

# 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 Officer



**Kate Clarke**

Head of Marketing + Digital



**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
- Who stole the cookie from the cookie jar?

**Jo Jones**, Head of Digital Marketing, Tabcorp

**Maurice Ky**, Head of Commercial Intelligence- Asia & Emerging Markets, EA

**Andrew Brain**, Director of Data & Growth, Seven West Media

**Goncalo Pinto da Costa**, Head of Marketing, Swarovski

**Moderator: Andrew Pink**, Commercial Director, Anchora

## 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, LTK

## 12:40 LUNCH & NETWORKING



### 1:30 INTERACTIVE WORKSHOPS

- Operationalising and scaling AI as part of your martech stack
- Streamlining 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