



• future of marketing summit
australia

25 - 27 August 2025

Day 1

Monday 25 August 2025

i media



2025
Agenda



DAY 1 • MONDAY 25 AUGUST 2025

09:00am - 12:00pm • Diamond Foyer

Delegate Registration

Delegates will arrive at the hotel to register and check in ahead of the afternoon formalities.

12:30pm - 02:15pm • Akoya Restaurant

Marketers-Only Lunch | Mastering Media in the Age of AI with Clarity, Control and Confidence

Join us for an insightful session, 'Mastering Media in the Age of AI with Clarity, Control, and Confidence'. We'll explore how advanced AI and cognitive semantic technology are revolutionising media quality, going beyond traditional keyword-based approaches to understand sentiment, emotion, and context at scale. Discover how this granular control empowers brands to maximise ROAS through faster model delivery, higher data accuracy, and custom performance. We'll also delve into the future of brand safety and suitability in an increasingly AI-generated content landscape. Following the presentation, we'll have a fireside chat with Specsavers to discuss real-world applications and insights.



Jessica Miles
Country Manager
Integral Ad Science



Jodie-Marie Preddy
Senior Digital Performance Manager
Specsavers



12:30pm - 02:15pm • Clarity Room

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.



02:15pm - 02:30pm • Diamond Ballroom

Marketers and Networkers Check in

Marketers and Networkers, it's time to head over to the Diamond Ballroom and find your table for your very first Business Connect meeting. We'll kick things off right after the Opening Keynote—so once you're seated, you're all set to start connecting without missing a beat and having to swap seats.

02:30pm - 02:40pm • Diamond Ballroom

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.



Helena Stylman
Managing Director ANZ
iMedia



02:40pm - 03:15pm • Diamond Ballroom

Unshakeable: Resilience, Authenticity, and the Power of Showing Up

In a world of accelerating disruption, we're often told to adapt, pivot, and evolve - but rarely are we shown what that actually looks like, especially when the disruption is deeply personal.

In this keynote, Vanja Wilson, newly appointed GM of APAC at Partnerize, shares a powerful and deeply personal story of navigating dual challenges - her recent battle with ovarian cancer and stepping into a major leadership role. Through adversity, Vanja found strength not just in strategy, but in authenticity - showing up fully, even when everything felt uncertain.

With courage, candour, and characteristic wit, Vanja will unpack how resilience and vulnerability have shaped her leadership journey, and how these human qualities are not just compatible with high performance - they're essential to it.

Key Takeaways:

- How to lead with authenticity through uncertainty
- The role of vulnerability in modern leadership
- Learn how to sustain performance and presence - even in your most challenging seasons



Vanja Wilson
General Manager APAC
Partnerize

03:15pm - 05:45pm • Diamond 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.



DAY 1 • MONDAY 25 AUGUST 2025

05:45pm - 06:45pm

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

06:45pm - 07:00pm

Pre Dinner Drinks

Drinks will be served at the foyer in front of the ballroom, providing delegates with the opportunity to network with each other before the dinner commences.

i media

07:00pm - 10:00pm • Diamond Ballroom

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 - Leading across Generations in a Transformative Era

We are living through a defining decade – one marked by unprecedented technological advancement, sweeping social shifts, and one of the most significant generational transitions in history. As Baby Boomers retire, Generation X and Millennials rise into leadership, and Gen Z enters the workforce in full force, the way we live, lead, work, and connect is being reshaped. In this engaging keynote, Ashley Fell will unpack the generational and technological megatrends reshaping consumer expectations, marketing approaches, and workplace culture. She'll explore the evolving values and motivations of each generation and will equip attendees with insights to foster engagement, build inclusive teams, and futureproof their organisations – ultimately enabling them not just to navigate change, but to shape it.



Ashley Fell
Director of Advisory
McCrindle



• future of marketing summit
australia

25 - 27 August 2025

Day 2

Tuesday 26 August 2025



2025
Agenda

DAY 2 • TUESDAY 26 AUGUST 2025

06:30am - 08:30am • Akoya Restaurant

Breakfast

Rise and Shine! Kick off your day with a buffet breakfast, served bright and early from 6:30am in the Akoya Restaurant.

