

International Speakers 2026

**THE
GREAT
MINDS
LIST**



ANDREW TINDALL

John Miles

CEO | New Zealand Marketing Association

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Hi team,

We've got three fabulous international speakers coming to Aotearoa - Andrew Tindall, Professor Jim Lecinski and Andy Lark.

While they're here, they're not just doing public sessions. They're also available to spend time with your team.

All three are outstanding in their own areas. On the following pages, you'll see what each will cover. They are all running public sessions/workshops - but if you want something tailored to your business, we have Team Training options for your team.

As always we have lots of flexibility and can work out something that works for your team. Our guests have limited availability and Andy is already doing five Team Training workshops. So if you want them, be quick!

Warm regards,



John Miles

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Marketing Association



ANDREW TINDALL

Chief Growth Officer

System1



ABOUT ANDREW

Andrew Tindall is a leading voice in marketing effectiveness, best known for his work at System1 turning behavioural science into what actually works in advertising.

His core message: most marketing is too rational and forgettable. The stuff that drives results is emotional, creative, and built for the long term.

He's known for backing bold, effective advertising with real data - and challenging average thinking.

In short: he reminds marketers that great creative beats safe performance tactics - and proves it.

Dates available:

- Monday 27th July
- Tuesday 28th July Digital Day Out,
- Wednesday 29th to Friday 31st July

Andrew will be here on the week commencing 27th July. He is speaking at Digital Day Out on the following topic:

- "Effectiveness in the age of efficiency" / "How (not) to grow a brand in digital"

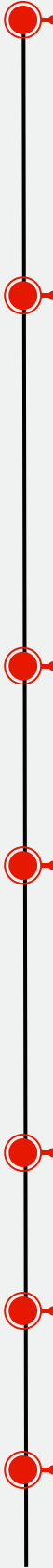

He is going to be doing a separate public session.

The topic is looking like it will be:

- **The Magic / Power of Compound Creativity**
How brands grow by building creative assets and consistency over time.

In Partnership with

mediaworks.



He is available to come and in do a private session with your team and cover any of the global research that he has been doing.

Some topic ideas he has suggested to me are:

- **The Creator Effectiveness Playbook**

It's a new piece of work with TikTok and WPP, built from my research, columns, public speaking themes and wider public data. The core idea is simple: creator marketing has become very big, very fashionable, and still quite poorly understood. This session looks at what actually makes creator work effective - what drives attention, emotional response, branding and commercial impact - and turns that into a practical playbook for brands.

- **The Creator Effectiveness Playbook: How Brands Turn Creator Content into Growth**

Beyond Influencer Hype: What Actually Makes Creator Marketing Work. What actually makes creator content build brands and drive growth.

- **AI Will Make You Faster. Creativity Decides If You Win.**

The argument there is that AI will make content creation cheaper and quicker for everyone, which means the real premium shifts to ideas, judgement and creativity. In a world of infinite average content, dull gets even more expensive. So the session is really about how to use AI productively without confusing speed with advantage.

- **The Extraordinary Cost of Dull in an AI World**

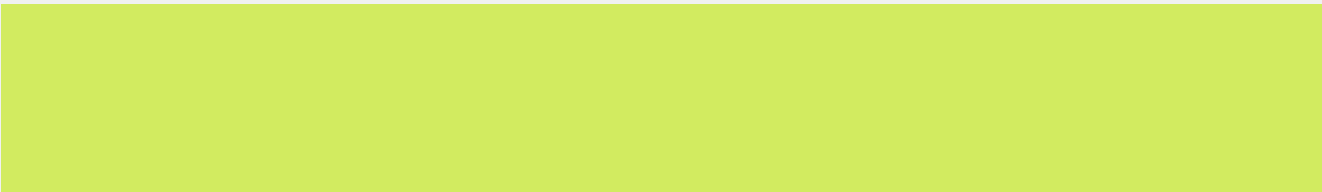
From Algorithms to Advantage: Where Growth Really Comes From

- **Myths and Truths in Modern Advertising**

A practical reset on what still works, what doesn't, and what marketers keep getting wrong.

