



# EMERGING MARKETER ACCELERATOR

PROUDLY  
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goodman fielder



SESSIONS MAY CHANGE DUE TO SPEAKER AVAILABILITY

# 26 FEBRUARY

# 27 FEBRUARY

# 26 MARCH

# 27 MARCH

8:30 AM INTRODUCTIONS

9:00 - 9:45 AM HOW AI IS RESHAPING MARKETING  
Caroline Rainsford - Google

9:45 - 10:45 AM PANEL: AGENCY STRATEGISTS  
Rory Gallery - Special NZ  
Hillary Ngan Kee - Motion Sickness  
Mark Lloyd - TBWA  
Tim Cullinane - Saatchi & Saatchi

10:45 - 11:15 AM MORNING TEA

11:15 - 1:15 PM PROBLEM SOLVING LIKE A PROFESSIONAL  
Carl Davidson - Curiosity Company

1:15 - 1:45 PM LUNCH

1:45 - 2:30 PM BEING A GREAT TEAM PLAYER: HANDLING CONFLICT WITHOUT LOSING YOUR COOL  
Tony Gardner - Archetype Leadership + Teams

2:30 - 3:30 PM GROUP PROJECT LAUNCH  
Mentors: Michelle Goodes (Foodstuffs), Bhavna Prentice (F&P Healthcare), Lauren Walsh (dentsu), Ben van Rooy (Human Digital), Gin Cook (TVNZ), Evaan Mioceovich (dentsu), Michele Lumsden (Westpac)

3:30 - 4:00 PM AFTERNOON TEA

4:00 - 4:45 PM SPEED MENTORING  
AML Alumni

4:45 PM WRAP-UP & NETWORKING DRINKS

8:30 AM RECAP

9:00 - 9:45 AM BEING THE MARKETER EVERYONE WANTS TO HIRE  
Jason Paris - One NZ

9:45 - 10:30 AM PANEL: MASTERING ROI: TURNING MARKETING INTO BUSINESS RESULTS  
Matt Pickering - ANZ  
Renee Milkop-Kerr - Fonterra  
Luke Smith - Spark NZ

10:30 - 10:45 AM MORNING TEA

10:45 - 12:00 PM SEGMENTATION, TARGETING, AND POSITIONING THAT WORKS  
Colleen Ryan - TRA

12:00 - 12:45 PM WRITING KILLER BRIEFS  
Carl Sarney - Independent

12:45 - 1:15 PM LUNCH

1:15 - 2:15 PM PANEL: THE ART OF INFLUENCING  
AML Alumni Panel: Katherine Kazalbash (One NZ), Lou Golding (Westpac), Olly Walker-Boden (Federation) Mia Matulic (Google)

2:15 - 3:15 PM GROUP PROJECT WORK  
Mentors: Michelle Goodes (Foodstuffs), Bhavna Prentice (F&P Healthcare), Lauren Walsh (dentsu), Ben van Rooy (Human Digital), Gin Cook (TVNZ), Evaan Mioceovich (dentsu), Michele Lumsden (Westpac)

3:15 - 3:45 PM AFTERNOON TEA

3:45 - 4:15 PM UNLEASHING YOUR INNER REBEL  
Adam Ferrier - Thinkerbell

4:15 PM WRAP-UP & NETWORKING DRINKS

8:30 AM RECAP

9:00 - 10:00 AM AI-DRIVEN MARKETING: THINKING IN AI  
Ahmad Salim - The Loom

10:00 - 10:30 AM MORNING TEA

10:30 - 11:30 AM PANEL: HARDEST LESSONS AS AN EMERGING MARKETER: HANDLING STRESS AND OBJECTIONS  
AML Alumni Panel: Tiffany Kong (Kiwibank), Dave Norman (DB Breweries), Tabitha Chapman (Goodman Fielder)

11:30 - 12:30 PM PANEL: WHAT'S NEXT? WHAT'S HYPE?  
Reuben Halper - YouTube  
Spencer Bailey - Meta  
Rob Hutchinson - TVNZ  
Rachel Crockett - TikTok

12:30 - 1:00 PM LUNCH

1:00 - 2:00 PM PANEL: THE MARTECH SHOWDOWN: TOOLS YOU NEED TO KNOW NOW  
Jonathan Marshall - Salesforce  
Adnan Khan - Stitch  
Alfred Rodas - World Vision

2:00 - 2:45 PM DATA THAT TALKS: TURNING NUMBERS INTO NARRATIVES  
Mark Lloyd, Group Strategy Director - TBWA

2:45 - 3:15 PM AFTERNOON TEA

3:15 - 4:15 PM HARVARD GEN-AI CASE STUDY

4:15 PM WRAP-UP & NETWORKING DRINKS

8:30 AM RECAP

9:00 - 9:45 AM CRAFTING A KILLER STRATEGY  
Frankie Coulter - The Warehouse Group

10:00 - 10:30 AM MORNING TEA

10:30 - 11:30 AM PANEL: MAKING THE MIX WORK: SMARTER MULTICHANNEL STRATEGY  
Rufus Chuter - Together  
Valerie Walshe - TVNZ  
Nicky Greville - Spark Foundry

11:30 - 12:30 PM STAKEHOLDER ALCHEMY: YOUR NUMBER ONE MARKETING TOOL  
Annemarie Brown - Lion NZ  
Dominic Quin - Senior Exec. Leader

12:30 - 1:00 PM LUNCH

1:00 - 2:00 PM CAMPAIGNS THAT BROKE THE RULES  
Sam Stuchbury - Motion Sickness  
Lisa Fedyszyn - Special  
Shane Bradnick - TBWA

2:00 - 3:15 PM PROJECT PREPARATION & AFTERNOON TEA

3:15 - 4:30 PM PROJECT PRESENTATIONS  
Big Challenge Judges Panel: Helen Fitzsimons - ASB  
Valerie Walsh - TVNZ  
Catherine Harris - TBWA

4:30 PM FINAL WRAP-UP & NETWORKING DRINKS