

MARKETING STRATEGY & TECH SUMMIT VIC

THE LEADING COMMUNITY FOR AUSTRALIA'S MARKETING EXECUTIVES

WEDNESDAY, APRIL 30TH, 2025

ZINC AT FEDERATION SQUARE, MELBOURNE, AUSTRALIA



SPEAKERS



Neysa Goh

Director of Marketing & Local Licensing, Oceania



Stuart Heggie

Head of Marketing Technology



Alice Callaghan

Marketing Strategy & Propositions Manager



Kenneth Lau

Global Digital Commerce Excellence Lead



Zannie Abbott

Head of Marketing & Communications



Lauren Shepherd

Head of Direct, Performance & eCommerce Marketing

KEY TOPICS

- Embracing modern marketing strategies to meet enterprise objectives
- Mastering online & social marketing
- Implementing Martech for Value & ROI
- Enhancing behavioural, trend & forecasting analysis to inform marketing strategy

WHO WILL ATTEND?

- Chief Marketing Officer
- Head of Marketing
- Head of Digital Marketing
- Head of Marketing Technology
- Head of Marketing Operations
- Head of Media
- Heads of Partnerships

SUMMIT AGENDA

WEDNESDAY 30TH APRIL 2025

8:30 REGISTRATION, COFFEE & REFRESHMENTS

9:00 WELCOME REMARKS

9.10 ATTENDEE SPOTLIGHT:



In your tables explore your priorities for the implementation of AI in your marketing teams

9:40 PANEL DISCUSSION EMBRACING MODERN MARKETING STRATEGIES TO MEET ENTERPRISE OBJECTIVES

- Securing senior leadership buy-in for marketing strategies and investment
- Leading the change in people, process and technology
- Aligning talent and MarTech for maximum impact
- Optimising budgets with AI and automation for operational excellence

Rosemary Martin, General Manager eCommerce & Marketing, Rebel Sport

Zannie Abbott, Head of Marketing & Communications, eBay

David Llewellyn, Chief Marketing Officer, Victoria University

10:20 CASE STUDY: MATCHING YOUR MARKETING NEEDS TO MARTECH CAPABILITIES

10:50 MORNING TEA & NETWORKING

11:20 INTERACTIVE SCENARIO



In your tables create a easter marketing campaign tagline for the imaginary product provided

11:50 PANEL DISCUSSION MASTERING ONLINE & SOCIAL MARKETING - WINNING CUSTOMERS & DRIVING INFLUENCE

- Targeting and expanding your online audience
- Tailoring your media content and messaging to the audiences and formatting of platforms
- Finding the balance between performance & brand marketing
- Effectively leveraging partnerships and micro influencers

Lauren Shepherd, Head of Direct, Performance & eComm Marketing, Coles

Neysa Goh, Director of Marketing & Local Licensing, PUMA

Kenneth Lau, Global Digital Commerce Excellence Lead, Mondelez International

Josh Pike, MarTech Platforms Lead, Medibank

Alice Callaghan, Marketing Strategy & Propositions Manager, ANZ

12:30 PRESENTATION: CREATING A BEST IN CLASS MOBILE SEO STRATEGY

1:00 LUNCH & NETWORKING



1:40 INTERACTIVE WORKSHOPS

- Operationalising and scaling AI as part of your MarTech stack
- Streamlining marketing with collaborative work management
- Leveraging data to promote insight driven marketing experimentation
- Harnessing experience data to drive personalization and customer loyalty
- Streamlining the marketing function: Centralising assets, campaign info and optimisation
- Why micro influencers should a part of your marketing strategy

2:20 PANEL DISCUSSION FINDING AN INSIGHT IN A HAYSTACK - BEHAVIOURAL, TREND & FORECASTING ANALYSIS TO INFORM MARKETING STRATEGY

- Econometrics: Best practice for smarter A/B testing and experimentation
- Integrating systems to create a single pane of glass for data analysis and insight extraction
- The journey to hyper-personalisation and 1-1 marketing
- Leveraging AI and Machine Learning to empower consumer behavioural analysis and trends

Stuart Heggie, Head of Marketing Technology, Accent Group

Daniel Tripolitano, Group Head of Insights, Asahi

Sarah Hatzopoulos, Head of Beauty Marketing, MYER

Jo Reilly, Head of Member Growth & Marketing, Australian Super

Moderator: Rob Odd, Regional CEO APAC, Epsilon

3:00 CASE STUDY: EXPLORING THE FUTURE OF ONE TO ONE MARKETING WITH DATA ENABLEMENT

3:30 AFTERNOON TEA & NETWORKING



3.50 KEYNOTE: The practical steps to achieving personalisation at scale

Ben Karpin, Director of Personalised Marketing & MarTech, Domain

4:20 CLOSING REMARKS

4:30 NETWORKING DRINKS

5:30 EVENT END