- **The Extraordinary Cost of Dull**

Why bland creative is a growth tax, and why entertaining work pays back.



PROFESSOR JIM LECINSKI

Clinical Professor of Marketing at
Northwestern-Kellogg

Northwestern
Kellogg
School of Management

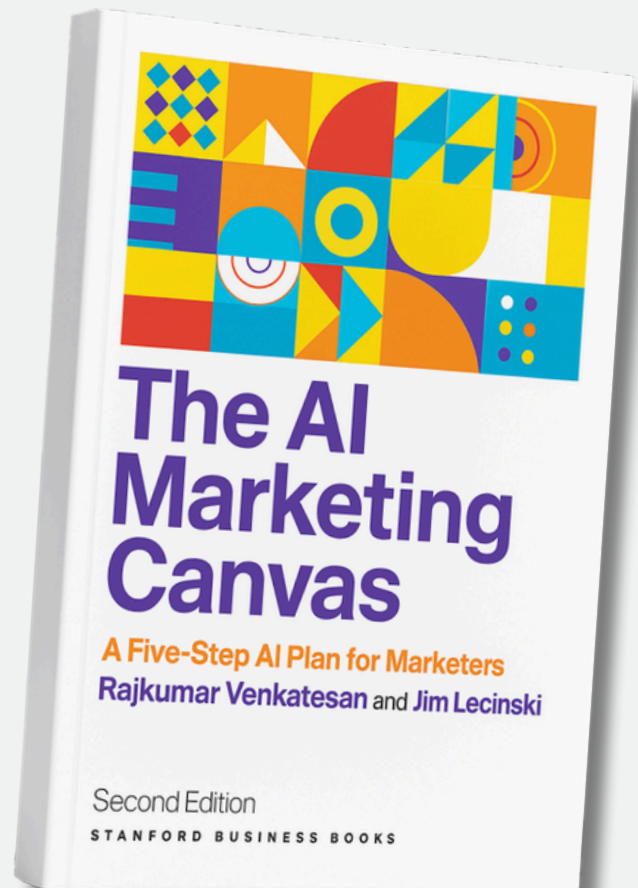
ABOUT JIM

Professor Jim Lecinski, The Kellogg School of Management, Northwestern University, Chicago.

Jim is a Clinical Professor of Marketing at Northwestern's Kellogg School of Management, where he teaches Marketing Strategy, Omnichannel Marketing, and AI in Marketing, and has been named Kellogg Professor of the Year.

With over 30 years' experience - including 12 years at Google as VP of Customer Solutions - he's a globally recognised expert, consultant, and keynote speaker.

He's best known for "Winning the Zero Moment of Truth (ZMOT)," read by over 300,000 marketers, and his latest work, *The AI Marketing Canvas*, updated in 2026.





Workshops

We are offering two workshop topics and Jim will be available in July and August. In addition to team training, Jim will be running public workshops.



1. "The Nine Paths to Growth"

This is a Marketing Strategy session, focused on helping marketers identify growth vectors for their business.

In a world where growth is more elusive than ever, how can marketers find the right path forward? This session introduces a powerful marketing framework that reveals nine distinct paths to growth, giving you a strategic edge in a competitive landscape. The framework focuses on two primary growth levers: customers and products, and dives into when and how to lean into each to maximize results. Through a series of real-world examples, you'll see how brands have put these strategies into action, ensuring you walk away with not just knowledge, but the confidence to take these ideas and make them work in your own business context. The session will include a hands-on application exercise in which attendees will be given a chance to apply these nine paths to growth to a real world brand situation, working in small groups to prepare and then sharing their recommended growth paths.



2. "The AI Marketing Canvas"

This session is an AI in Marketing session, an updated version of what you saw me do last year, reflecting the latest AI developments.

As AI has quickly moved from an experiment that marketers were dabbling with, to now becoming central to the marketing function, it's become clear that there are two critical requirements for success: a clear set of marketing use cases for AI; and a step-by-step implementation blueprint to follow. This session will cover both of those topics in depth, based on research and material from the newly revised 2d edition of Lecinski's award-winning book, "THE AI MARKETING CANVAS." Participants will walk away fluent in two frameworks, one for use cases and one for implementation. The session will include a hands-on computer simulation exercise in which attendees will be given a chance to experience a state of the art AI-powered marketing operation.

