



MELBOURNE

TUESDAY 5 SEPTEMBER 2023 - MCEC
AGENDA

MORNING SESSIONS

9:00am - Registration

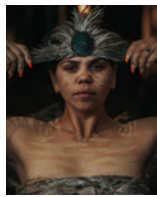
MC

Jarin Baigent, Wiradjuri, Erambie
CEO, Wyanga Aboriginal Aged Care Program,
Jarín Street owner, Trading Blak founding member



Acknowledgement to Country

Nartarsha Bamblett
Queen Acknowledgements



Welcome Address

Sophie Madden
CEO, MFA



A MEDIA MARRIAGE CRISIS

Mitchell Long, National Head of Strategy, PHD

James Ledger, Relationship Consultant,
The Client Relationship Consultancy

Simon Lawson, Melbourne Managing Director, PHD



DECONSTRUCTING ONE HOUSE

Caroline Hugall, Chief Strategy Officer, Spark Foundry

Lisa Leach, Head of Strategy - Suncorp, OMD

Travis Hughes, Marketing Manager, Suncorp



[GOOD CHAT] HOW AI CAN [PROMPT] A MORE INCLUSIVE MEDIA INDUSTRY_

Toby Maclachlan, Head of Creative Strategy,
Initiative Australia



UNSTEREOTYPE ALLIANCE

Anathea Ruys, CEO, UM Australia
Unstereotype Alliance Champion (Research & Measurement)

Rose Herceg, President, WPP ANZ

Unstereotype Alliance Member (Research & Measurement)



Morning Tea

NO GREENWASHING, NO EXCUSES - The planet is in our hands

Tim Hodgson, Founder, MyNetZero

Scott Laird, CPO, GroupM



EAT RISK FOR BREAKFAST - Weird partnerships and why they work

Jennifer Lohan, Communications Executive,
Match & Wood



ROLE OF MEDIA IN THE VOICE TO PARLIAMENT

Rhanna Collins, Head of Business & Operations at NITV,
and SBS Referendum Unit Lead

Roda Masinag, Digital Strategy & Engagement Manager,
Audio & Language Content, SBS

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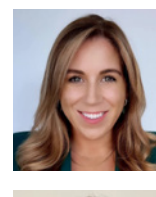
AI vs EQ - The grudge battle between algorithms and media planners

Dervla McGivern, Head of Group, OMD Melbourne

Alison Costello, Chief Transformation Officer, OMD

Penny Shell, Chief Product Officer, OMD

Emma Driessen, Melbourne Head of Planning, OMD



Lunch

CUSTOMER OBSESSED OR PEOPLE FOCUSED?

Gemma Hunter, GM Marketing, Myer



WHAT CAN WE LEARN FROM GINGER SPICE LEAVING THE SPICE GIRLS?

Brad Szmerling, Associate Investment Director, Media,
CHEP Network



INSPIRING THE NEXT GENERATION

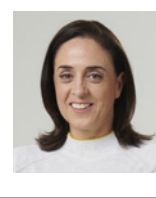
Daisy Pearce, Host

Elise Kellond-Knight, Matilda

Nicole Livingstone, CEO, AFLW

Kim Garth, Victorian Cricketer

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Closing Address

Mark Coad
CEO, Mediabrands



Networking Drinks



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