MARKETING STRATEGY & TECH SUMMIT NSW

BOOSTING CAPABILITIES & CUSTOMER LOYALTY

NOVEMBER 7TH, 2024 DOLTONE HOUSE, HYDE PARK SYDNEY, AUSTRALIA



SPEAKERS



Jon Wild
Chief Growth and Marketing



Kate Clarke
Head of Marketing + Digital

tpg TELECOM



Vanessa Morrish
Head of Creative and Brand

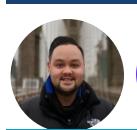




Peter Moore Head of Media ANZ



Amy Kingon Smith
Head of Marketing



Maurice Ky
Head of Commercial Intelligence
Asia & Emerging Markets

KEY TOPICS

- Marketing strategy & leadership in 2024: Adapting to Change
- Data Unearthed: Managing a Data Surplus,
 Complex Ecosystems & Cookie Challenges
- Online & Social Marketing: How to Win Customers and Influence People
- 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

THURSDAY, 7TH NOVEMBER, 2024

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS FROM CHAIRPERSON



9:10 ATTENDEE SPOTLIGHT

In your tables create an up-coming campaign for your product

9:40 PANEL DISCUSSION: MARKETING STRATEGY & LEADERSHIP IN 2025: ADAPTING TO CHANGE

- Analysing the marketing landscape: current trends & challenges
- Prioritising martech investments and building strong cases for resources
- Unpacking the role, responsibility and value in marketing your organisation's sustainability
- Right fitting marketing teams and uplifting tech literacy

Jon Wild, Chief Growth & Marketing Officer, Pet Circle Lydia Sheridan, Head of Marketing & Communications, JLL

Kate Limbach Clarke, Head of Marketing + Digital, TPG Telecom

Kari Arnison, General Manager, Marketing, Insignia Financial

Moderator: Michael Waymouth, Director Marketing Strategy & Planning, Foxtel

10:20 FIRESIDE CHAT: SIZE DOES MATTER! MATCHING YOUR MARKETING NEEDS TO MARTECH CAPABILITIES

Michaela Aguilar, Senior manager, Services APJ, Acoustic

Joel Mackenzie, General Manager, Marketing & Experience, Australian Grand Prix

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
- Assessing the journey to personalisation excellence and tracking the sale from tip to tail

Moderator: Andrew Pink, Commercial Director, Anchora

• Who stole the cookie from the cookie jar?

Jo Jones, Head of Digital Marketing, Tabcorp
Maurice Ky, Head of Commercial IntelligenceAsia & Emerging Markets, EA
Andrew Brain, Director of Data & Growth,
Seven West Media
Goncalo Pinto da Costa, Head of Marketing, Swarovski

12:10 FIRESIDE CHAT: AFFILIATES - THE CHANNEL MOST UNDER-DISCUSSED AND UNDERAPPRECIATED

Nell Nakan, Regional Sales Manager, Partnerize Tara Musk, Senior Affiliate Manager, Are Media Athena Katsogiannis, Head of Brand Partnerships,

12:40 LUNCH & NETWORKING



1:30 INTERACTIVE WORKSHOPS

- Operationalising and scaling Al as part of your martech stack
- Streamling your marketing function: Centralising assets, campaign information & optimising spend
- Leveraging data to promote insight driven marketing experimentation
- Driving cross functional collaboration between marketing and creative
- Influencer Partnerships: The good, the bad and the beautiful

2:10 PANEL DISCUSSION: ONLINE AND SOCIAL MARKETING: HOW TO WIN CUSTOMERS AND INFLUENCE PEOPLE

- Assessing the pro's and cons of Brand vs Performance Marketing
- Targeting your online audience and discovering new ones
- Determining the best ROI of digital marketing budgets
- Using influencers strategically in your marketing mix
- Optimising SEO and social media marketing

Carl Burgmann, Director of Social- Sport, Kayo Sports Amy Kingon Smith, Head of Marketing, Revlon Peter Moore, Head of Media ANZ, IKEA Moderator: Michael Apte, Chief Marketing Officer, Guide Dogs NSW/ACT

2:50 AFTERNOON TEA & NETWORKING

3:10 FIRESIDE CHAT: WESTERN SYDNEY WANDERERS: BUILDING A BRAND AND COMMUNITY WITH FANS AT THE CENTRE

Mark Jensen, Chief Commercial Officer, Macarthur Bulls (Former GM, Western Sydney Wanderers)

3:40 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

5:00 END OF EVENT