



• future of marketing summit
new zealand

2023 Agenda

Wednesday 07 June 2023

Day 1

09:30am - 11:30am • Hotel Foyer

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

11:30am - 01:30pm • Bistro Lago

Marketers-Only Lunch | Making every impression count - the evolution of digital media quality and how it to boosts your ROI

Digital advertising is an essential element for brands and agencies today. In a bid to meet the ever-changing expectations of consumers and adapt to society's value shifts, millions of dollars are spent annually on digital campaigns worldwide. Businesses are now connecting with consumers through core values such as DEIB, sustainability, and consumer privacy; therefore, media quality can no longer be an afterthought. Advertisers need to ensure they are driving business outcomes by advertising alongside brand-safe content viewed by real people that are contextually targeted.

Digital media quality solutions help marketers lay a strong foundation to effectively tackle threats to their digital campaigns, maximise the impact and cost efficiency of campaigns as well as adopt efficient practices to deliver better results.

In this panel, the IAS Team will explore the following key points:

- The core pillars of verification and why it's important
- Learning how to buy digital media efficiently and reach quality targeted consumers
- How real-time data and ad performance insights can help optimise ad performance faster and achieve stronger results

**Jessica Miles**Country Manager
Integral Ad Science

12:00pm - 01:30pm • Cellar Lounge

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.



01:30pm - 01:45pm

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

01:45pm - 01:55pm • The Terraces

Welcome & Opening Remarks

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



01:55pm - 02:25pm • The Terraces

Keynote | Why Investing in First-Party Relationships Pays Off

Uncertain times find customers skittish and marketers under tremendous pressure to deliver greater return on investment, often with smaller teams and budgets. Join Braze in this exciting keynote session and discover how to leverage real-time data to strengthen your first-party relationships and infuse trust, empathy, and authenticity into every interaction.

**Ben Gethin-Damon**Director of Sales
Braze

02:25pm - 04:40pm • The Terraces

Business Connect | Brought to you by Braze

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.



04:40pm - 06:30pm

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

06:30pm - 07:00pm • Cellar Lounge

Pre Dinner Drinks

07:00pm - 09:30pm • The Terraces

Welcome Dinner & Opening Independent Keynote**Welcome Dinner | Brought to you by Adobe**

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 | Why listening to the consumer is killing your brand

Adam Ferrier, the founder of award-winning creative agency Thinkerbell and leading consumer psychologist and an authority on behavioural economics, presents a cautionary tale about the pitfalls of customer obsession.

Adam opens the Future of Marketing with a look at the issues with listening to your consumers and why doing so will devalue your brand.

**Adam Ferrier**Founder
Thinkerbell



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2023 Agenda

Thursday 08 June 2023

Day 2

07:00am - 08:25am • Bistro Lago

Breakfast | Brought to you by Momentum

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



08:25am - 08:30am • The Terraces

MC Opening Remarks



Mel Homer
MC
iMedia



08:30am - 08:55am • The Terraces

Keynote | The Messy Middle: The behavioural science of consumer choice

Of the many levers Marketers can pull during uncertain times, Price, Promotion, and Product are often front of mind. But it's essential to find the right balance of each in order to meet market conditions - without relying too heavily on discounts to drive sales. In the second part of our groundbreaking Messy Middle research, discover how applying the right combination of behavioural science principles can help you communicate value beyond price and rely less on discounting to protect profitability.



Hannah Weir
Performance Lead, AUNZ
Google



08:55am - 09:20am • The Terraces

Keynote | Retail media, something old and something new

We've been buying ads in catalogues and wobblers on shelves for decades so retail media is not new, but why is it the fastest growing medium in the 2020s? We'll explore the evolution of retail media, how and why it's developing, and how you can make the most of it.



Alex Lawson
Retail Media Network Specialist
The Warehouse Group



Nigel Douglas
CEO
OMD



09:20am - 09:30am • The Terraces

Quickfire | Global Insights Unveiled: Exploring the Top 10 Trends

Join Jason Satherly, NZ Country Manager at Adobe, as he explores the top 10 global trends that are shaping industries worldwide. In this dynamic quickfire session, gain valuable insights and equip yourself with the knowledge to thrive in our fast-paced global landscape.



Jason Satherly
NZ Country Manager
Adobe



09:30am - 10:05am • The Terraces

Independent Keynote | What it takes to become a Marketing Leader

A sizzling fireside chat with Sarah Sandoval, the GM Consumer of NZ Post and the 2022 Marketer of the Year, as she sits down with Adam Ferrier, founder of Thinkerbell, to discuss the future of marketing and the skills needed to become a Marketing Leader.



