Uber New Zealand's General Manager to discuss how brands can navigate the challenges of building and maintaining a strong brand presence in New Zealand's highly competitive marketplace.

Don't miss this thought-provoking session to gain valuable insights on successfully capturing and retaining consumers, particularly from the most digitally native Generation Z.

During the session, Uber will share their experiences on brand building and consumer engagement, and explore the role of technology and emerging digital advertising platforms like Uber Advertising in reaching and connecting with today's consumers.



Shalyce McLean
Agency Lead, ANZ
Uber Advertising



Andy Bowie
GM, NZ
Uber



DAY 2 • TUESDAY 06 AUGUST 2024

CONTINUED

The Library **Harnessing Marketing Mix Modelling (MMM) and Attention Optimisation Tools to maximise ROI**

In today's competitive marketing landscape, maximising return on investment is more crucial than ever. This session delves into the power of Marketing Mix Modelling (MMM) and attention optimisation tools, providing marketers with the insights and strategies needed to enhance their campaigns. Explore the intersection of MMM and attention optimisation and discover strategies that will align attention metrics with business objectives, ultimately crafting more efficient and effective campaigns tailored to your brand and category. Join us to uncover actionable techniques and real-world examples that will empower you to drive superior marketing outcomes and achieve unprecedented ROI.



Courtney Newton
Head of Media
Stanley Street



**STANLEY
— STREET
MEDIA**

11:50am - 12:15pm • The Terraces

From Privacy Policy to AI Personalisation: 1 year of TVNZ's data journey

In March 2023 TVNZ distributed its updated Privacy Policy to its 2.3 million TVNZ+ users in preparation for the launch of a Customer Data Platform (CDP). Since then TVNZ have unlocked a steady stream of data opportunities for advertisers. From custom audiences built to brief for advertisers to secure, privacy-centric data matching with advertisers using Clean Rooms each innovation builds on the solid foundation of data governance and customer led product development.

This session talks through the 1st year of taking data products to market (lessons learnt) and a glimpse at TVNZ's latest work training data models and building out measurement capabilities.



Robert Hutchinson
GM Digital - Commercial
TVNZ



12:15pm - 12:40pm • The Terraces

Les Mills International x TikTok: In Conversation

Join TikTok's country manager Carsten Grueber in conversation with Pip Renshaw Global Director of Marketing and Digital Operations for Les Mills International, and Sam Shennan APAC CEO from Incubeta on their journey from being a performance only advertiser to embracing a full funnel approach.



Pip Renshaw
Global Director of Marketing
Operations Operations
Les Mills



Sam Shennan
CEO APAC
Incubeta



Carsten Grueber
Country Manager New Zealand
TikTok



12:40pm - 01:20pm • Cellar Lounge

Lunch White water rafters will grab a packed lunch and head straight to the bus, Boat cruisers will enjoy a buffet lunch at the hotel before departing on the bus



01:00pm - 05:00pm **NETWORKING ACTIVITIES**

White Water Rafting
Brought to you by



Boat Cruise
Brought to you by



05:00pm - 06:30pm

Free Time

06:30pm - 09:30pm • The Terraces

Celebratory Dinner | Brought to you by OMD

Join us for the Celebratory Dinner at The Terraces





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Day 3

Wednesday 07 August 2024



**2024
Agenda**

DAY 3 • WEDNESDAY 07 AUGUST 2024

07:00am - 08:30am • Bistro Lago

Breakfast | Brought to you by Dentsu Aotearoa

Day 3 begins with breakfast and barista coffee!

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aotearoa

08:30am - 08:45am • The Terraces

MC Opening Remarks



Mel Homer
MC
iMedia

imedia

08:45am - 09:20am • The Terraces

Winning With Data: How Strong is Your Offence and Defence?

Rapid Technology evolution, Open Data and the rise of Generative AI are all features of our current data landscape offering exciting opportunities. The dark-side of these value-drivers can include the threat of cyber crime, compromise of privacy, and potential for significant harm to organisations and individuals. So what can organisations do to build a winning data strategy that balances our approach to the good, the bad and the ugly?



Sharon Abbott
Head of Data & Analytics NZ
ANZ Bank



09:20am - 09:35am • The Terraces

Announcing the launch of New Zealand's premium data collaboration network that prioritises privacy, the non-movement of data and the local NZ media market

InfoSum are excited to launch in New Zealand a privacy-by-design, data collaboration network involving the leading New Zealand media owners. The New Zealand media and marketing industries are under increasing pressure. Privacy demands are growing, data security risks are unacceptable, open web data signal loss is declining and global media competition are all driving new challenges everyday that make it harder for New Zealand brands and media owners to win.

In response, we have created an unbeatable opportunity for New Zealand marketers to speak directly to their current and prospective customers directly through New Zealand media owners, in a privacy-safe way. This is achieved through privacy-by-design "decentralised" first party data collaboration that involves optimal security through no data movement. Multi-party collaboration, analysis, segmentation and activation can be achieved at scale on the local New Zealand media landscape as easily as with the walled gardens, but with greater flexibility, privacy and security.

Richard Knott, GM ANZ at InfoSum, will cover the what, why and how you can leverage this globally leading solution today.



Richard Knott
GM, ANZ
InfoSum



09:35am - 10:15am • The Terraces

Marketer-led Roundtables

This session is a crowd favourite. Marketer-led round tables has leading brands moderate open discussions around their table's assigned topic. This session is a the perfect opportunity to compare notes on mutual pain points, share success stories or discuss strategic insights amongst peers. Roundtable topics and table moderators will be revealed upon arriving at the event, where you can sign up to the table most aligned to you and your interests.

10:15am - 10:50am • Cellar Lounge

Coffee Break | Brought to you by Dentsu Aotearoa

Take a break and refuel with morning tea thanks to Dentsu Aotearoa.

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aotearoa

10:50am - 11:20am • The Terraces

Agile... is it worth it?

Get ready for a spirited panel discussion as we dive headfirst into the ever-evolving world of agile marketing. Is it the magic bullet for marketing success or just another buzzword? Our panel of experts will share their real-world experiences—the good, the bad, and the downright confusing. We'll explore how agile marketing impacts team productivity and creativity, and tackle the challenges of balancing quick responses with structured processes. Whether you're a die-hard fan or a skeptical observer, this session promises a blend of insights and plenty of thought-provoking discussion.



Derek Ireland
Tribe Lead - Household Growth
Spark



Dr Sommer Kapitan
Associate Professor in Marketing
AUT



Will Harvey
Head of Brand
The Warehouse Group



DAY 3 • WEDNESDAY 07 AUGUST 2024

CONTINUED

11:20am - 11:55am • The Terraces

Relationships are everything - leaning into "the art" not the science

At a time when the accurate use of data is so critical, and seamless digital interactions with your brand are table stakes, it's never been more important to stand out.

To cut through, to move customers to "feel" something, and to inspire them to act.

Building strong relationships between your customers and brand is at the heart of beautiful story telling.



Clive Ormerod

CEO

AS Colour

ascolour.

11:55am - 12:10pm • The Terraces

Closing Remarks & Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize!

12:10pm - 01:00pm • Cellar Lounge

Close the loop lunch

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