

MARKETING STRATEGY & TECH SUMMIT VIC

THE LEADING COMMUNITY FOR AUSTRALIA'S MARKETING EXECUTIVES

WEDNESDAY, APRIL 30TH, 2025

ZINC AT FEDEDERATION SQUARE,
MELBOURNE, AUSTRALIA



SPEAKERS



Neysa Goh

Director of Marketing & Local
Licensing, Oceania



Stuart Heggie

Head of Marketing
Technology



Alice Callaghan

Marketing Strategy &
Propositions Manager



Ben Karpin

Director of Personalised
Marketing & MarTech



Zannie Abbott

Head of Marketing &
Communications



Lauren Shepherd

Head of Brand & Media

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 the biggest challenges in leveraging technology in your marketing operations

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

- Securing senior leadership buy-in for marketing strategies and investment
- Finding the balance between performance & brand marketing
- Leading the change in people, process and technology
- Optimising budgets and determining ROI on marketing investments

Zannie Abbott, Head of Marketing & Communications, eBay

David Llewellyn, Chief Marketing Officer, Victoria University

Kon Romios, Chief Customer Officer, Techtronic Industries

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

Moderator: Dana Teahan, Founder & CEO, dividebyzero

10:20 CASE STUDY: GOING BEYOND A GUT FEELING: CAMPAIGN CONFIDENCE THROUGH USER INSIGHTS

Nikki Sadlo, Senior Regional Marketing Manager, APAC, UserTesting

10:50 MORNING TEA & NETWORKING

11:20 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
- Effectively leveraging partnerships and micro influencers

Lauren Shepherd, Head of Brand & Media, Coles

Neysa Goh, Director of Marketing & Local Licensing, PUMA

Josh Pike, MarTech Platforms Lead, Medibank

Alice Callaghan, Marketing Strategy & Propositions Manager, ANZ

12:00 PRESENTATION: MASTERING THE SOCIAL SHIFT: THE TRENDS DEFINING 2025

Martin Kelly, Director of Marketing, APAC, Brandwatch

12:30 LUNCH & NETWORKING

1.10 INTERACTIVE SCENARIO



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

1:40 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

Xi Liang, Head of Data and AI Products, Judo Bank

Moderator: Rob Odd, Regional CEO APAC, Epilson

2:20 FIRESIDE CHAT: BRIDGING THE GAP: ALIGNING BUSINESS, TECHNOLOGY, AND CUSTOMERS WITH MARTECH

Michael Ricciardone, Country Manager, ANZ, MoEngage

Joshua Anthony, Director, Martech & Operations, Ubank

2:50 AFTERNOON TEA & NETWORKING



3.10 KEYNOTE: The practical steps to achieving personalisation at scale

Ben Karpin, Director of Personalised Marketing & MarTech, Domain

3:40 CLOSING REMARKS

3:50 NETWORKING DRINKS

4:50 EVENT END