Sarah Sandoval
GM Consumer
New Zealand Post



Adam Ferrier
Founder
Thinkerbell



10:05am - 10:35am • Cellar Lounge

Coffee Break | Brought to you by Momentum

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



10:35am - 10:55am Breakout Sessions

The Terraces Unlocking the Power of First-Party Data: Insights from TVNZ's Journey

Join Robert Hutchinson, from TVNZ as he shares his insights on the journey of first-party data. Learn about their approach to data matching and analytics, and how they are unlocking new capabilities that were previously untapped. Discover how TVNZ is leveraging their first-party data to build the most performant market segments and the early results they are seeing. Don't miss this opportunity to gain valuable learnings into the power of first-party data from TVNZ's journey.



Hannah Schembri
Enterprise Account Executive
Adobe



Robert Hutchinson
GM Digital - Commercial
TVNZ



The Library Rediscover the Open Web

Search and social are both important channels for any marketer or agency. But what about people who are not on social media; how do you effectively target and reach them? Tap into the power of the open internet and learn how you can get results, drive real engagement and support independent & sustainable journalism at the same time.



Yury Glikin

Head of Brand and Agency Partnerships (ANZ)
Outbrain



Ben Osborne

Business Director
Teads



11:00am - 11:20am Breakout Sessions

The Terraces Five ways to collaborate on data that drive growth and prioritise privacy

Businesses cannot risk leakage, exposure, or misuse of their data. Data connectivity is the backbone of marketing and business operations. Collaboration on data between departments and companies is vital for marketers - now and in the future - but must be done in a privacy-safe way.

In this session, you will learn 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



The Library How Kiwibank are optimising engagement across customer channels - focusing on outcomes and safety

Join Simon and Nick for an insightful and entertaining session where they discuss Kiwibank's vision and compelling branding change, and the stunning results that Kiwibank achieved. They will share insights into the evolving needs of customers as they shift their preferred engagement to higher trust digital channels. Kiwibank's strategies for customer empowerment, safety and action will be discussed, along with their truly astonishing results. Atomic is described as the future of in-app engagement and their partnership with Kiwibank demonstrates just how much change can be achieved when the customer is put at the centre of what's important - and that's getting things done.



Simon Hofmann

General Manager, Brand and Marketing
Kiwibank



Nick Hearn

CCO
Atomic.io



11:25am - 11:45am Breakout Sessions

The Terraces Assets why give a DAM

In a market where the cost of living is squeezing expendable income, customers are choosing to spend where they get the best service. With customers no longer seeing digital and in person as separate channels Marketers know that putting content in front of the right people at the right time is the most important thing they can do.

With content helping customers find, choose and use products, we all understand how influential content is to the entire customer experience. At Acquia, we believe it is the quickest way to deliver results.

Let us explain how using an entire asset lifecycle DAM has helped our customers create, measure and control assets in a way that drives great financial results.



Paul FitzSimons

Sales, New Zealand
Acquia



Gabriel Ponzanelli

GM, Asia Pacific & Japan
Acquia



The Library Ghostbusters: the invisible problem haunting your campaigns

For too long, the likes of Facebook and Google have been gobbling up more budget from teams, while the quality of the campaign data degrades. Measuring ROI has become elusive and 34% of CMOs say they do not trust their marketing data at all.

Yet, there has never been more pressure on digital marketers to prove the value of every dollar spent on paid media. Something's gotta give! There's a spooky problem that underpins today's data loss. If the sound of 35% of campaign conversions and other analytics never being captured doesn't frighten you - perhaps hearing that 12% of your media spend can never convert now will.

Join Tim Pointer for a deep dive into today's data disruption - and the common misconceptions derailing teams. He'll bust some myths, showcase insights from the world's largest global dataset on this problem - and talk about how you can set your team up for success.



Tim Pointer

CEO & Co-Founder
RescueMetrics



11:50am - 12:15pm • The Terraces

Keynote | Building a Customer Company: Making Lemonade

Learn how AMP, in collaboration with FCB, delivered data-driven, personalised communication to transform customer experience and build strong long lasting relationships with existing technology. Gain insights into the key fundamentals of data strategy, multi-channel personalisation, and the emerging role of AI in nurturing lasting customer connections, without having to use all the bells and whistles.



Qassem Naim
Chief Transformation Officer
FCB New Zealand

FCBSIX



Tina Ashworth
Marketing Technology Consultant
Salesforce



Kate McCleery
Senior Digital Acquisition Manager
AMP New Zealand

AMP



12:15pm - 12:25pm • The Terraces

Quickfire | Meet Daisy: Unleashing the Power of AI in Media

In today's fast-paced digital age, businesses need to stay ahead of the curve to succeed. Leveraging the power of artificial intelligence (AI) can provide them with the edge they need.

