

The logo for i media, featuring the word "i media" in white lowercase letters. The "i" is stylized with a vertical line. The text is enclosed within a red circular graphic that is partially open at the top.

i media

future of marketing summit
new zealand

29 - 31 July 2026



Day 1

Wednesday 29 July 2026



2026
Agenda

DAY 1 • WEDNESDAY 29 JULY 2026



9:00am - 12:30pm • Lobby

Delegate Registration

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

9:00am - 12:30pm • Little Red Fox Lounge

Welcome Lounge

Join us for some snacks & refreshments before a big day of networking.

12:30pm - 2:00pm • Camelot

Marketers Only Lunch | Brought to you by TVNZ

The marketing world has changed.

Reach is no longer enough. Attention is fragmented. Consumers move seamlessly between platforms. And marketers are under more pressure than ever to prove outcomes. The question today isn't whether you can find an audience. It's whether you can understand them well enough to influence behaviour. In a world of infinite choice, the brands that win won't be the ones shouting the loudest.

They'll be the ones that understand their audiences best. It's time to reveal, not just where is the Aotearoa audience, but when are they genuinely receptive and what does it take to be relevant in that moment?



James Butcher
General Manager, Sales
TVNZ



Rebekah Gierlinska
General Manager, Growth & Partnerships
TVNZ



12:30pm - 2:00pm • Little Red Fox Lounge

Networkers Briefing Light Lunch | Business Connect Playbook: How to Win in 5 Meetings

Sponsors and solution providers get a straight-talking guide to maximising their 1:1 meetings. Expect insider advice on framing conversations, understanding retailer priorities, and standing out as a trusted partner.



2:00pm - 2:15pm • Lobby

Refresh and Get ready

Take a few moments to unwind, get comfortable, and take care of any last-minute matters before we officially begin.

2:15pm - 2:30pm • The Great Hall

Welcome & Opening Remarks

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



Yvonne Adele
Event Host and Official MC
iMedia



Helena Stylman
Managing Director ANZ
iMedia



2:30pm - 3:05pm • The Great Hall

Keynote | Economic Outlook and Impact on New Zealand Brands

For senior marketing leaders, the economic environment isn't background noise — it's a strategic variable. As New Zealand navigates a period of sustained pressure, the decisions you make now about brand investment, positioning, and audience trust will define competitive advantage for years to come.

Kiwibank's chief economist Jarrod Kerr delivers an unvarnished read of the macro forces reshaping the New Zealand market — interest rate trajectories, consumer confidence trends, wage growth dynamics, and the global signals most relevant to domestic brand performance. This isn't a generic economic overview; it's intelligence calibrated for marketing decision-makers managing significant budgets in a constrained environment.

Erica Beagley, Head of Brand and Content at Kiwibank, translates that economic intelligence into brand strategy — drawing on the hard-won experience of stewarding one of New Zealand's most prominent financial brands through cycles of uncertainty. She'll address the central tension facing every marketing leader in the room: how to protect long-term brand equity when boards are demanding short-term efficiency, and how to lead with conviction when the data is still catching up.

Together, Jarrod and Erica offer something rarely found on a conference stage — a genuinely integrated perspective from two executives operating inside the same economic reality you face.



Jarrod Kerr
Chief Economist
Kiwibank



Erica Beagley
Head of Brand and Content
Kiwibank



DAY 1 • WEDNESDAY 29 JULY 2026



3:05pm - 4:10pm • The Great Hall

Business Connect | Round 1

Hailed as one of the most rewarding parts of the summit, business connect involves 5 x 10 minute meetings designed to float topline objectives and explore synergies. Delegates are required to request and confirm these meetings prior to the summit.

4:10pm - 6:05pm

Free Time

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

6:00pm - 6:30pm • Camelot

Pre Dinner Drinks

Join us in the Camelot for some networking drinks

6:30pm - 9:30pm • 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 | The Brand Is the Culture

When every competitor has access to the same tools, the same platforms, and the same data, what actually separates the brands that mean something from the ones that don't?

Steve Dunstan has spent three decades finding out. Huffer wasn't built on a campaign — it was built on a culture that existed before the marketing did. His partnership with Audi endured for over a decade not because of reach, but because the values underneath were real. And AKA — the brand he's building now at the intersection of Auckland FC and street culture — is being constructed from scratch, in real time, on exactly that same foundation: belonging before broadcast.

