

ma.
Marketing Association

AML

ADVANCED MARKETING LEADERSHIP

TURNING TODAY'S MARKETING TALENT INTO TOMORROW'S LEADERS

Professional Certification of Advanced Marketing Leadership

SESSIONS MAY CHANGE DUE TO SPEAKER AVAILABILITY

29
MAY

30
MAY

26
JUNE

27
JUNE

31
JULY

01
AUGUST

<div>8:30 AM</div> <div>INTROS</div> <div>9:00 - 9:45 AM</div> <div>CEO PANEL - IDEAL ATTRIBUTES OF A CMO Caroline Rainsford - Google NZ Clive Omerod - AS Colour Aisha Daji Punga - ImpactFULLco Rob Harvey - dentsu Aotearoa</div> <div>9:45 - 10:30 AM</div> <div>SO YOU WANT TO BE A CMO? HAVE A PLAN Shane Evans - SBS <i>(Marketer of the Year 2021)</i></div> <div>11:00 - 12:00 PM</div> <div>HARVARD CASE STUDY Drew Franklin - University of Auckland</div> <div>12:00 - 12:45 PM</div> <div>LUNCH</div> <div>12:45 - 1:45 PM</div> <div>CHEAT SHEET FOR PRESENTING Miriam Chancellor - naked audience</div> <div>1:45 - 2:30 PM</div> <div>GETTING YOUR BUDGET ACROSS THE LINE - WHAT THE CEO AND CFO ARE LOOKING FOR Chris Lamers - MTF Finance Mike Asbridge - MediaWorks NZ</div> <div>2:30 - 3:15 PM</div> <div>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</div> <div>3:45 - 4:30 PM</div> <div>SPEED MENTORING NZ's CMO's</div> <div>4:30 PM</div> <div>NETWORK DRINKS</div>	<div>8:30 AM</div> <div>RECAP</div> <div>9:00 - 10:00 AM</div> <div>Q&A WITH JASON PARIS Jason Paris - One NZ</div> <div>10:00-10:45 AM</div> <div>ENVIRONMENTAL, SOCIAL AND GOVERNANCE - WHAT DOES IT MEAN FOR MARKETING LEADERSHIP? Felicity Christie - Sustainability Marketing Group</div> <div>11:15 - 12:00 PM</div> <div>THE ART OF PROBLEM SOLVING Carl Davidson - Truwind Research First</div> <div>12:00 - 12:30 PM</div> <div>LUNCH</div> <div>12:30 - 1:45 PM</div> <div>THE ART OF PROBLEM SOLVING Carl Davidson - Truwind Research First</div> <div>1:45 - 3:00 PM</div> <div>CASE STUDY IN GROUPS</div> <div>3:00 - 3:45 PM</div> <div>"BALANCING PRIORITIES AND DRIVING IMPACT: LEADERSHIP INSIGHTS FROM A TRANS-TASMAN CMO" Astrud Burgess - ANZ</div> <div>3:45 - 4:30 PM</div> <div>MARKETER TO CMO TO MD - HOW DID THAT HAPPEN Craig Baldie - Lion NZ</div> <div>4:30 PM</div> <div>NETWORK DRINKS</div>	<div>8:30 AM</div> <div>RECAP</div> <div>9:00 - 9:45 AM</div> <div>CREATING AND SUSTAINING A CUSTOMER-CENTRIC ORGANIZATION Jo Mitchell - The Warehouse Group <i>(Marketer of the Year 2019)</i></div> <div>9:45 - 10:30 AM</div> <div>5 TRAPS TO AVOID AS YOU GAIN POWER AS A LEADER Tony Gardner - Archetype</div> <div>11:00 - 1:00 PM</div> <div>HARVARD CASE STUDY PRESENTATIONS Solutions</div> <div>1:00 - 1:30 PM</div> <div>LUNCH With MA board members</div> <div>1:30 - 2:30 PM</div> <div>MAKING THE HARD CALLS Jodi O'Donnell - TVNZ</div> <div>2:30 - 3:15 