

## AGENDA

8:30am – Registration

**MC**  
Lucy Bloom

Welcome to Country

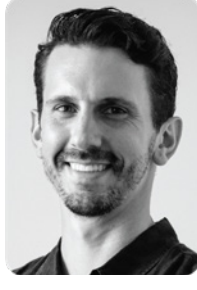
## Welcome Address

**Sophie Madden**  
CEO, MFA

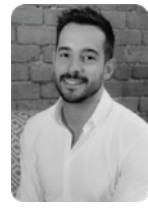
CLIENT SESSION

**Mind the Gap:  
Tips to Bridge the Media-Marketer Relationship****Cam Luby**  
Head of Consumer Marketing, Optus**It's Time to Break the Rules****Sophie Price**  
Chief Strategy Officer, EssenceMediacom  
**Jack Graham**  
National Head of Planning, EssenceMediacom**Vision 2049:  
A Peek at our Industry's Future****David Bielenberg**  
Head of Strategy Melbourne, PHD  
**Gemma Dawkins**  
National Head of Digital, PHD11:00am – Morning Tea & Networking  
Sessions resume at 11:30am**The Price Isn't Right****Ashley Wong**  
Chief Digital & Innovation Officer, Hearts & Science  
**Liz Wigmore**  
Managing Director Australia, Hearts & Science

INSPIRATION X

**What I Learnt from Speaking to  
The Kindest People on Earth****Zach Johnston**  
Planning & Connections Partner, Spark Foundry  
**Natalie Sareff**  
Strategy Director, Spark Foundry**The Work Behind the Work****ALDI, How a Built-From-Scratch Data Set  
Won Christmas 2023, Zenith Media**  
**New Balance, Run Your Way, Mediahub****Max Broer**  
Head of Strategy, Bohemia  
**Sarah Heitkamp**  
National Head of Strategy & Planning,  
Zenith Media  
**Linda Fagerlund**  
Chief Strategy Officer ANZ, Mediahub**Multiplayer Mode****Mitchell Long**  
Chief Strategy Officer, Havas Media Network Australia

INSPIRATION X

**Your Client CEO Is Just  
Not That Into You****Brittany Meale**  
Strategy Director, OMD  
**James Graff**  
Transformation Director, OMD**Is Media Really For All?****Philippa Moig**  
Group Business Director, PHD  
**Angus McLeod**  
Investment Executive, OMD  
**Asier Carazo**  
Chief Strategy Officer, Atomic212  
**Pawena Kaniah**  
Media and Communications Strategist, iProspect1:20pm – Lunch & Networking  
Sessions resume at 2:20pm

INSPIRATION X

**Friendship Bracelets:  
2024's Breakthrough Media Channel****Marine Turner**  
Group Strategy Director, EssenceMediacom**Bend It Like Bender: Shaping the Future of Media****Catherine Rushton**  
Chief Strategy Officer & Partner, This is Flow  
**Scott Laird**  
Chief People Officer, GroupM Australia  
**Kate O'Loughlin**  
Associate Strategy Director, Initiative  
**Robin O'Connell**  
Senior Content Solutions Consultant, LinkedIn

INSPIRATION X

**Are we Growing in the Right Direction?  
A Fresh Eyes Perspective****Ashley Hill**  
Media Coordinator, Match & Wood

KEYNOTE

**Don't Let Your Bucket Overflow****Olly Bridge**  
Health and Performance Expert from  
Essentio Health and Build a Bridge**Closing Address****Peter Horgan**  
CEO, OMG

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