Content Program





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?









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

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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

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?











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.





Ralph van Dijk, Founding Creative Director, Eardrum

Francis Coady, CMO Havas Media Group



Five Minutes with the Indigenous Literacy Foundation







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



Media Agency Industry What's your hidden bias?

Achieving a Diverse, Equitable and Inclusive

SPEAKER: To be announced



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

How the All Blacks Inspire Elite Team Performance

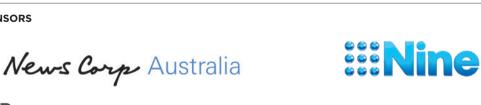




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