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Marketing Association

AML

ADVANCED MARKETING LEADERSHIP

TURNING TODAY'S MARKETING TALENT INTO TOMORROW'S LEADERS

Professional Certification of Advanced Marketing Leadership

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8:30 AM	INTROS	8:30 AM	RECAP	8:30 AM	RECAP	8:30 AM	RECAP	8:30 AM	RECAP	8:30 AM	RECAP
8:45 - 9:45 AM	IDEAL ATTRIBUTES OF MARKETER - CEO PANEL Clive Omerod - Les Mills Caroline Rainsford - Google Rob Harvey - Dentsu	8:45 - 9:30 AM	MARKETING A BETTER FUTURE Why marketing must lead the new wave of corporate sustainable transformation with Dentsu/Kantar	8:45 - 10:30 AM	BRAND CRISIS When brands stuff up how do you repair reputational damage? Group solving ng on strategy and tactics on a specific problem with Kelly Grindle, Special PR	8:45 - 12:30 PM	REFRAMING VALUE: THE DISRUPTION OPPORTUNITY <i>This topic explores the patterns, causes, and effective responses to disruption that now characterise the creation and delivery of value in multiple industries. A key emerging skill for marketers today is how to discover these overlooked or underserved customer value opportunities.</i> Dr Peter Wilton, UC Berkeley	8:45 - 9:30 AM	WHY THE CMO MUST BE BEST MATES WITH THE CFO Suraiya Phillimore-Smith - Westpac	8:45 - 9:45 AM	AI: THE DOUBLE-EDGED SWORD – SEIZING OPPORTUNITIES AND BATTLING THE DARK SIDE IN MARKETING AND SEO  Britney Muller, New York
9:45 - 10:30 AM	SO YOU WANT TO BE CMO? HAVE A PLAN Shane Evans – Chief Transformation Officer SBS (Marketer of the Year 2021)	9:30 - 10:30 AM	THE ART OF LEADING A LARGE TEAM Suzi McAlpine	11:00 - 11:45 AM	ARCHITECTING AN ENTERPRISE'S FUTURE Anubha Saharabuddhe - Lion Australia			9:30 - 12:30 PM	HOW TO NEGOTIATE AND INFLUENCE C SUITE USING BEHAVIOURAL SCIENCE Colleen Ryan - TRA	9:45 - 10:45 AM	DIGITAL STRATEGY OF THE FUTURE Matt Bain Spark, David McCallen OMD, Clint Bratton Proximity
11:00 - 12:30 PM	CHALLENGES KEEPING CMOS AWAKE AT NIGHT Mark Ritson	11:00 - 12:00 PM	BEYOND BURNOUT - HOW TO SPOT IT, STOP IT AND STAMP IT OUT. Suzi McAlpine	11:45 - 12:30 PM	CREATIVITY - THE BIGGEST ROI LEVER IN MARKETING James Hurman - Previously Unavailable	12:30 - 1:15 PM	LUNCH	12:30 - 1:15 PM	LUNCH	11:15 - 12:30 PM	NEGOTIATING CONTRACTS THAT FUTURE PROOF YOUR BUSINESS David Reid, Senior Partner Asia-Pacific for Media Market Compliance
12:30 - 1:00 PM	LUNCH	12:00 - 12:45 PM	LUNCH	12:30 - 1:15 PM	LUNCH	2:00 - 3:00 PM	MARKETING'S ROLE IN DRIVING INTRAPRENEURSHIP WITHIN THE ORGANISATION Matt Bain and Luke Smith - Spark	2:30 - 4:00 PM	CHEAT SHEET FOR PRESENTING TO BOARDS Miriam Chancellor - Naked Audience	12:30 - 1:15 PM	LUNCH
1:00 - 2:00 PM	PROJECT BRIEF – CHARITY MARKETING INITIATIVE (IN GROUPS) Tony Gardner	12:45 - 4:00 PM	CRITICAL THINKING SKILLS FOR MARKETERS Carl Davidson	1:15 - 2:15 PM	BEING COURAGEOUS – MAKING THE BIG CALLS – THE REBRANDING OF OTAGO UNIVERSITY Hone Paul - Otago University	3:30 - 5:00 PM	GROUP PROJECT	4:00 - 5:00 PM	LESSONS FROM CMO'S ON COMPLICATED STAKEHOLDER MANAGEMENT ISSUES Dominic Quin - Foodstuffs, Jules Lloyd-Jones - Mitre 10, Geraldine Oldham - Restaurant Brands	1:15 - 2:00 PM	WHAT'S NEXT FOR MARKETERS? Challenges and opportunities for marketers in the next 3 years with Global CMO Andy Lark
2:00 - 3:00 PM	WHAT I WISH I KNEW PRIOR TO BECOMING CMO Suraiya Phillamore-Smith - Westpac, Jonathan Waecker - The Warehouse Group, Renne Milkop-Kerr - Fonterra Simon Hofmann - Kiwibank	4:00 - 5:00 PM	MARKETER TO CMO TO MD – HOW DID THAT HAPPEN? CRAIG BALDIE, LION NZ Craig Baldie, MD Lion NZ	2:15 - 3:30 PM	BUILDING BRANDS THAT MIGHT BE NOTICED Adam Ferrier - Thinkerbell	5:00 PM	DRINKS				
3:00 - 4:00 PM	STARTING AS CMO IN A NEW COMPANY - TIPS FOR TRANSITION Jane Anthony - Air NZ, Helen Fitzsimons - ASB, Jenni Ryan - AA Luke Rive - McDonalds	5:00 PM	DRINKS	3:45 - 5:00 PM	IDEAS PRESENTATIONS AND DEBRIEF ON BRAND CRISIS Kelly Grindle Special PR, Adam Ferrier Thinkerbell			5:00 PM	DRINKS	2:00 - 3:00 PM	PREPARATION FOR PRESENTING PROJECTS
4:30 - 5:00 PM	SPEED MENTORING NZ's CMO's									3:30 - 5:00 PM	PROJECT PRESENTATIONS Georgia Mahaffie - One NZ, Todd Johnstone - Westpac, Geraldine Oldham, Restaurant Brands
5:00 PM	NETWORK DRINKS			5:00 PM	DRINKS					5:00 PM	NETWORK FUNCTION

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Sessions may change due to people's unavailability