

# B2C MARKETING SUMMIT VIC

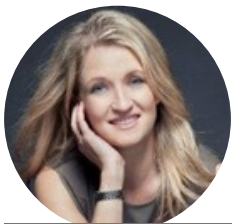
RIISING ABOVE THE  
DIGITAL NOISE

WEDNESDAY MARCH 29TH, 2023

ZINC AT FEDERATION SQUARE,  
MELBOURNE



## SPEAKERS



Donna Pidduck

Executive - Personal Bank  
Marketing



Deirdre Boyle

Chief Customer Officer



Chris Taylor

Chief Marketing & Experience  
Officer



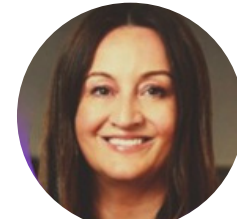
Jon Goh

Head of Marketing Technology  
& Orchestration



Danielle Chidlow

Head of Brand,  
Communications & Marketing



Monica Kent-Giles

Head of Marketing

## KEY TOPICS

- Reinventing the role of the CMO
- Breaking through the digital clutter to remain relevant & competitive
- Understanding the core of your brand and what makes you unique
- Strategies to obtain 1st party data

## WHO WILL ATTEND?

Chiefs/GM's/ Heads of:

- Marketing
- Brand
- Growth
- Social Media
- Communication

# SUMMIT AGENDA

WEDNESDAY MARCH 29TH, 2023

## 8:30 REGISTRATION, COFFEE & NETWORKING

## 9:00 WELCOME REMARKS

Chairperson



### 9:10 ATTENDEE SPOTLIGHT

Raising & maintaining brand awareness

## 9:40 PANEL DISCUSSION: MARKETING LEADERSHIP: REINVENTING THE ROLE OF THE CMO

- Staying ahead of the pace of change
- Assessing the ever changing needs of consumers
- Strategies to build high performing Marketing teams

**Deirdre Boyle**, Chief Customer Officer, Flybuys

**Chris Taylor**, Chief Marketing & Experience Officer, Movember

**David Llewellyn**, Chief Marketing Officer, Victoria University

**Donna Pidduck**, Executive Personal Bank Marketing, NAB

**Anshu Arora**, Marketing & Student Acquisition Director, RMIT Online

**Moderated by: Nick Cowling**, Head of Marketing, Slack

## 10:20 CASE STUDY: WHAT'S TRENDING IN SOCIAL MEDIA IN APAC 2023?

**Tom Rastas**, APAC Digital Consumer Intelligence Lead, Brandwatch

## 10:50 MORNING TEA & NETWORKING

## 11:20 PANEL DISCUSSION: UTILISING MARKETING TECHNOLOGY TO BETTER UNDERSTAND & RETAIN CUSTOMERS

- Breaking through the digital clutter to remain relevant & competitive
- Scale campaigns that will drive incremental volume and revenue for your business
- Strategies to obtain 1st party data
- Improving continuous engagement with existing customers

**Monica Kent-Giles**, Head of Marketing, Melbourne Airport

**Jon Goh**, Head of Marketing Technology & Orchestration, Medibank

**Chantelle Lane**, GM Marketing, Bapcor

**Anna McLaughlin**, Head of Marketing Automation and Performance, Kiwi Wealth

**Moderated by: Ben Styles**, Chief Product & Marketing Officer, Atomic.io

## 12:00 FIRESIDE CHAT: HEART OF RETENTION MARKETING!

**Ganga Ganapathi Poovaiah**, VP Marketing, Epsilon

**Sarah E. Richardson**, Advisory Board Chair, Australian Loyalty Association

## 12:30 LUNCH & NETWORKING



### 1:10 INTERACTIVE WORKSHOPS

WE WILL SPLIT THE ROOM INTO FOUR CORE MARKETING FUNCTIONS, SO WE CAN DELVE INTO THEIR SPECIFIC CHALLENGES

- Web Analytics
- 3rd party cookies
- Data driven marketing
- SEO

## 1:50 KEYNOTE: HOW TO GET THE BEST INTERACTION AND VISIBILITY ON SOCIAL MEDIA

**Kim Zorn**, Global Performance Director, Princess Polly

## 2:20 CASE STUDY: STACKS ON STACKS - THE VOICES OF MARTECH

**Rajan Kumar**, Co-Founder & CEO, The Lumery

**Dr. Jason Pallant**, Co-Director, Customer Experience & Insight (CXI) Research Group, Swinburne University of Technology

## 2:50 AFTERNOON TEA & NETWORKING



### 3:10 ATTENDEE SPOTLIGHT

Reaching consumers in a world where their privacy is a lot more protected

## 3:30 PANEL DISCUSSION: FUTURE PROOF YOUR BRAND IN 2023 & BEYOND

- Understanding the core of your brand and what makes you unique
- Present the right voice on each channel to engage your target audience
- Aligning brand practices with customer values

**Carly Duncan**, Head of Tennis Brand Marketing, Tennis Australia

**Karen Owens**, Head of Marketing, Melbourne Water

**Danielle Chidlow**, Head of Brand Communications & Marketing, Cancer Council Victoria

**Yasmina Pinto**, Head of Brand, AGL Energy

**Natalie Howes**, Head of Brand, Kmart

## 4:10 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS