

## GET READY MELBOURNE FOR THESE GREAT SPEAKERS

### We are THE CHANGERS

Working in media, we may not save lives, but don't be fooled into thinking we don't change lives!

SPEAKERS:  
To be announced



### Data Wars

Who should control marketing's most valuable commodity?



MODERATORS:  
Liam Pook, Head of Digital, PHD Melbourne; and  
Mitchell Long, National Head of Strategy, PHD Australia

SPEAKERS:  
Liana Dubois, Director of Powered, Nine  
Jamie Skella, Technologist, Chief Product Officer, Travlr

phd

### The Pitfalls of Prediction

How are we supposed to know what's going to stick, and what's going to be flicked?



SPEAKER:  
Jack Monro, Senior Strategy Manager, PHD



### Showcasing the work that worked: Lessons from the frontline of media effectiveness

Hear from this year's MFA Awards Finalists on the keys to their success.



MODERATOR:  
Joe Lunn, Chief Technology and Transformation Officer, Mindshare

PANELLISTS:  
Charlotte Godley, Director - Sports Partnerships, OMD  
Penelope Shell, Melbourne Head of Product & National Head of Planning, OMD



### Indigenous Practices for a Sustainable Workplace

Could adopting practices and mindsets from the oldest living culture in the world be the solution we need?



MODERATOR:  
Phillipa Moig, Business Director, Suncorp Business, OMD

SPEAKERS:  
John Briggs, Managing Director, John Briggs Consultancy and  
proud Yorta Yorta and Gunnai Nations man  
Kim Hamilton, Sydney Managing Director, OMD  
Martin Cowie, Chief People Officer, OMD



### The Untapped Power of Sound

This cutting-edge interactive presentation will be a must see for all marcomm professionals.



SPEAKERS:  
Francis Coady, CMO Havas Media Group  
Ralph van Dijk, Founding Creative Director, Eardrum



### Five Minutes with the Indigenous Literacy Foundation



UnLtd:



### Even the Best Ideas are not Easy to Sell (with Mattel)

Great ideas get rejected all the time. But what is needed to get them across the line?



MODERATOR:  
Raj Gupta, Chief Strategy Officer, UM Australia

PANELLISTS:  
Jacinta Whitehead, Head of Marketing ANZ, Mattel  
Adam Russell - Group Business Director, UM  
Monique Chirgwin - Integrated Planning Director, UM



### Achieving a Diverse, Equitable and Inclusive Media Agency Industry

What's your hidden bias?

SPEAKER:  
To be announced



### How the All Blacks Inspire Elite Team Performance

People become far more resilient to stress when they consider their team as family.



SPEAKER:  
Christian Rossi, Account Executive, Starcom



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