



BIG NAMES AND THE BOLD IDEAS IN MARKETING, DATA, DIGITAL AND AI INNOVATION IT'S ALL IN THE AGENDA

8:00AM

Coffee on arrival & registration

9:00AM

Welcome & Acknowledgement of Country

9:10AM

OPENING REMARKS
 Elevate for Marketing's Next Horizon

9:20AM

INTERNATIONAL KEYNOTE
 The Future of Marketing Isn't Automated
 — It's Elevated

10:10AM

Morning Tea

10:40AM

Special Feature

10:45AM

PANEL
 AI, Talent & Trust: The New Blueprint for
 Marketing Leadership

11:30AM

PANEL
 Beyond Experience: Inspiring Customers
 Through Data & Empathy

12:20AM

Networking Lunch

1:20PM

INTERNATIONAL KEYNOTE
 From Coolers to Culture: How Story
 Shapes Iconic Brands

2:10PM

PANEL
 Trust, Privacy & Personalisation: The New
 Marketing Equation

3:00PM

Afternoon Tea

3:30PM

PANEL
 The Capability Edge: How Leading Brands
 Build Future-Ready Teams

4:20PM

IN-PERSON

CLOSING KEYNOTE
 Creativity Under Pressure: Why Courage is
 the Ultimate Brand Differentiator

4:20PM

VIRTUAL

CLOSING KEYNOTE
 The New Marketing DNA: Data-Driven, AI-
 Powered, Capability-Led

5:20PM

Closing Remarks

5:30PM

Networking Drinks



**HOLLY
 RANSOM**



**ANDREA
 MARTENS
 ADMA**



**TOM
 GOODWIN**



**HOLLY
 RANSOM**



**TOM
 GOODWIN**



**ANTHONY
 TOOVEY
 ADMA**



**DR KELLIE
 NUTTALL
 Deloitte.**



**SIOBHAN
 SAVAGE
 Reejig**



**KATE
 BLYTHE
 MECCA**



**HANNAH
 FILLIS
 MECCA**



**PAULIE
 DERY
 AGI PAST EXPERIENCE AT
 YETI Uber**



**SARLA
 FERNANDO
 ADMA**



**PETER
 LEONARD
 ADMA**



**PAUL
 HEWETT
 In Marketing
 We Trust**



**SUSAN
 PRESS
 PEPSICO**



**EMMA
 JENSEN
 OPTUS**



**NATALIE
 LOCKWOOD
 nab**



**TODD
 SAMPSON**



**JOANNE
 SMITH
 BLACKMORES**



**WARREN
 MACKAY-
 SMITH
 BLACKMORES**



**HOLLY
 RANSOM**