



• future of marketing summit
australia

2023 Agenda

Monday 04 September 2023

Day 1

09:00am - 12:00pm · Hotel Foyer

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

12:15pm - 02:00pm · Horizon Room

Marketers-Only Lunch | Driving Sustainability with Attention

In an era of information overload and fleeting interactions, the importance of capturing and sustaining audience attention has never been greater. This thought-provoking presentation dives into the critical connection between attention and sustainability, exploring how businesses and organizations can harness the power of engaged audiences to drive sustainable outcomes. Join Jessica Miles, Country Manager of Integral Ad Science ANZ and Joanna Georges Head of Australia & New Zealand at Scope3 at the Marketers-Only Lunch as they delve into the strategies that captivate audiences, empower them to be part of sustainable solutions, and create lasting impact and business outcomes.

Whether you're a marketer seeking innovative approaches or a sustainability advocate looking to amplify your message, this session offers a dynamic exploration of the intersection between attention and sustainability. Be prepared to gain fresh perspectives, actionable takeaways, and a renewed understanding of how cultivating attention can contribute to a more sustainable and conscious future.



Joanna Georges

Head of Australia & New Zealand
Scope3



Jessica Miles

Country Manager
Integral Ad Science



12:30pm - 02:00pm · Pearls Bar

Networkers Briefing Lunch

Light lunch is provided for all networkers. Learn how to make the most of your time at iMedia and ensure all meetings are scheduled in 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 with the first meeting starting at 3:10 pm.

02:20pm - 02:35pm · Ballroom

Welcome & Opening Remarks

Join Ryf Quail and the iMedia team for a warm welcome.



Ryf Quail

Managing Director, ANZ & SEA
iMedia



02:35pm - 03:10pm · Ballroom

Invisible Decisions

One of the most important parts of leadership is making the big decisions. And yet, when you ask leaders "what are the three biggest decisions you need to make in the next quarter", they often can't quite put their finger on them. Why do we have to-do lists, but not to-decide lists?

The reality is this: most of the big decisions we make as leaders do not show up in to-do-lists or in diaries. They are rarely made in the boardroom, with detailed analysis comparing two options, and then a team of executives aligning on the best one. They're more likely to be made in side conversations. Or they're made in the CMO's head while driving to work. Or even in the shower.

Only by making your big decisions more visible, can you improve the quality and speed of your decision-making, and get more focused on the big choices you need to make to achieve your goals.

In this leadership workshop, we'll help you make your big decisions visible. And then we'll look at how to turn decision-making into an organisational superpower, helping you achieve your goals and be more successful in your market by making faster, bigger, better decisions.



Rob Pyne

Leadership Team Coach

03:10pm - 05:00pm · Ballroom

Business Connect | Brought to you by WIX Enterprise

Hailed as one of the most rewarding parts of the summit, business connect involves 10 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.

WIX ENTERPRISE

05:00pm - 06:30pm · Ballroom Foyer

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

06:30pm - 07:00pm · Ballroom Foyer

Pre Dinner Drinks

i media

07:00pm - 10:00pm · Ballroom

Welcome Dinner & Opening Independent Keynote

Welcome Dinner | Brought to you by Media Monks

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

Opening Independent Keynote | Find Your Focus: Science-backed strategies for turbo-charging productivity and wellbeing

Email. Social media. Endless pings and dings. We live in a world littered with digital distraction and temptation. And when we need to do focused, impactful, and creative work, protecting that time is precious.

In this highly interactive keynote, we will take you through the latest productivity research from psychology and neuroscience. We will reveal evidence-based strategies that will help you transform your work habits, turbo charge your output, and optimise your work hours.

Inventium has helped thousands of people turbo charge their productivity, wellbeing, and energy levels. Our programs have increased productivity by over 25% and have increased people's job satisfaction and energy levels by over 30% in a matter of weeks.

media
.monks



Dr Amantha Imber

Founder
Inventium





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2023 Agenda

Tuesday 05 September 2023

Day 2

06:30am - 08:20am · Terraces Restaurant

Breakfast | Brought to you by Marketsoft

Kick-start your day with an energizing breakfast and freshly brewed Barista coffee. Fuel up for an action-packed day ahead.