The pattern across all three is the same. The brands that last aren't the ones with the biggest budgets or the sharpest positioning. They're the ones where culture isn't a comms output — it's the operating system.

This session is a direct conversation about what that actually requires. How do you hold a brand's soul intact as it scales across staff, channels and commercial pressure? How do the strongest brands earn trust—and continue to deserve it? And what does it take to build brands and cultures that stand the test of time?

Dunstan has lived all of it: the early NZ culture creation, the near-collapse, the decade-long rebuild, and now the deliberate construction of something new. No framework. No playbook. Just thirty years of hard-won perspective on the one thing in marketing that can't be outsourced.



Steve Dunstan

Founder, Dunstan Co. | Creative Partner, Auckland FC

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Day 2

Thursday 30 July 2026



2026
Agenda

DAY 2 • THURSDAY 30 JULY 2026

6:00am – 8:45am • Garden Court Brasserie

Breakfast

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



8:45am – 8:50am • The Great Hall

MC Opening Remarks & Check-in Business Connect



Yvonne Adele
Event Host and Official MC
iMedia

8:50am – 9:50am • The Great Hall

Business Connect | Round 2

Hailed as one of the most rewarding parts of the summit, business connect involves 5 x 10 minute meetings designed to float topline objectives and explore synergies. Delegates are required to request and confirm these meetings prior to the summit.



9:50am – 10:15am • The Great Hall

Keynote | Out of Home Is Growing Up. Are Brands Keeping Up?

There is no denying Out of Home is growing up. New audience measurement capabilities, advances in planning, changing consumer behaviour and a renewed focus on trust are reshaping how brands think about the channel worldwide.



Freshly inspired from the World Out of Home Organization (WOO) Global Congress in London, Kath Mitchell will share the standout ideas, themes and innovations from the world's leading Out of Home thinkers. From the unlimited creative potential of OOH to the rise of synthetic data, from the attention economy to the action economy, and from the enduring value of trusted real-world media to how New Zealand compares on the global stage, Kath will explore the trends redefining the channel.

Kath will then be joined by a leading New Zealand marketer for a fireside chat exploring what these global themes mean for the future of OOH in Aotearoa, the opportunities still to be realised, and how marketers can make the most of them.



Kath Mitchell
CEO
OOHMAA



Georgia Mahaffie
GM of Brand and Marketing
One New Zealand



10:15am – 10:25am • The Great Hall

Quickfire | From Targeting to Signals: Why Media Planning Must Evolve with Audience Behaviour

As consumer behaviour fragments across platforms, marketers need to move beyond demographic targeting and static audience segments. This discussion explores how behavioural signals, first-party intelligence, and modern measurement are reshaping media planning.



Hamza Kourimate
Chief Marketing Officer
Dailymotion

10:25am – 10:35am • The Great Hall

Quickfire | Beyond the Walled Garden: Proving Incremental Value on the Open Web

If your primary platform was disrupted tomorrow — where would your growth come from? Digital budgets concentrate on search and social for a rational reason: certainty. Predictable reach, familiar dashboards, results you can forecast. But that certainty is being tested. AI is changing how people find information, and the world's publishers are watching their most dependable channel — search referral traffic — decline in real time. What would once have been a hypothetical is now a live question, and how it gets answered matters to every marketer.



In this 10-minute session, Taboola's Joe France and Adam Payne look at what that question means for advertisers — and where a practical answer lies. Drawing on data from direct integrations with thousands of publisher sites worldwide, they show where people read, engage, and form intent before they ever type a search — and what that means for marketers: reaching the same customers with less competition, at lower cost, and with results you can measure rather than assume. You'll leave with one question to put to your team on Monday morning, and a way to start answering it.



Adam Payne
Country Manager - Australia and New Zealand
Taboola



Joe France
Advertising Sales Director, NZ
Taboola



10:35am - 11:15am • Foyer

Coffee Break

Take a break and refuel with morning tea.



11:15am - 11:40am

Breakout

The Great Hall • What AI can't tell you: What real Kiwi behaviour reveals about what brands should do next.

Most marketers aren't short on data. They're short on what to do with it next.

This session brings two of New Zealand's largest owned audience platforms together, to help connect the dots.

Stuff, brings deep engagement insight across NZ's most read news and lifestyle content. Trade Me brings high intent behaviour at the moment people are about to open their wallet or make a major life change.