ANDY LARK

The Workshop:

The Commercial Marketer: Beyond ROI to Proving Marketing from the Budget to the Balance Sheet & Boardroom. Public Workshop - August 7. Team Training workshops available.

Marketing is plagued by old tropes and battles: sales vs. Marketing, CMOs vs. CFOs, and brand building vs. near-term revenue tactics. Commercially orientated marketing moves beyond the battle to prove marketing ROI to proving marketing as a driving force behind business outcomes. Reorienting requires understanding marketing's levers and driving business & behavioral alignment beyond marketing tactics.

This demands commercial acumen and skills to navigate business opportunities and trends. It requires a behavioral shift in marketers from budget speculators seeking to evidence success on their terms, to budget creators shaping business outcomes. The net result, more impactful marketers with richer careers.

What makes this different

- Learn from marketers elevated to the C-Suite and ASX 100 Boards - and become founders of start-ups with multi-billion-dollar valuations.
- Rather than just focusing on finances, The Commercial Marketer focuses on the broad range of skills and know-how marketers must develop.
- This intensive boot camp is designed to equip you with core skills and fundamentals to set you on the path to building your growth skills and boosting your career.
- Ideal as a team boot camp to drive better alignment with the business and overall marketing outcomes.



ABOUT ANDY

Andy Lark is a prominent marketing leader, speaker, and innovator with a rich history of driving growth and transformation in the digital and creative industries. Known for his strategic vision and forward-thinking approach, Lark has held leadership roles in both large corporations and fast-growing startups.

Chief Marketing and Communications Officer: Lark has served in executive roles for major organisations, including Commonwealth Bank of Australia (CBA), where he oversaw global marketing, branding, and digital initiatives.

Leadership in Technology: He has held senior marketing roles at companies like Xero, Dell and Sun Microsystems, focusing on innovation, product marketing, and customer experience.

Key Learning Modules

Budget fundamentals:

Establish the foundation to drive balance sheet outcomes and create the narrative to support marketing as a driver in the business beyond tactical ROI.

Business Strategy Alignment:

What differentiates business strategy from marketing strategy, and how do you achieve alignment? How do you align with and express the business model through marketing? You'll be equipped with the critical knowledge to fuse marketing and business strategy, creating better alignment and outcomes.

Financial Fundamentals:

Reading the balance sheet is a requirement for every marketer, but knowing how the financial model aligns with the business model is critical.

Core Marketing Processes:

Implementing core marketing processes will enable you to drive organisational alignment and perform better.

Revenue & Operational Alignment:

How does marketing align to revenue outcomes and ensure synchronicity with sales? Driving revenue and operational alignment both in planning, through the funnel, and during business cycles is vital. Understand how marketing can and must impact revenue - both in terms of retention and growth.

Behavioural Dynamics—from the Board to the C-team:

Marketers' ability to align and master the business's behavioural dynamics is a crucial factor in driving an effective working environment. Learn how to win over stakeholders, mobilise colleagues and clients, and communicate with your Board.

Proving Marketing Progress & Outcomes:

What if marketing ROI didn't matter - or at least matters less than you think? Understand how to present marketing outcomes that matter to the business, demonstrating that the investment is working and that future investment is worth betting on.

Learning Structure

The boot camp is designed to give marketers a 360° view of what it takes to become commercially orientated. We dive into a minimum of three learning modules with interactive working time. All modules are covered via presented and video content.

Format

Highly interactive bootcamp combining live experiences, video, and individual and team-based exercises. A full-day workshop running from 8:30 a.m. to 4 p.m. allows enough time to cover three topics in depth and the others as primer sessions. If the workshop is company—or team-specific, we can work with you to select the most appropriate deep-dive topics.




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Interested in partnering or a team booking?
Get in touch. (Limited dates for Team Training
workshops.)

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