In this session, we will explore the story of Daisy, its features, and how it is set to transform the digital media landscape. We will also discuss the benefits of AI in digital media, the challenges it presents, and how D3 is leveraging this technology to help businesses achieve their goals.

Join us for an informative and insightful discussion on the power of AI in digital media and the future of marketing.



Alex Radford
Co-Founder and Partner
D3



Richard Thompson
Co-Founder and Partner
D3



12:25pm - 12:50pm • The Terraces

Keynote | Staying ahead in the attention economy, one bite at a time.

ATTENTION: Research done, now what? From planning to execution, we'll share some practical ways to make the most of these insights. Kath Mitchell from TVNZ, David McCallan from OMD, and Simon Hofmann from Kiwibank will share media, platform and creative insights from this amazing study.



Simon Hofmann
General Manager,
Brand and Marketing
Kiwibank



Kathryn Mitchell
General Manager
Trade Marketing
TVNZ



David McCallan
Chief Strategy Officer, APAC
OMD



12:50pm - 01:30pm • Cellar Lounge

Lunch



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

White Water Rafting
Brought to you by Acquia



Boat Cruise
Brought to you by First Digital NZ



05:00pm - 06:30pm

Free Time

06:30pm - 09:30pm • The Terraces

Celebratory Dinner | Brought to you by Salesforce

Join us for the Celebratory Dinner at The Terraces





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2023 Agenda

Friday 09 June 2023

Day 3

07:00am - 08:25am • Bistro Lago

Breakfast | Brought to you by Momentum

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



08:25am - 08:40am • The Terraces

MC Opening Remarks

Mel Homer
MC
iMedia



08:40am - 09:15am • The Terraces

Independent Keynote | How to make innovation happen

Innovation is not just a buzzword; it's essential for businesses to stay competitive and meet evolving customer needs. Don't miss this keynote, As Dr. Michelle Dickinson covers how innovation is not simply about generating ideas, but about bringing those ideas to life and providing value to customers.

Fun fact about Dr. Michelle Dickinson: she is a nanotechnologist and materials engineer who has earned numerous awards for her contributions to science communication and education. In addition to her keynote speaking and media appearances, she is a professor at the University of Auckland in New Zealand, where she leads research in the field of nanotechnology. So, she knows a thing or two about innovation.



Dr Michelle Dickinson
Nanotechnologist & Materials Engineer

09:15am - 09:40am • The Terraces

Keynote | The future of business is low emissions – are you ready?

Jo Bye, GM Marketing and Comms at EECA, will show you the game-changing impact of Gen Less in helping businesses take their next step on their climate journey. Discover how Gen Less equips businesses with tools and resources to thrive in a sustainable economy, reducing emissions and enhancing brand reputation. Get ready to join Jo Bye and embrace a greener future with Gen Less!



Jo Bye
GM Marketing and Comms
EECA



09:40am - 09:50am • The Terraces

Quickfire | Unravelling the digital tech road map to meaningful growth

Brands face a multitude of tech vendors, marketing tech stacks, CRMs and digital automation. It can often be a daunting prospect to look inside the organisation to see how it is structured and easier to put in the 'too hard basket'. At Bastion Shine we are here to help brands navigate this all too convoluted journey.



Nick Boulstridge
Chief Media and Technology Officer
Bastion Shine



09:50am - 10:25am • The Terraces

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.



10:25am - 10:55am • Cellar Lounge

Coffee Break | Brought to you by Momentum

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



10:55am – 11:20am • The Terraces

Independent Keynote | Using Data-driven Brand Advertising to maximize business impact

Brand advertising is often treated as an entirely separate discipline to other forms of advertising (eg. Performance advertising). This distinction is often accompanied with promises of what Brand advertising can deliver. sometimes in the absence of demonstrable proof. However, it is possible to conduct data-driven Brand and in this talk I will show how data-driven creative, media targeting and incrementality testing can be used to maximize business impact with Brand advertising.



Matthew Gerrie

Director of Strategy, Analytics in Global Strategy & Business
Booking Holdings



11:20am – 11:55am • The Terraces

Closing Independent Keynote | The future of work, today

iMedia Future of Marketing closes with a fascinating and thought-provoking session on the nature and future of work. Dr Ben Hamer leads the future of work practice for PwC Australia and is on the Board of the Australian HR Institute (AHRI). During this session, he will discuss the key trends shaping the future of work and what it means for organisations and individuals. He will take a look at the history of work and how far we've come, analyse the key trends and disruptors facing organisations, and provide insights into how to simplify today's complexity.



Dr Ben Hamer

Head of Future of Work
PwC Australia



11:55pm – 12:10pm • The Terraces

Closing Remarks & Ultimate Networker Prize | Brought to you by XPON

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.