Big thanks to Contentful for keeping us caffeinated and energised with coffee



08:25am - 08:35am • Diamond Ballroom

Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



08:35am - 09:15am • Diamond Ballroom

The Augmented CMO: Leveraging AI to Amplify Human Creativity and Strategic Vision

As customer intent becomes more complex and fleeting, the traditional role of the CMO is under pressure. Consumers now move through decision journeys that are fast, unpredictable, and heavily influenced by context—making old-school marketing models feel increasingly out of step.

This session explores how marketing leadership needs to evolve to keep pace, focusing on the role of AI in decoding and responding to shifting customer expectations.

What's covered:

- Why the familiar funnel no longer fits, and what marketing leaders must do when journeys become moment-driven and nonlinear
- How the most effective CMOs are moving beyond creative oversight to become architects of human-AI collaboration
- The new skills marketing leaders need—from understanding AI's capabilities to managing its ethical use
- The pitfalls faced by CMOs who can't connect creative instinct with tech-powered execution
- How forward-thinking teams are restructured to blend imagination with intelligence, ensuring speed and relevance at every touchpoint

This is a look at the past, present, and future of customer intent—and how AI is rewriting the rules. The CMO of tomorrow won't just use AI—they'll rethink their entire role to bridge the gap between human needs and machine-powered marketing. Those who don't risk falling behind, no matter how strong their brand or market share.



Anthony Mittelmark
Strategic Innovation Consultant &
Fractional CTO

09:15am - 09:40am • Diamond Ballroom

Scaling with Confidence: Human Connection in the Age of Innovation

Join Chris Johnston, Senior Director of Partnerships at Braze, and Joshua Young, Senior Manager of Marketing Technology at SafetyCulture, as they explore how brands can embrace innovation while protecting customer trust. From lessons learned piloting AI-driven programs to the importance of keeping a "human in the loop," hear how SafetyCulture is balancing compliance, personalisation, and scale. Together with Braze, they'll share practical strategies for building resilient customer engagement that adapts to change, without losing the human connection at the heart of it all.



Chris Johnston
Senior Director of Regional Partnerships
Braze



Joshua Young
Senior Manager of Marketing Technology
Safety Culture



09:40am - 10:05am • Diamond Ballroom

SEO & AI: Cutting Through the Hype to Drive Real Revenue

AI is transforming SEO, but it's important to separate genuine opportunities from the hype! In this session, StudioHawk breaks it down, showing how AI can sharpen your SEO strategy without replacing expertise or real results. We'll dive into practical ways to use AI while staying laser-focused on what drives rankings, traffic, and revenue.



Joshua Poole
Head of Growth
StudioHawk



STUDIOHAWK

10:05am - 10:35am • Diamond Foyer

Coffee & Morning Tea Break

Take a breather and enjoy a refreshing morning tea break. It's a great time to unwind, mingle with other attendees, and prepare for the next set of discussions.




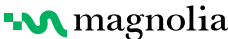










10:35am - 11:10am • Diamond Ballroom

Marketing Mastermind Roundtables 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.

ROUNDTABLES

<p>Personalisation: Game-Changer or Overhyped?</p> 	<p>Rethinking customer communications: Building brand trust in the age of AI and rising expectations</p> 	<p>Finding Balance: AI, Empathy, and Customer Engagement</p> 
<p>Marketing in the Age of AI: Creativity, Connection & Conscience</p> 	<p>How MMM Modelling Is Helping CMO's Define Marketing's Seat at the Table</p> 	<p>Making Your Digital Assets Sweat: Driving Growth Without a Costly Replatform</p> 
<p>Content that Connects</p> 	<p>How can marketers future-proof their teams by developing AI-ready skills and talent?</p> 	<p>How can marketers rethink loyalty programs beyond traditional discounts and points?</p> 
<p>How can marketers develop leadership skills to guide their teams through rapid industry changes?</p> 	<p>How can marketers build brand resilience and maintain consumer trust in uncertain times?</p> 	<p>How can marketers create seamless omnichannel experiences that drive customer engagement?</p> 
<p>The Augmented CMO: Leveraging AI to Amplify Human Creativity and Strategic Vision Q&A</p> <p>Anthony Mittelmark</p>		

11:10am - 11:20am • Diamond Ballroom

When Customers Call the Shots

Brand marketing builds trust. Performance marketing drives action. But in a world where customers decide when and how they buy, the two can no longer live in separate lanes. In this high-energy inspiration session, you'll discover how the lines between brand and performance are blurring — and why the most resilient marketers are finding new ways to make every interaction both build equity and deliver results.