Together, they provide one of the richest views of real Kiwi digital behaviour across more than 3 million New Zealanders, spanning awareness, consideration and intent.

You'll discover what this combined signal reveals about how Kiwis really think, browse and buy, insights exclusive to this session, and the practical actions your brand can take next to win.



Ivan Fuyala

Head of Ads
Trade Me



John Buckley

Director of Digital Reven
Stuff NZ



Camelot • Everyone's Optimising for AI Visibility. Can You Prove It Makes You Money?

Being recommended by ChatGPT feels like winning. But does it show up in revenue? Most brands can't say. They're counting citations, but not tracking how those numbers convert to sales. This session looks at what AI visibility is actually worth: how to measure GEO in a way that allows businesses to track its impact on revenue. How to read it alongside the shifting channels and diagnose performance across the buying decision by category, market and moment.

The session grounds its learning in data from 10,000 prompts tracked across 6 prominent NZ brands. You'll leave knowing where AI helps or hurts a sale, what to track when the vanity metrics mislead, and how to right-size GEO work for your business.



Dave Hockly

Director
Data Story



11:45am - 12:10pm

Breakout

The Great Hall • Scaling AI Content Without Losing Your Brand

As AI enables every team to create more content faster, the companies that stay on brand won't be the ones policing output, they'll be the ones who built brand governance into the system from the start.



Sarah Tilleke

Solutions Consultant
Canva



Camelot • Building a Storytelling Engine: How Research and Earned Media Drive AI Visibility

Consumers aren't just searching anymore, they're asking ChatGPT, Gemini and Claude what to buy, who to trust, and which brands to choose. The brands winning in AI aren't publishing more content or spending more on paid media. They're becoming the credible sources that journalists cover and AI models cite. In this session, Ideally's Neville Doyle unpacks how original consumer research has become the engine of modern earned media: how overnight insight becomes headlines, how headlines build saliency in crowded categories, and how that coverage compounds into AI visibility. Grounded in real case studies from leading A&NZ brands, you'll leave with a practical framework for an always-on pipeline of data-driven stories that earns media attention, strengthens brand presence in AI, and replaces one-off campaigns with a repeatable storytelling programme.



Neville Doyle

Strategic Client Partner
Ideally



DAY 2 • THURSDAY 30 JULY 2026

12:15pm - 12:40pm • The Great Hall

The Creator Economy Grew Up. Your Measurement Didn't

What the data from hundreds of creator campaigns reveals about what actually sells — and where the money leaks.

Influencer spend is now one of the fastest-growing lines in the NZ media budget — and one of the least accountable. Most marketers still brief creators for reach, judge them on views and vanity metrics, and can't tell their leadership team whether any of it moved product. The channel, though, has quietly changed underneath them: creators have become the highest-output content studio most brands have, the shortest path from culture to cart, and with the right data, some of the most measurable media a marketer buys. The gap isn't belief in creators. It's the intelligence to run them like the performance and commerce channel they've become.

Drawing on aggregate performance data from hundreds of creator campaigns across Australia and New Zealand, Angela Spain will show senior marketers what the numbers actually reveal: which creator decisions drive sales versus noise, where budgets quietly leak, how content made outside the brand can still convert, and what a credible creator measurement model looks like once "reach" stops being the answer. The question for the room isn't whether to invest in creators, it's how to prove what that investment is worth, and how your strategy would change once you know this information.



Angela Spain

Managing Director, OMG Content
Omnicom Media Group

OMNICOM MEDIA

12:40pm - 1:45pm • Camelot

Lunch

1:45pm - 5:00pm

Networking Activities

New Zealand Gin Journey
Brought to you by



Paint & Sip
Brought to you by



Go Karting
Brought to you by



5:00pm - 6:30pm

Free Time

6:30pm - 9:30pm

Celebratory Dinner

Join fellow delegates, speakers, and sponsors for an unforgettable evening designed to celebrate the connections made and set the tone for future collaborations.

