



SYDNEY
AGENDA

8:30am - 9:10am Registration

Welcome to Country

Aunty Lola Ryan

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

Live Prize Draw

Data and Dragons

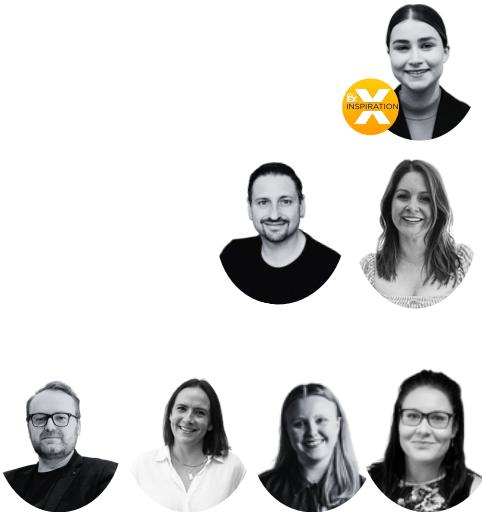
Florence Gleeson-Cook, Business Manager, Slingshot Media

Building Strength by Combating Shame

Jason Tonelli, CEO, Zenith
Jessica Howse, Head of People and Culture, Publicis Groupe

Work that Dares to Change

Chris Colter, Managing Director, Media Strategy ANZ, Accenture Song
Emma Greenhalgh, National Head of Communications Design, Initiative
Catherine Rushton, Chief Strategy Officer, This is Flow
Sophie Gallagher, Strategy Director, Clemenger BBDO



Can Neurodivergent Thinking Make Us All Better at our Jobs?

Rob Frost, Chief Strategy Officer

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



We Sell Culture in our Plans. So Why Aren't We Better at Creating It?

Caitlin Watters, Creative Connections Manager, UM

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

Live Prize Draw

Not all Catfish Live in Rivers. Some Live in Your Dashboards

Amartya Majumdar, Media Effectiveness Manager, iProspect

Agents of Change

Mitchell Long, Chief Strategy Officer, Havas Media

The Billion Dollar Question

Sam Turley, Innovation Lead, Mindshare
Sara Shams, Award-Winning Disability Rights & Diversity Advocate

The Case of the Missing Millions

Elena Giannini, Business Director, Avenue C
Katy Eng, National Head of Diverse, OMG
Luisa Dalli, Strategy Director, Havas Media
Narrator: Joshua Green, Strategic Director, Spark Foundry

The Stories We Tell Ourselves

Paul Watkins

Closing Address

Mark Coad, CEO, IPG Mediabrands and Imogen Hewitt, CEO, Publicis Groupe



Live Prize Draw

3:30pm Event Close