08:20am - 08:25am · Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



08:25am - 09:00am · Ballroom

Independent Keynote | Navigating a constantly changing Privacy and Data regulatory landscape

We all know that regulatory change is here. However, with a shifting landscape it's often challenging for Brands to plot a safe course forward. In this session, Sarla Fernando - Head of Regulatory & Advocacy at ADMA, takes to the stage to explain just what you need to keep in mind when navigating these privacy law developments and changes.



Sarla Fernando
Director of Regulatory & Advocacy
ADMA



09:00am - 09:25am · Ballroom

Keynote | Beyond search: the data-driven future of customer retention

The past two decades have seen digital marketers focus primarily on search channels. But with the rise of AI and smarter, more conversational information distribution, we're set to enter a new chapter. Welcome to the 'answer' era, where customers are more savvy, less loyal to brands, and are overwhelmed with almost infinite options.

Join Iza Misiorny, CMO at Siteimprove, for a deep dive into what these changes mean for marketers, what the future of content looks like, and how you can use data to stay ahead. It's not just about grabbing attention anymore but keeping it long-term and delivering evergreen value. Discover what it takes to retain a customer in 2023 and beyond (and how the right tools can help).



Izabela Misiorny
CMO
Siteimprove



09:25am - 09:50am · Ballroom

Keynote | From vision to execution: Navigating your AI journey

Learn how to translate your organisation's AI vision into a tangible roadmap. Explore the critical steps and strategies required to bridge the gap between where you are today and where you aspire to be in the rapidly evolving landscape of marketing and technology services.



Mitch Incoll
Head of Strategy AUNZ
Media.Monks



09:50am - 10:20am · Ballroom Foyer

Coffee Break | Brought to you by Marketsoft

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



10:20am - 10:40am **Breakout Sessions**

Ballroom Leveraging AI in CRO: Unleashing the Power of Data for Informed Decision-Making

In the dynamic realm of modern business, companies grapple with the ongoing quest to outpace rivals and satisfy the ever-shifting demands of their clientele. Conversion Rate Optimisation (CRO) stands as a pivotal force in augmenting digital prowess, propelling revenue expansion, and optimising return on investment. This presentation immerses us in the boundless capabilities of Artificial Intelligence (AI) to invigorate diverse facets of CRO, encompassing technical evaluations, data scrutiny, customer feedback, competitive assessments, and usability enhancements.



Matthew Pezzimenti
Director, Founder
Conversion Kings



Ballroom 4 Native Content Unlocked: The Exclusive Launch of Avid Collective's World-Leading Platform 2.0

In an exclusive preview for iMedia, Avid Collective's Managing Director, Luke Spano, will unveil an innovative, global leading new platform that truly unlocks native content for every brand. Australia's smartest brands and agencies are driving massive gains in attention, engagement, trust, and ultimately conversion with native content but the channel has typically been hard to scale because of how resource intensive it is to plan and execute. Or, it used to be.



Luke Spano
Founder & Managing Director
Avid Collective



Lagoon Room Unleash the Power of Personalisation to drive better business outcomes. Turn your customers into MATES.

Uncover how businesses can modernise with personalisation and an omnichannel focus to drive better business outcomes.

In today's competitive landscape, businesses need to constantly evolve, or risk falling behind. How does one stay ahead? Build lasting relationships with your customers. Launching digital engagement initiatives and amplifying intuitive customer experience, with the help of generative AI are critical ways that businesses can innovate.

Gain invaluable insights into driving business growth through powerful marketing and customer engagement strategies in this informative keynote session. In this session, Strategic Sales Director, Rick Lanman will interview Pendula customer, Mark Fazio, Co-CEO and Founder of MATE. Find out how Australia's leading telco disruptor is driving better business outcomes with hyper-personalisation and customer experience + much more!