PM</div> <div>PANEL - INFLUENCING THE C-SUITE Sarah Sandoval - NZ Post Craig James - Goodman Fielder Jodi O'Donnell - TVNZ</div> <div>3:45 - 4:45 PM</div> <div>FIRST 90 DAYS AS A CMO- I'M STILL LOOKING FOR THE MANUAL... Sarah Williams - Westpac NZ</div> <div>4:45 PM</div> <div>NETWORK DRINKS</div>	<div>8:00 - 9:00 AM</div> <div>CRAFTING SUCCESSFUL PARTNERSHIPS WITH YOUR AGENCY Islam ElDessouky - The Coca-Cola Company (US)</div> <div>9:00 - 11:45 AM</div> <div>HOW TO NEGOTIATE AND INFLUENCE C SUITE USING BEHAVIOURAL SCIENCE Colleen Ryan - TRA</div> <div>11:45 - 12:15PM</div> <div>MANAGING BRAND CRISIS Kelly Grindle - Special PR</div> <div>12:15 - 12:45 PM</div> <div>HARVARD CASE STUDY</div> <div>12:45- 1:30 PM</div> <div>LUNCH</div> <div>1:30 - 2:30 PM</div> <div>NODS AND EYEBROWS Mike Felix - dentsu Aotearoa Brett Colliver - dentsu Aotearoa</div> <div>2:45 - 3:30 PM</div> <div>DEVELOPING RESILIENCE TO BUILD YOUR CAREER Lindsay Brittain</div> <div>2:45 - 3:30 PM</div> <div>CHATHAM HOUSE RULES - MY BIGGEST STUFF UPS AS A CMO Luke Rive - McDonald's NZ Georgia Mahaffie - One NZ Dominic Quin - Foodstuffs NZ</div> <div>4:30 PM</div> <div>NETWORK DRINKS</div>	<div>8:30 AM</div> <div>RECAP</div> <div>9:00 - 10:00 AM</div> <div>THE ART OF LEADING A LARGE TEAM Suzi McAlpine</div> <div>10:30 - 11:30 PM</div> <div>MANAGING MULTIPLE PRIORITIES AND AVOIDING BURNOUT Suzi McAlpine</div> <div>11:30 - 12:15PM</div> <div>"NEXT-GEN TEAM MANAGEMENT: AI SOLUTIONS FOR EFFECTIVE LEADERSHIP" Travena Addenbrooke - Spark NZ</div> <div>12:15 - 12:45 PM</div> <div>LUNCH</div> <div>12:45 - 1:15 PM</div> <div>CASE STUDY PREP</div> <div>1:15 - 2:15 PM</div> <div>DATA DRIVEN SERVICE DISRUPTION Clint Bratton - Proximity NZ</div> <div>2:45 - 4:15 PM</div> <div>"THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING" Jim Lecinski - Northwestern University - Kellogg School of Management</div> <div>4:30 PM</div> <div>NETWORK DRINKS</div>	<div>8:30 AM</div> <div>RECAP</div> <div>9:00 - 12:30 PM</div> <div>THE 12 POWERS OF A MARKETING LEADER Thomas Barta</div> <div>12:30 - 1:00 PM</div> <div>LUNCH</div> <div>1:00 - 1:45 PM</div> <div>STRATEGIC INFLUENCE: DEFINING MARKETING'S ROLE IN SHAPING CORPORATE VISION Frankie Coulter - Goodman Fielder NZ <i>(Marketer of the Year 2024)</i></div> <div>1:45 - 2:45 PM</div> <div>THE PATHWAY TO C-SUITE Andy Lark</div> <div>2:45 - 3:15 PM</div> <div>PROJECT PREPARATION</div> <div>3:15- 4:30 PM</div> <div>PROJECT PRESENTATIONS Annemarie Browne - Lion NZ Fraser Shrimpton - DB Breweries Oliver Downs - Asahi Kelly Grindle - Special PR Jim Lecinski - Northwestern University</div> <div>4:30 PM</div> <div>NETWORK DRINKS</div>
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