



# MELBOURNE AGENDA

## 8:30am - 9:10am Registration

### Acknowledgement of Country

Nartarsha Bamblett



### Welcome Address

Sophie Madden, CEO, MFA



### AI Without Losing Our Magic

Lucinda Barlow, Head of International Marketing, Uber

### The Tension of Attention

James Rawlings, Group Head of Strategy, OMD

David Gray, Dramaturg & Story Strategist, Small Planet Studios

Dr. Karen Nelson-Field, Media Scientist & Founder, Amplified Intelligence



## 10:30am - 11:00am Morning Tea

### Building Strength by Combating Shame

Jason Tonelli, CEO, Zenith

Jessica Howse, Head of People and Culture, Publicis Groupe



### Work that Dares to Change

David Dalgarno, Group Strategy Director, Spark Foundry

Annika Barrett, Head of Strategy, Carat

Matt Ridsdale, Group Client Director, EssenceMediacom

Darshan Pawani, Digital Performance Manager, Starcom

Xue-Ying Chen, Market Lead - Product Enablement, Choreograph, WPP Media

Aaron Paul, Client Director, iProspect



### Can Neurodivergent Thinking Make Us All Better at our Jobs?

Rob Frost



### Search Everywhere: Are We Getting Smarter or Just Lazier?

Eloise Russell, Group Experience Director, Mindshare



### Closing the Gender AI Gap: The World Has A Gender Equality Problem, and Artificial Intelligence is Making it Worse

David Bielenberg, National Head of Strategy, PHD

Gemma Dawkins, National Head of Digital, PHD

Louise Cummins, Award-Winning CMO, Strategist, Reinvention & Resilience Advocate



### Dare to Disconnect: Is Dopamine Addiction Killing our Best Ideas?

Peita Pacey, Chief Strategy & Behaviour Change Officer, Hearts & Science

Liz Wigmore, National Managing Director, Hearts & Science



## 12:50pm - 1:35pm Lunch

### Seriously. Shut Up!

Sam Bessell, Strategy Director, Atomic 212°

Jan Janas, Senior Strategist, Atomic 212°



### Agents of Change

Mitchell Long, Chief Strategy Officer, Havas Media



### The Billion Dollar Question

Sam Turley, Innovation Lead, Mindshare

Priya Addams Williams, Shift 20 Initiative Lead



### The Case of the Missing Millions

Katy Eng, National Head of Diverse, OMG

Elena Giannini, Business Director, Avenue C

Luisa Dalli, Strategy Director, Havas Media

Narrator: Fenn Aldred



### Dare to Recharge: Strategies to Thrive not just Survive

Olly Bridge, Founder, Build a Bridge



### Closing Address

Anathea Ruys, CEO, UM Australia



## 3:30pm Event Close