

MARKETING STRATEGY & TECH SUMMIT VIC

BOOSTING CAPABILITIES & CUSTOMER LOYALTY

APRIL 17TH, 2024
ZINC AT FEDERATION SQUARE
MELBOURNE, AUSTRALIA



SPEAKERS



FRONTIER

REEGAN STARK

Chief Marketing Officer



DONNA PIDDUCK

Executive - Personal Bank Marketing



Lauren Baker

Head of Customer Insights: VOC, Insights & Segmentation



ADOREBEAUTY

Gerard Richardson

Head of Retail Marketing



Mandeep Singh

Head of Online Marketing



KARINA BLOOMFIELD

Head of Marketing

KEY TOPICS

- Marketing strategy & leadership in 2024: Adapting to Change
- Data Unearthed: Managing a Data Surplus, Complex Ecosystems & Cookie Challenges
- Automation & AI: Tips, Tricks, & Challenges in Simplifying Marketing
- Implementing Martech for Value & ROI

WHO WILL ATTEND?

- Chief Marketing Officer
- Head of Marketing
- Head of Digital Marketing
- Head of Marketing Technology
- Head of Marketing Operations

SUMMIT AGENDA

WEDNESDAY, 17TH APRIL, 2024

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS FROM CHAIRPERSON



9:10 ATTENDEE SPOTLIGHT

What are your marketing priorities for the next 6-12 months?

9:40 PANEL DISCUSSION: MARKETING STRATEGY & LEADERSHIP IN 2024: ADAPTING TO CHANGE

- Analysing the marketing landscape: current trends & challenges
- Implementing technologies with purpose for value and ROI
- Leading through times of changes to thrive in a digital-centric environment

Donna Pidduck, Executive Personal Bank Marketing, NAB

Stephen McGeachin, Director of Web and Digital Experience, La Trobe University

Reegan Stark, Chief Marketing & Communications Officer, Frontier Touring

Mandeep Singh, Head of Online Marketing, Amazon smart home device category

Moderator: Adam Stead, Head of APAC, Funnel

10:20 CASE STUDY - SIZE DOES MATTER! MATCHING YOUR MARKETING NEEDS TO MARTECH CAPABILITIES

Mike Handes, Country Manager, Acoustic

Laura Chatwin, Senior Manager of Customer Marketing, MyState Bank

10:50 SPEED NETWORKING

11:00 MORNING TEA & NETWORKING

11:30 PANEL DISCUSSION: DATA UNEARTHED: MANAGING A DATA SURPLUS, COMPLEX ECOSYSTEMS & COOKIE CHALLENGES

- Data privacy in modern marketing: navigating the changing landscape with finesse
- Decision making on data, managing a data surplus
- Tracking the sale from tip to tail
- Who stole the cookie from the cookie jar?

Gerard Richardson, Head of Retail Marketing, Adore Beauty

Lauren Baker, Head of Customer Insights: VoC, Insights & Segmentation, Australia Post

Naomi Gorringe, Head of Consumer Marketing, Southern Cross Austereo

Mark Thiele, Head of Media & Customer Engagement, SEEK

Moderator: Michael Ricciardone, Country Manager ANZ, Moengage

12:10 CASE STUDY: DIGITAL MARKETING TRENDS TO FIRE UP YOUR MARKETING IN 2024

Martin Kelly, Director of Field Marketing, Brandwatch

12:40 LUNCH & NETWORKING



1:30 INTERACTIVE WORKSHOPS

- The art of Martech minimalism and why size matters
- Navigate Marketing Compliance: It's Simple.
- Mastering Cross-Channel Messaging for Personalised Customer Connection
- How data curiosity sparks new ideas to create unexpected business impact
- Achieving personalisation at scale: Crafting strategies for success with insights from 40+ Marketing leaders
- Data is good, Insights are better: Using Analytics to create delightful customer experiences
- Developing successful brand strategies with stakeholder support

2:10 PANEL DISCUSSION: AUTOMATION AND AI: TIPS, TRICKS, AND CHALLENGES IN SIMPLIFYING MARKETING PROCESSES

- Driving efficiency, simplification and automation in marketing processes
- AI for content creation
- Addressing brand identity and tone of voice
- AI & SEO complexities

Chris Dimopoulos, Head of Marketing, Stratton Finance

Karina Bloomfield, Head of Marketing, Hawthorn FC

Moderator: John Barkle, General Manager Marketing, Dropshipzone

2:50 CASE STUDY: THE FAST AND THE CURIOUS: WHERE SPEED MEETS UNEXPECTED IN MARKETING STRATEGY

Lyndon Apthorpe, Senior Value Optimization Advisor, Domo

3:20 AFTERNOON TEA & NETWORKING

3:40 KEYNOTE PRESENTATION: THE AGE OF INFLUENCE: WHY INFLUENCERS SHOULD BE AN IMPORTANT PART OF YOUR MARKETING MIX

Adam Freedman, Chief Brand and Marketing Officer, Booktopia

4:00 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

5:00 END OF EVENT