Phillip Ohren
Founder & CEO
Intender










intender

11:25am - 12:00pm • Diamond Ballroom

Marketing Mastermind Roundtables 2

ROUNDTABLES

<p>Personalisation: Game-Changer or Overhyped?</p> 	<p>Rethinking customer communications: Building brand trust in the age of AI and rising expectations</p> 	<p>Finding Balance: AI, Empathy, and Customer Engagement</p> 
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<p>Marketing in the Age of AI: Creativity, Connection & Conscience</p> <p></p>	<p>How MMM Modelling Is Helping CMO's Define Marketing's Seat at the Table</p> <p></p>	<p>Making Your Digital Assets Sweat: Driving Growth Without a Costly Replatform</p> <p></p>
<p>Content that Connects</p> <p></p>	<p>How can marketers future-proof their teams by developing AI-ready skills and talent?</p> <p></p>	<p>How can marketers rethink measurement frameworks to prove marketing ROI in a changing landscape?</p> <p></p>
<p>How can marketers simplify their strategies to cut through complexity and drive impact?</p> <p></p>	<p>How can marketers rethink personalisation strategies to be more effective and less intrusive?</p> <p></p>	<p>How can marketers navigate data privacy regulations while still delivering personalised experiences?</p> <p></p>
<p>The Augmented CMO: Leveraging AI to Amplify Human Creativity and Strategic Vision Q&A</p> <p>Anthony Mittelmark</p>		

12:00pm - 12:10pm • Diamond Ballroom

The Evolution of SEO & AI in 2025

SEO isn't what it used to be – and neither is your competition. AI is rewriting the rulebook. In this session we'll unpack the latest game-changing shifts, backed by industry research, and arm you with the strategies to stay ahead, rank smarter, and win in the AI-powered search era.



Safwan Chowdhury
Chief Growth Officer
Online Marketing Gurus

12:10pm - 12:20pm • Diamond Ballroom

Performance Beyond Search and Social







In today's rapidly evolving digital landscape, performance advertising can no longer rely solely on search and social. To drive sustainable growth, brands must embrace the open web and other emerging channels beyond the traditional platforms.



Adam Payne
Country Manager - Australia and New Zealand
Taboola

12:25pm - 01:00pm • Diamond Ballroom

Marketing Mastermind Roundtables 3

ROUNDTABLES		
<p>Personalisation: Game-Changer or Overhyped?</p> <p></p>	<p>Rethinking customer communications: Building brand trust in the age of AI and rising expectations</p> <p></p>	<p>Finding Balance: AI, Empathy, and Customer Engagement</p> <p></p>
<p>Marketing in the Age of AI: Creativity, Connection & Conscience</p> <p></p>	<p>How MMM Modelling Is Helping CMO's Define Marketing's Seat at the Table</p> <p></p>	<p>Making Your Digital Assets Sweat: Driving Growth Without a Costly Replatform</p> <p></p>

DAY 2 • TUESDAY 26 AUGUST 2025

Content that Connects

DEPT.

How can marketers rethink loyalty programs beyond traditional discounts and points?

serko

How can marketers integrate AI and automation without losing authenticity and human connection?

 QUEENSLAND
TOURISM INDUSTRY
COUNCIL

How can marketers balance long-term brand building with short-term performance pressures?

 LUNA PARK
Sydney

How can marketers turn data into actionable insights that fuel smarter decision-making?

