

ma.
Marketing Association

#ONSOCIAL26

THE SOCIAL MEDIA CONFERENCE

IN PARTNERSHIP WITH



TikTok



Meta

OMNICOM MEDIA

PROGRAMME

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#ONSOCIAL26

8:00am **#EARLYACCESS**
Arrive early to get a head start on your #OnSocial26 experience!

9:00am **WELCOME**
Nathan D'Mello, *Social Strategy Lead, The Warehouse Group*
Simran Wadhawan, *Brand Manager (Edmonds), Goodman Fielder*

9:15am **OPENING INTERNATIONAL KEYNOTE: SHOWTIME: BRAND BUILDING IN SOCIAL'S ENTERTAINMENT ERA**
LIVE Yash Murthy, *Executive Director, Strategy and Social, Create Group*  International Keynote

9:55am **INTERNATIONAL CASE STUDY: THE POWER OF WEIRD: WHY DISTINCTIVE CREATIVE WINS ON SOCIAL**
Tim Farmer, *Head of Brand Marketing, DiDi*  International Keynote

10:35am **KAI + CONVERSATION - MORNING TEA BREAK**

11:10am **3 ROOMS, YOUR CHOICE OF THE FOLLOWING:**

PURPLE ROOM

FIRESIDE CHAT

STORYTELLING THAT STICKS – HOW TO BUILD A PODCAST (AND COMMUNITY) PEOPLE CARE ABOUT

Jay-Jay Feeney, *Owner & Co-Founder, PodLab*
Marcus Logan, *Social Media & Marketing Architect | Podcast Growth Strategist | Digital-First Media Leader*
Interviewer: Zania Guy, *Social Media Expert & Podcast Host*

RED ROOM

PANEL

TIKTOK PANEL: BUILT FOR ATTENTION, DRIVEN BY AUTHENTICITY

Amy Bradshaw, *General Manager, Global Business Solutions, TikTok*
Natasha Le Marinel, *Global Manager Planning & Partnerships, Tourism New Zealand*
Richard McRae, *Head of Media and Digital Marketing, One New Zealand*

BLUE ROOM

WORKSHOP

TURNING A SMALL SPARK OF AN IDEA INTO A MOVEMENT

Melanie Spencer, *Co-Founder and CEO, Thompson Spencer*
Debbie Chin, *Senior Marketing Manager, Auckland Transport*

TRAVEL TIME

12:05pm

3 ROOMS, YOUR CHOICE OF THE FOLLOWING:

PURPLE
ROOM

CASE STUDY

FROM SKINNY TO ASB

Ryan Stokes, *Social Content and Community Manager, ASB Bank*

RED
ROOM

PANEL

CREO HAS LAUNCHED: THE NEXT ERA OF CREATOR MARKETING IN NEW ZEALAND

Jenny Appel, *General Manager, OM Content New Zealand*

Steph Pearson, *Head of Social & Innovation, OM Content Australia*

Amanda Cox, *General Manager, Outspoken*

Kelly Umberfield, *Head of Agency and Consumer Brands, TikTok Australia & New Zealand*

BLUE
ROOM

WORKSHOP

THE SOCIAL MEDIA ROI WORKSHOP: FROM LIKES TO REVENUE

David Bowes, *Co-founder & Managing Director, Zavy*

12:45pm

KAI + CONVERSATION - LUNCH BREAK

1:45pm

2 ROOMS, YOUR CHOICE OF THE FOLLOWING:

PURPLE
ROOM

KEYNOTE

META KEYNOTE - THE CREATIVE FLEX

Spencer Bailey, *Head of New Zealand, Meta*

RED
ROOM

PANEL

HOW THE NEXT GENERATION OF CONSUMERS AND CREATORS ACTUALLY USE SOCIAL

Jane Joo, *Social Media Influencer and Sustainability Engineer*

Ned Pound, *Director & Junior Creative, nedpound.com*

Thomas Siemsen, *Creative and Content Executive, AA New Zealand*

Louie Whata, *Social Media Content Creator, Auckland University of Technology*

Moderator: Julian Thompson, *Partner, MOSH Social Media*

TRAVEL TIME

2:35pm

3 ROOMS, YOUR CHOICE OF THE FOLLOWING:

PURPLE
ROOM

KEYNOTE

SAME PLAYBOOK, DIFFERENT PRODUCT: HOW IYIA LIU TURNS CONTENT INTO COMPANIES

Iyia Liu, Entrepreneur, Speaker & TV Personality

RED
ROOM

PANEL

SMALL BUDGETS, BIG IMPACT

Regan Grafton, Chief Tinker and Co-Founder, Thinkerbell Aotearoa
Tony Collins, Managing Director, Byond
Emily Rutherford, Co-Owner and Managing Director, Kiwi Water Park
Moderator: *Zania Guy, Social Media Expert & Podcast Host*

BLUE
ROOM

CASE STUDY

FROM TIKTOK WINS TO TWITCH FIRSTS: HOW Z ENERGY IS BUILDING MOMENTUM WITH A COMMUNITY-FIRST APPROACH

Asad Naseem, Social Media Manager, Z Energy

3:15pm

KAI + CONVERSATION - AFTERNOON TEA BREAK

3:45pm

NEW ZEALAND POLICE CASE STUDY: SERIOUS JOB. NOT-SO-SERIOUS SOCIAL.

Jess Bovey, Brand & Marketing Manager, New Zealand Police

4:30pm

AFTER PARTY

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THE SOCIAL MEDIA CONFERENCE

*Programme is subject to change