Canva

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Day 3

Friday 31 July 2026

Industry Panel



Tania Bui
Head of Marketing
& Communications

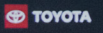
Kelly McIntyre
Digital and Media
Director - NZ

Stephen Imm
GM Brand, Marketing
& Digital

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Industry



Shaun Crooks
Customer Experience
Design

Tania Bui
Head of Marketing
& Communications

2026
Agenda

DAY 3 • FRIDAY 31 JULY 2026

6:00am - 8:45am • Garden Court Brasserie

Breakfast

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



8:45am - 9:00am • The Great Hall

Opening Remarks



Yvonne Adele

Event Host and Official MC
iMedia



9:00am - 9:35am • The Great Hall

Industry Panel | What It Actually Takes to Lead Marketing by 2030

Marketing is undergoing its most significant structural shift in decades. The question is no longer whether marketing will change by 2030 – but whether today's organisations are building the capability, clarity, and influence to lead that change rather than react to it.

Its time to examine the gap between where marketers are and where the board-ready CMO needs to be — on AI fluency, financial accountability, cross-functional authority and board language.



Shaun Crooks

Customer Experience Design
Toyota New Zealand Limited



Tania Bui

Head of Marketing & Communications
Craigs Investment Partners



Kelly McIntyre

Digital and Media Director - NZ
Lion



Stephen Imm

GM Brand, Marketing & Digital
Genesis



9:35am - 10:00am • The Great Hall

Keynote | Just Do What?

Inspiring Humans. Instructing Agents. Why Great Marketing Makes Terrible Prompts



Qassem Naim

Founder
Circle



10:10am - 10:10am • The Great Hall

Quickfire | Are You Ready for the Regulation Reckoning Facing Advertising?

Advertising is entering a new era of scrutiny. Regulators and public opinion are reshaping what brands can say, where they can say it and how they communicate.

Where it was certain products under threat, now policymakers around the globe are looking more widely – from the use of influencers and AI, to even questioning on advertising's role in society.

How do we protect our licence to advertise?



Lindsay Mouat

CEO
ANZA



10:10am - 10:20am • The Great Hall

Quickfire | Anti-Average

Everything is starting to look the same. Same layouts, same gradients, same friendly-but-nothing tone of voice. That's because AI is a pattern machine, and the average of everything is average. In this quick-fire talk, Nic makes the case that humans designing for humans is what produces distinctively excellent experiences: the kind that earn real loyalty and shine in a world of sameness.

Not anti-AI. Anti-average.



Nic Gibbens

Founder & Director
PaperKite



DAY 3 • Friday 31 JULY 2026



10:20am - 10:50am • Foyer

Coffee Break

11:50am - 11:40am • The Great Hall

Marketing Mastermind Roundtables

Join us for a series of dynamic roundtable discussions where collaboration leads to innovation. In these 50-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.

Roundtable Topics

DATA STORY.

The 5% Problem: Balancing Brand and Demand When Your Market Only Buys at Life's Turning Points



Making Retail Media Creative, Not Just Transactional

circle

AI That Works: Practical Steps



AI, Marketing, and the Human Equation



Māori and Pacific Audiences: Building Genuine Cultural Connection

metlifecare

Five Leadership Decisions NZ Marketers Are Still Avoiding



How to Build a Marketing Team That's AI-Ready Without Losing Human Judgement



5 Things Every NZ Marketer Must Do in the Next 12 Months



Decentralised Search: Winning in a World of ChatGPT, TikTok and Reddit



First-Party Data in Practice: What's Actually Working



The CMO as Enterprise Growth Leader – Beyond the Marketing Silo

11:40am - 12:15pm • The Great Hall

The Emotion Economy: How To Build Trust That Actually Converts

In 2026, the most effective brands aren't louder, they're more felt. Consumers have developed finely tuned filters for what's authentic and what's performance, and the brands winning their loyalty are the ones that understand emotion isn't a soft extra, it's a commercial driver and competitive advantage.

This session unpacks how brands, businesses and marketers can move from attention-based thinking to trust-based strategy. From the way discovery has shifted across social platforms, AI tools, and niche communities, to the role of emotional coherence in reducing consumer doubt and shortening the path to conversion, this is a practical lens on what it means to build a brand people genuinely believe in. The takeaway isn't a new campaign framework. It's a different way of thinking about what building a brand is actually for.



Nick Gray

Founder and CEO
IGU Global

12:15pm - 12:30pm • The Great Hall

Closing Remarks & Unrivalled Networker Prize

Be crowned the Ultimate networker and win a fabulous prize! This prestigious title will be awarded to one outstanding individual who has demonstrated exceptional networking skills using our iMedia app during the event by collecting Ultimate networking points.



12:30pm - 1:30pm • Camelot

Close the loop lunch

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

