

AGENDA

8:30am – Registration

MC
Lucy Bloom

Welcome to Country

Welcome Address

Sophie Madden
CEO, MFA

CLIENT SESSION

Relationships Matter –
Embracing Algorithms In Media OptimisationRachel Scott, Manager
Marketing Science, Suncorp Group

KEYNOTE

No Wrong Answers

Chris Kohler
Finance Editor, Nine Network

It's Time to Break the Rules

Sophie Price
Chief Strategy Officer, EssenceMediacomRob Frost
National Head of Planning, EssenceMediacomMorning Tea & Networking
Sessions resume at 11:30am

The Price Isn't Right

Louis Mayne
Chief Investment Officer, Hearts & ScienceLiz Wigmore
Managing Director Australia, Hearts & Science

INSPIRATION X

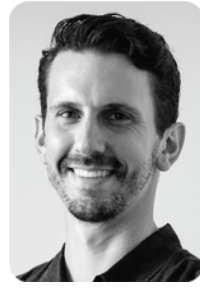
Are we Growing in the Right Direction?
A Fresh Eyes PerspectiveAshley Hill
Media Coordinator, Match & Wood

The Work Behind the Work

Yellowtail Campaign, Bohemia
Swisse Healthy Minds Campaign 2024, PMG

Catherine Rushton

Chief Strategy Officer & Partner, This is Flow

Max Broer
Head of Strategy, BohemiaEmma Baston
Head of Client Planning, PMG

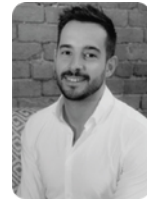
Multiplayer Mode

Mitchell Long
Chief Strategy Officer, Havas Media Network Australia
Virginia Hyland
Chief Executive Officer, Havas Media Network Australia
Lyndall Campher
Media Director and Consultant
Tom Wenborn
Chief Creative Thinker, Thinkerbell

INSPIRATION X

The Power Shift:
Sustainability Beyond the BoardroomZoe Stanek
Associate Strategy Manager, Wavemaker

Is Media Really For All?

Charles Xu
Diverse Director, OMDAngus McLeod
Investment Executive, OMDAsier Carazo
National Head of Strategy, Atomic212Pawena Kaniah
Media and Communications Strategist, iProspectLunch & Networking
Sessions resume at 2:20pm

INSPIRATION X

Swipe Right for Consumer Insight:
Why Dating Apps are the Ultimate Focus GroupAnnika Barrett
Senior Strategy Director, CaratVision 2049:
A Peek at our Industry's FutureDavid Bielenberg
Head of Strategy Melbourne, PHD
Paula Malysevaite
Head of Digital Sydney, PHD

Bend It Like Bender: Shaping the Future of Media

Catherine Rushton
Chief Strategy Officer & Partner, This is FlowScott Laird
Associate Strategy Director, Group MKate O'Loughlin
Associate Strategy Director, InitiativeRobin O'Connell
Senior Content Solutions Consultant, LinkedIn

Closing Address

Antonia Glezakos
Managing Director, OMDPeter Toone
Managing Partner, PMG

Thanks to our Sponsors

Grand Prix Sponsor



Platinum Sponsors



Gold Sponsors



Silver Sponsors