Mark Fazio
Co-CEO & Founder
MATE



Rick Lanman
Strategic Sales Director
Pendula



10:45am - 11:05am Breakout Sessions

Ballroom The Rise of AI: The Tools & Tips to Dominate SEO in 2023

Learn about the evolution of SEO in 2023. We'll delve into practical examples that put the theory in action to show you how to use market leading tools and also how you can leverage AI to dominate the organic search landscape and drive real traffic and revenue results.



Safwan Chowdhury
Chief Growth Officer
Online Marketing Gurus



Ballroom 4 Where's my audience? Performance and marketing through adversity

How do you deliver results in a highly regulated industry and decide on the best way to optimise your marketing and channel mix? Find out how one of Australia's (and the world's) largest sports betting, gaming, and interactive entertainment brands is looking at content to help drive brand fueled performance.



Jack Castles
Digital Media Manager
Entain Group



Yury Glikin
Head of Brand and Agency Partnerships
Outbrain



Lagoon Room Five ways to collaborate on data that drive growth and prioritise privacy

The changes to the Australian Privacy Act are imminent. Businesses cannot risk leakage, exposure, or misuse of their data. Data connectivity is the backbone of marketing and business operations. While collaboration on data is crucial for marketers, it must be done in a privacy-safe way.

Join us in this session, to discover the top five ways to collaborate on data and why privacy-first collaboration is essential to enhancing business outcomes and delivering growth, whilst managing risk.

Richard Knott, GM ANZ at InfoSum, will cover why companies should start collaborating right now to ensure they don't fall behind competitors.



Richard Knott
GM, ANZ
InfoSum



11:10am - 11:30am Breakout Sessions

Ballroom Competing for clicks in a cost-of-living crisis

As interest rates climb higher than they have been for decades, inflation increasing unabated, and economic pressures tightening each week, how has online shopping been impacted? Similarweb analyses recent web traffic trends to Australia's eCommerce sector to uncover how Australian consumer behaviors have shifted and highlights strategies to succeed in an increasingly competitive market.



Scott Rogers-Jones
Enterprise Sales Manager, ANZ & SEA
SimilarWeb



Ballroom 4 The Big Content Clean-Up: How 'Fanatics' Turned a 6 Million Asset Mess into a Digital Library

Imagine having so much digital content, stored in so many different places, that it takes 3 days to find the right logo or image? Worse, imagine the easiest option was instead to simply invest in creating new content every time? That's how too many companies manage their content... until someone realises the costs are adding up (in some cases, to hundreds of thousands of dollars a year). For Fanatics – the largest online retailer of officially licensed sports products, with more than 6 million digital assets to manage – the solution was Acquia DAM. In this session, James Winstone, Enterprise Account Executive at Acquia shares an honest deep-dive into digital asset management (DAM) – how it works, how it can help your business, how to implement it (well).



James Winstone
Enterprise Manager APAC
Acquia



Lagoon Room Embarking on Movember's Journey: Navigating Vision, Growth, and Customer Empowerment

Join Troy and Duncan for an insightful and entertaining session where they discuss Movember's vision and global growth strategy, and the early success Movember has achieved thus far. They will share insights into the evolving needs of Movember's members as they shift their preferred engagement to higher trust and more engaging digital channels. Movember's strategy for customer empowerment, safety and action will be discussed, along with their results to date. Atomic is described as the future of in-app engagement and their partnership with Movember demonstrates just how much change can be achieved when the customer is put at the centre of what's most important - getting stuff done.



Duncan Journee
CEO
Atomic.io



Troy Muir
Global Director of Digital Experience & Channels
Movember



11:35am - 11:55am Breakout Sessions

Ballroom Breaking Barriers, Driving Results: Why you Can't Automate without Alignment

When it comes to successful automation, implementing the right technology is only one part of the puzzle. Most know that the next piece is User Adoption. But not many recognise the final critical factor - Alignment. Learn how growing businesses have aligned their sales and marketing efforts to realise more revenue, and how aligned teams and shared direction are the building blocks for impactful automation. Using the same framework Hype & Dexter has implemented for over 80 organisations, in just 20 minutes we'll give you the tips and templates to get your sales, marketing and service teams aligned to drive real results.



