

9:00am - Registration

MC

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



Welcome To Country

Aunty Maxine Ryan



Welcome Address

Sophie Madden
CEO, MFA



CUSTOMER, A CATALYST FOR CREATIVITY

Mim Haysom, CMO / EMG Brand & Marketing, Suncorp Group



WEAPONS OF MASS DISTINCTION

Chris Colter, Chief Strategy & Product Officer, Initiative Australia
Sam Geer, Managing Director, Initiative Australia



INSPIRATION

X

BUSINESS WALRUS -
The Key To Supercharging Your Staff

Sophie Gallagher, Creative Strategy Director,
Slingshot Media



UNSTEREOTYPE ALLIANCE

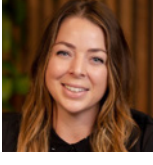
Anathea Ruys, CEO, UM Australia
Unstereotype Alliance Champion (Research & Measurement)
Rose Hecceg, President, WPP ANZ
Unstereotype Alliance Member (Research & Measurement)



Morning Tea

A MEDIA MARRIAGE CRISIS

Mitchell Long, National Head of Strategy, PHD
James Ledger, Relationship Consultant, The Client Relationship Consultancy
Pia Coyle, Managing Director, PHD
Emma Mumford, Marketing Director, Celebrity Cruises



INSPIRATION

X

OK BOOMER, MAYBE WE ARE AGEIST?

Elizabeth Gulliver, Connections Planning Associate Director,
Mindshare



DECONSTRUCTING ONE HOUSE

Caroline Hugall, Chief Strategy Officer, Spark Foundry
Lisa Leach, Head of Strategy - Suncorp, OMD



ROLE OF MEDIA IN THE VOICE TO PARLIAMENT

Rhanna Collins, Head of Business & Operations at NITV,
and SBS Referendum Unit Lead
Davide Schiappapetra, Head of Language Content,
Audio & Language Content, SBS
Brought to you by **SBSMedia**
a world of difference



INSPIRATION

X

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

Brad Szmanling, Associate Investment Director, Media,
CHEP Network



Lunch

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

Laura Nice, Co-CEO, OMD
Alison Costello, Chief Transformation Officer, OMD
Penny Shell, Chief Product Officer, OMD
Thad King, National Head of Planning, OMD



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

Tim Hodgson, Founder, MyNetZero
Scott Laird, CPO, GroupM



INSPIRATION

X

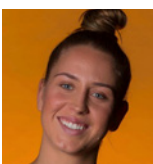
PLANNING FOR THE UNPLANNABLE:
Lessons in improv

Kate O'Loughlin, Associate Strategy Director,
Initiative Australia
Leah Franco, Strategy Manager, Initiative Australia



BLAZING TRAILS IN SPORT

Mel McLaughlin, Host
Cortnee Vine, Matilda
Jamie-Lee Price, Australian Diamonds Player
Chloe Molloy, Sydney Swans AFLW Co-Captain
Brought to you by



Closing Address

Peter Horgan
CEO, OMG



Close



GRAND PRIX SPONSOR

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



MEDIA PARTNERS