MARS

How can marketers develop leadership skills to guide their teams through rapid industry changes?

woolies 

The Augmented CMO: Leveraging AI to Amplify Human Creativity and Strategic Vision Q&A

Anthony Mittelmark

01:00pm - 05:00pm NETWORKING ACTIVITIES

Sailing in Paradise
Brought to you by  dotdigital

Golf
Brought to you by  bynder

Paint & Sip
Brought to you by  Scroll Media

05:00pm - 06:45pm
Free Time

06:45pm - 09:45pm • Coral Moon

Starlight Reception

Join us for an evening of networking under the stars at the Langham's Coral Moon, featuring gourmet food stations and beverages to enhance your networking experience.

braze

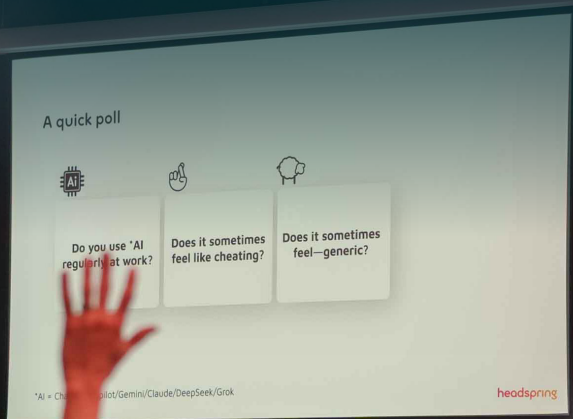


future of marketing summit
australia

25 - 27 August 2025

Day 3

Wednesday 27 August 2025



2025
Agenda

DAY 3 • WEDNESDAY 27 AUGUST 2025

06:30am - 08:45am • Akoya Restaurant

Breakfast

Rise and shine! Fuel up with a buffet breakfast available at the Akoya Restaurant from 6:30am – the perfect way to power your day - Thanks to Contentful for powering us through the day with coffee!



08:45am - 09:00am • Diamond Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



09:00am - 09:35am • Diamond Ballroom

Escaping the Age of Average: How to Think Sharper, Work Smarter and Use AI Without Losing Your Edge

In a world where everything is starting to look and sound the same, how do we break free from the pull of mediocrity? From coffee shops to logos, apartments to ads, we're seeing a global drift toward visual and creative sameness. And as generative AI tools like ChatGPT go mainstream, that same homogenisation is beginning to shape how we think, decide, create and communicate.

In this provocative and practical talk, Headspring founder Mark Byrne explores the cultural forces behind this convergence, the hidden risks of AI-driven thinking, and what it really takes to build distinctive, high-performing teams in the era of automation. Drawing on work with more than 1,700 professionals across marketing and leadership teams, he shows why the opportunity isn't just to go faster - it's to produce work that's sharper, braver and more valuable. This is a talk for anyone who doesn't want to be average - and for any organisation ready to move beyond tools and prompts toward the deeper transformation AI makes possible.



Mark Byrne
Co-Founder, AI Strategy & Innovation
Headspring



09:35am - 10:00am • Diamond Ballroom

He Said, She Said: Here's what happens when companies and their customers no longer think the same way

There's never just one side to a story. In this keynote, Nicholas Kontopoulos, VP of Marketing, Twilio APJ, explores how companies see their business vs. how their customers see it. Let's break down how customers, business leaders, and CX and marketing teams are approaching business today and examine the role technology has played in getting us here.

Then explore how real-time data and adaptable communication strategies can help bridge gaps across the customer journey, supporting more cohesive, trust-building experiences that align internal teams and customer expectations.



Nicholas Kontopoulos
Vice President of Marketing APJ
Twilio



10:00am - 10:10am • Diamond Ballroom

Beyond Billboards: The New Era of Digital Out-of-Home

Digital out-of-home (DOOH) is evolving fast, offering brands smarter ways to connect with audiences in the right place, at the right time. But simply running digital ads on big screens isn't enough—success lies in leveraging data, context, and creativity together. This session will explore how brands are using real-time triggers, audience insights, and dynamic content to maximize engagement. Expect fresh case studies, innovative campaign strategies, and practical takeaways to make your DOOH investments work harder.



Ben Swaik
Account Director
Vistar Media



Steph Garner
Acquisition Marketing Manager
Lifeblood



10:10am - 11:00am • Diamond Foyer

Coffee & Morning Tea Break

Need a break from absorbing all this incredible content? Recharge and refuel with some morning tea. It's the perfect opportunity to relax, network, and prepare for the next wave of insightful sessions.



11:00am - 11:10am • Diamond Ballroom

The Top A.I. Mega Trends

We are living through one of the most profound shifts in marketing since the invention of the search engine. Artificial Intelligence has gone from being a side project in the corner to the centrepiece of every boardroom conversation.