Andy Antonini
Customer Experience Consultant
Coronation Property



Alex Mackrill
Chief Marketing Officer
Hype & Dexter



Ballroom 4 Measure More, Waste Less: An evolution for digital marketers, driven by data

What do AI, campaign measurement, and ghosts have in common? In this breakout, you'll find out. With up to 35% of campaign analytics never being captured by your team - and more marketers flocking towards generative AI to improve performance, the time is now to get the right data foundations in place. Join Ground Control Data and RescueMetrics as we take a quick walk down memory lane to explore how digital marketing measurement has evolved, where it's headed next - and what practical steps you can take to make the most out of your platforms and media spend.



Phil Zohrab
Managing Director
Ground Control



Chloe Narain
Head of Partnerships and Customer Success
RescueMetrics



Lagoon Room Navigating the Demographic Evolution: Future-Proofing Brands and Advertisers for Australia 2030

In a post-pandemic world, Australia is experiencing a social and work evolution. A shrinking population, the rise of artificial intelligence and a departure from traditional home ownership is making way for side hustles, experience-based purchases and hybrid working.

In this session, Nichola Quail, will share key findings and emerging trends from their May 2023 nationwide survey of 1500 everyday Australians. The findings of this consumer study provide a unique opportunity for media and brands to redefine their marketing communications strategies, and adapt to the changing landscape so they thrive in the new Australia.



Nichola Quail
Founder and CEO
Insights Exchange



12:00pm - 12:25pm · Ballroom

Keynote | Advertising State of Play 2023

In an era marked by unprecedented digital advancement and evolving consumer behaviours, the media is constantly transforming. To uncover where the industry is headed, Quantcast surveyed marketing and advertising professionals from key regions around the world, producing a comprehensive study that identified, among other insights:

- what challenges and opportunities lie ahead for advertisers and publishers
- where advertisers in the region are planning media investments
- what barriers stand in the way of programmatic adoption and success, and more .

Join Larissa Parry, Head of Account Management ANZ at Quantcast as she takes you through the key highlights of the findings, filled with actionable insights to help you thrive in the ever-evolving advertising landscape.



Larissa Parry
Head of Account Management
Quantcast



12:25pm - 12:35pm · Ballroom

Quickfire | Video Revolution: Navigating Gen Z's Communication Landscape

Based on recent market research data, we'll take a quickfire look at how Gen Z's communication preferences are reshaping marketing. Uncover video's pivotal role as THE communication form for emerging consumers and what it means for the future of video marketing.



Caroline McCarten
Executive Director
YourFilm



12:35pm - 01:00pm · Ballroom

Keynote | Why Investing in First-Party Relationships Pays Off

Join Braze in this exciting fireside chat with the CMO of Entertainment Group and discover how to leverage first-party data to build meaningful relationships with your customers and ultimately improve brand reputation and trust, customer retention, and drive higher ROI to your partners.



Lewis Barnes
GM Australia & Senior Director of
Customer Success
Braze



Jake Falkinder
CMO
Entertainment Group



01:00pm - 05:00pm Networking Activities · Offsite

Sailing in Paradise
Brought to you by



Mixology Masterclass
Brought to you by



Go Karting
Brought to you by



Golf
Brought to you by



05:00pm - 06:30pm · Ballroom Foyer

Free Time

06:30pm - 09:30pm · Sheraton Pool

Poolside Reception | Brought to you by UnLtd: Join us for the Poolside reception.





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2023 Agenda

Wednesday 06 September 2023

Day 3

06:30am - 08:50am · Terraces Restaurant

Breakfast | Brought to you by Marketsoft

Day 3 begins with breakfast and barista coffee!



08:50am - 09:00am · Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



09:00am - 09:35am · Ballroom

Independent Keynote | Embracing Uncertainty: Mastering Strategy and Executive Influence

Join Justin Hillberg, CEO at Crop Shop Boutique, as he reveals the secrets to crafting winning strategies in the face of the unknown. In this captivating keynote, Justin shares his proven methodologies for strategic planning that defy uncertainty, while offering dynamic techniques to sell your vision to executives. Discover how to embrace ambiguity, seize opportunities, and wield executive influence to drive success in an ever-evolving business landscape.



