

# AML

ADVANCED MARKETING LEADERSHIP

TURNING TODAY'S MARKETING TALENT INTO TOMORROW'S LEADERS

Professional Certification of Advanced Marketing Leadership

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**29** MAY      **30** MAY      **26** JUNE      **27** JUNE      **31** JULY      **01** AUGUST

8:30 AM	INTROS	8:30 AM	RECAP	8:30 AM	RECAP	8:00 - 9:00 AM	CRAFTING SUCCESSFUL PARTNERSHIPS WITH YOUR AGENCY Islam ElDessouky - The Coca-Cola Company (US)	8:30 AM	RECAP	8:30 AM	RECAP
9:00 - 9:45 AM	CEO PANEL - IDEAL ATTRIBUTES OF A CMO Caroline Rainsford - Google NZ Clive Omerod - AS Colour Aisha Daji Punga - ImpactFULLco Rob Harvey - dentsu Aotearoa	9:00 - 10:00 AM	Q&A WITH JASON PARIS Jason Paris - One NZ	9:00 - 9:45 AM	STRATEGIC INFLUENCE: DEFINING MARKETING'S ROLE IN SHAPING CORPORATE VISION Frankie Coulter - Goodman Fielder NZ (Marketer of the Year 2024)	9:00 - 11:45 AM	HOW TO NEGOTIATE AND INFLUENCE C SUITE USING BEHAVIOURAL SCIENCE Colleen Ryan - TRA	9:00 - 10:00 AM	THE ART OF LEADING A LARGE TEAM Suzi McAlpine	9:00 - 12:30 PM	THE 12 POWERS OF A MARKETING LEADER Thomas Barta
9:45 - 10:30 AM	SO YOU WANT TO BE A CMO? HAVE A PLAN Shane Evans - SBS (Marketer of the Year 2021)	10:00-10:45 AM	ENVIRONMENTAL, SOCIAL AND GOVERNANCE - WHAT DOES IT MEAN FOR MARKETING LEADERSHIP? Felicity Christie - Sustainability Marketing Group	9:45 - 10:30 AM	5 TRAPS TO AVOID AS YOU GAIN POWER AS A LEADER Tony Gardner - Archetype	11:45 - 12:15PM	MANAGING BRAND CRISIS Kelly Grindle - Special PR	10:30 - 11:30 PM	MANAGING MULTIPLE PRIORITIES AND AVOIDING BURNOUT Suzi McAlpine	12:30 - 1:00 PM	LUNCH
11:00 - 12:00 PM	HARVARD CASE STUDY Drew Franklin - University of Auckland	11:15 - 12:00 PM	THE ART OF PROBLEM SOLVING Carl Davidson - Truwind Research First	11:00 - 1:00 PM	HARVARD CASE STUDY PRESENTATIONS Solutions	12:15 - 12:45 PM	HARVARD CASE STUDY	11:30 - 12:15PM	"NEXT-GEN TEAM MANAGEMENT: AI SOLUTIONS FOR EFFECTIVE LEADERSHIP" Travena Addenbrooke - Spark NZ	1:00 - 1:45 PM	CREATING AND SUSTAINING A CUSTOMER-CENTRIC ORGANIZATION Jo Mitchell - The Warehouse Group (Marketer of the Year 2019)
12:00 - 12:45 PM	LUNCH	12:00 - 12:30 PM	LUNCH	1:00 - 1:30 PM	LUNCH With MA board members	12:45- 1:30 PM	LUNCH	12:15 - 12:45 PM	LUNCH	1:45 - 2:45 PM	AI: THE GREAT MARKETING METAMORPHOSIS Andy Lark
12:45 - 1:45 PM	CHEAT SHEET FOR PRESENTING Miriam Chancellor - naked audience	12:30 - 1:45 PM	THE ART OF PROBLEM SOLVING Carl Davidson - Truwind Research First	1:30 - 2:30 PM	MAKING THE HARD CALLS Jodi O'Donnell - TVNZ	1:30 - 2:30 PM	NODS AND EYEBROWS Mike Felix - dentsu Aotearoa Brett Colliver - dentsu Aotearoa	12:45 - 1:15 PM	CASE STUDY PREP	2:45 - 3:15 PM	PROJECT PREPARATION
1:45 - 2:30 PM	GETTING YOUR BUDGET ACROSS THE LINE - WHAT THE CEO AND CFO ARE LOOKING FOR Chris Lamers - MTF Finance Mike Asbridge - MediaWorks NZ	1:45 - 3:00 PM	CASE STUDY IN GROUPS	2:30 - 3:15 PM	PANEL - INFLUENCING THE C-SUITE Sarah Sandoval - NZ Post Craig James - Goodman Fielder Jodi O'Donnell - TVNZ	2:45 - 3:30 PM	DEVELOPING RESILIENCE TO BUILD YOUR CAREER Lindsay Brittain	1:15 - 2:15 PM	DATA DRIVEN SERVICE DISRUPTION Clint Bratton - Proximity NZ	3:15- 4:30 PM	PROJECT PRESENTATIONS Annemarie Browne - Lion NZ Fraser Shrimpton - DB Breweries Oliver Downs - Asahi Kelly Grindle - Special PR Jim Lecinski - Northwestern University
2:30 - 3:15 PM	CMO PANEL - WHAT I WISH I KNEW PRIOR TO BECOMING A CMO Renee Milkop-Kerr - Fonterra Simon Hofmann - Kiwibank Shane Evans - SBS Jo Mitchell - The Warehouse Group	3:00 - 3:45 PM	"BALANCING PRIORITIES AND DRIVING IMPACT: LEADERSHIP INSIGHTS FROM A TRANS-TASMAN CMO" Astrud Burgess - ANZ	3:45 - 4:45 PM	FINDING THE EDGE OF BRAVERY FOR YOUR BRAND Annabel Fribence - Westpac Group (TBC)	2:45 - 3:30 PM	CHATHAM HOUSE RULES - MY BIGGEST STUFF UPS AS A CMO Luke Rive - McDonald's NZ Georgia Mahaffie - One NZ Dominic Quin - Foodstuffs NZ	2:45 - 4:15 PM	"THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING" Jim Lecinski - Northwestern University - Kellogg School of Management	2:45 - 3:15 PM	PROJECT PREPARATION
3:45 - 4:30 PM	SPEED MENTORING NZ's CMO's	3:45 - 4:30 PM	MARKETER TO CMO TO MD - HOW DID THAT HAPPEN Craig Baldie - Lion NZ	4:45 PM	NETWORK DRINKS	4:30 PM	NETWORK DRINKS	4:30 PM	NETWORK DRINKS	4:30 PM	NETWORK DRINKS
4:30 PM	NETWORK DRINKS	4:30 PM	NETWORK DRINKS								

Sessions may change due to people's availability