Tony Van-Eyk, Managing Director of Birdeye (the world's #1 rated online reputation and customer experience platform) will take us through the top three AI mega trends reshaping marketing and business strategy today.

Birdeye is at the forefront of this transformation. As the all-in-one platform built for multi-location brands, Birdeye helps businesses get found online, be chosen by more customers, and deliver exceptional experiences at scale. From boosting local search visibility to turning reviews into a growth engine and automating customer interactions across every channel, Birdeye empowers brands to turn everyday customer moments into measurable results. With over 150,000 businesses already using Birdeye, we're not just riding the AI wave, we're helping brands harness it to win.



Tony Van-Eyk
Managing Director APAC
Birdeye



DAY 3 • WEDNESDAY 27 AUGUST 2025

11:10am – 11:25am • Diamond Ballroom

Driving Customer Loyalty: How Behavioural Science is rewriting the rules of engagement

In a market where attention is scarce and loyalty must be earned, the brands that win are those deeply attuned to human behaviour. In this exclusive session, Honeycomb Strategy shares fresh insights from our Digital Insights Series, revealing how Australia's leading brands are harnessing Behavioural Science to influence loyalty and drive long-term customer value.



Renata Freund
Founder & Director
Honeycomb

Honeycomb

11:25am – 11:35am • Diamond Ballroom

AI in Storytelling: Friend or Foe?

In a world where AI can write scripts, edit footage, and generate content in seconds, where does that leave real storytelling?

In this fast-paced 10-minute Quickfire session, Josh Hamilton, Co-Founder of The Edit Suite and our MC, Yvonne Adele—dive into the creative crossroads between AI and emotion. Drawing from years of emotionally resonant content, Josh examines how AI can support the creative process—and where human intuition remains irreplaceable.

You'll leave with a new perspective on content creation, an understanding of how to harness AI without losing the human, and a reminder that the best stories aren't generated—they're felt.



Josh Hamilton
Co-Founder & Director
The Edit Suite

The
EDIT SUITE

11:35am – 12:10pm • Diamond Ballroom

Survive and thrive: Rediscovering resilience in the age of uncertainty

Don't mix business and politics? Those days are long gone! Today's brand leaders must navigate geopolitics, big personalities and the economic impact of disruption at scale. You know this story: Tariffs, interest rates, regulatory threats, psychosocial hazards, and trying to read the room on DEI – what's right for customers and the business? This unmissable, high-energy closing session brings to the stage two of Australia's experts in the intersection of politics, marketing and brand strategy to tackle the ultimate riddle: How can marketers survive and thrive in the age of uncertainty?"

Josh Faulks, CEO at AANA and former dep. chief of staff for the Attorney-General, along and Emma Webster, Director at Hawker Britton and former advisor to Prime Minister Julia Gillard join facilitator and iMedia Advisory Board Chair Mark Jones on stage for a fearless conversation about life for CMOs and marketers in 2026.

Recording live for The CMO Show podcast, this session will feature interactive audience polls as the panel dissects everything from US politics and its local influence, as well as lessons in personal branding and effective messaging for professional legacy.

Key discussion topics:

- The power of polarisation: What can CMOs learn from President Trump's branding playbook?
- Brand strategy in a divided world: How can CMO's best represent customer interests in 2026?
- Resilience amid chaos: Why a CMO's personal brand matters more than ever.

Key Takeaways:

- Insights into building a compelling personal brand in a polarised environment.
- Strategies for corporate brands to engage authentically amidst societal divisions.
- Lessons from political branding applicable to marketing leadership and strategy.

Join us for an engaging and interactive discussion that bridges the worlds of politics and marketing, offering fresh perspectives on leadership and brand identity in today's dynamic landscape.



impact
institute

Mark Jones
Co-founder and Chief Storyteller
Impact Institute



HawkerBritton
POLITICAL MARKETING STRATEGISTS

Emma Webster
Director
Hawker Britton



AANA

Josh Faulks
CEO
Australian Association of National Advertisers

AETHER

12:10pm – 12:25pm • Diamond Ballroom

Closing Remarks/Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize!

12:30pm – 01:30pm • Akoya Restaurant

Close the loop lunch

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

imedia