Justin Hillberg
CEO
Crop Shop Boutique



09:35am - 10:00am · Ballroom

Keynote | Unlock the Future of Advertising: Embracing the Open Internet

Advertising strategies need to evolve to keep up with the changing media consumption habits of your audience.

The Open Internet is at the center of consumer behaviour and engagement, from streaming music, enjoying podcasts, indulging in binge-worthy series on BVOD platforms, and staying up to date with the latest news and information online. In this era, the significance of positioning your brand in front of your customers during their most receptive moments cannot be overstated.

This session will explore:

- What is the Open Internet
- Why it's important for advertisers to take note.
- How Australian consumers are engaging on the Open Internet and how they perceive and engage with ads on the Open Internet compared to walled gardens (search and social platforms)



Ben Oliver
Head of Media
Treasury Wine Estates



Luca D'Alessandro
Associate Director, Business
Development
The Trade Desk



Sasha Wardrop
Senior Digital Marketing Manager
Chemist Warehouse



10:00am - 10:10am · Ballroom

Quickfire | Predicting Future Sales... In Less Than A Minute

Marketers are under increasing pressure to talk about business outcomes to C-Suite stakeholders and the Board and to be able to talk directly to the quantified relationship between marketing investment & and sales, not just the theory. Analytic Edge is a global leader in MMM Modelling. Their dynamic AI & ML driven modelling platform not only turns MMM Modelling into a forward-looking planning tool, but the speed of optimisation in the tool can become a powerful facilitator of marketing planning discussions at a board level. As privacy issues blunt the effectiveness of attribution and other techniques, MMM modelling is increasingly becoming the most effective methodology for measuring marketing effectiveness. Analytic Edge will both talk to the theory & and the latest industry trends and then live demonstrate the speed at which marketing optimisations and accurate sales predictions of marketing spends can be demonstrated in meetings to the C-suite. All in less than 10 minutes



Steve Sinha
Managing Director Australia
Analytic Edge



10:10am - 10:45am · Ballroom

Client Led Round Tables

This is a crowd favourite: selected Marketer delegates will moderate open discussions on their table's assigned topic. This session is a great opportunity to compare notes on mutual pain points or share success stories.



10:45am - 11:15am · Ballroom Foyer

Coffee Break | Brought to you by Marketsoft

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



11:15am - 11:40am · Ballroom

What is Sustainability and how to decarbonise media and advertising

Scope3 is on a mission to decarbonise media and advertising, and by doing that, tackle the biggest challenge of our generation: the climate crisis. Our vision is to create a sustainable internet experience that leaves the world better than we found it; to facilitate a rich and vibrant online ecosystem that's diverse, trusted and environmentally conscious. Scope3 will be taking you through what is sustainability, why it's an issue for our industry and how you can get reduce your emissions significantly without paying a 'green tax' or affecting your media metrics.



Joanna Georges
Head of Australia & New Zealand
Scope3



11:40am - 12:15pm · Ballroom

The Great Debate: Marketing in a recession – Double Down or Bunker Down

Get ready for an action-packed showdown as we present an epic "Husband and Wife" Debate between two marketing powerhouses: Nicole McInnes, the Managing Director of Digital Wellness, and Matt McInnes, the Director of Brand Experiences at TAFE NSW. They will go head-to-head on the topic "Marketing in a recession - Double Down or Bunker Down."

Picture this: a battle of wits, strategies, and maybe even a little friendly spousal rivalry! Will they support each other's arguments, or will sparks fly? With humor and expertise in their arsenal, they'll engage in a captivating battle that will have you at the edge of your seat!



Matt McInnes
Director, Brand Experiences
TAFE NSW



Nicole McInnes
Managing Director
Digital Wellness



12:15pm - 12:30pm · Ballroom

Closing Remarks & Ultimate Networker Prize | Brought to you by Your Film

Be crowned the Ultimate networker and win a fabulous prize!



12:30pm - 01:30pm · Terraces Restaurant

Close the loop lunch

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

