

# 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

28 MAY

29 MAY

2 JULY

3 JULY

4 AUGUST

5 AUGUST

8:30 AM	INTROS	8:30 AM	RECAP	8:30 AM	RECAP	8:30 AM	RECAP	8:30 AM	RECAP	8:30 AM	RECAP
9:00 - 10:00 AM	CEO PANEL - IDEAL ATTRIBUTES OF A CMO Clive Omerod - AS Colour Nikki Goodman - SKY New Zealand Rachel Anderson-Cormack - dentsu Aotearoa	9:00 - 10:00 AM	THE ART OF LEADING A LARGE TEAM Suzi McAlpine	9:00 - 10:00 AM	SUPERFAST- LEAD AT SPEED Sophie Devonshire - The Marketing Society	9:00 AM - 10:30 AM	THE ART OF PROBLEM SOLVING - PT. 1 Carl Davidson - Curiosity Company	8:45 - 10:00 AM	HOW TO NEGOTIATE & INFLUENCE C-SUITE USING BEHAVIOURAL SCIENCE - PT. 1 Colleen Ryan - TRA	9:00 - 9:45 AM	IF YOU RAN COCA-COLA: WHAT WOULD YOU DO? Wendy Raynor - Coca-Cola Europacific Partners New Zealand
10:00 - 10:45 AM	SO YOU WANT TO BE A CMO? HAVE A PLAN Shane Evans - SBS (Marketer of the Year 2021)	10:00 - 10:30 AM	MORNING TEA	10:00 - 10:45 AM	WHEN TO PUSH, AND WHEN TO LET IT GO Valerie Walshe - TVNZ Craig James - Goodman Fielder Annemarie Brown - Lion NZ	10:30 - 11:00 AM	MORNING TEA	10:00 - 10:15 AM	MORNING TEA	9:45 - 10:30 AM	HOW TO LEAD INNOVATION AND MAKE IT FLY Carmen Vicelich - Founder and Global CEO Valocity, Data Insight
10:45 - 11:15 AM	MORNING TEA	10:30 - 11:45 AM	MANAGING MULTIPLE PRIORITIES AND AVOIDING BURNOUT Suzi McAlpine	10:45 - 11:15 AM	MORNING TEA	11:00 - 11:45 PM	THE ART OF PROBLEM SOLVING - PT. 2 Carl Davidson - Truwind Research First	10:15 - 11:45 AM	HOW TO NEGOTIATE & INFLUENCE C-SUITE USING BEHAVIOURAL SCIENCE - PT. 2 Colleen Ryan - TRA	10:30 - 11:00 AM	MORNING TEA
11:15 - 12:15 PM	HARVARD CASE STUDY AND BUSINESS SIMULATION	11:45 - 12:30 PM	THE GOLDILOCKS STRATEGY: HOW WESTPAC REBUILT THE AGENCY MODEL Sarah Williams - Westpac	11:15 - 12:00 PM	5 TRAPS TO AVOID AS YOU GAIN POWER AS A LEADER Tony Gardner - Archetype	11:45 - 12:30 PM	Q&A WITH JASON PARIS Jason Paris - One NZ	11:45AM - 12:30PM	HARVARD CASE STUDY & BUSINESS SIMULATION	11:00 - 12:30 PM	THE COMMERCIAL MARKETER: HOW CMOS DRIVE GROWTH & VALUE + WHAT YOUR CEO & BOARD WANT YOU TO KNOW Andy Lark - Liven
12:15 - 12:45 PM	LUNCH	12:30 - 1:15 PM	LUNCH	12:00 - 1:00 PM	MAKING THE HARD CALLS Jodi O'Donnell - TVNZ	12:30 - 1:00 PM	WORKING LUNCH	12:30 - 1:15 PM	LUNCH	12:30 - 1:15 PM	LUNCH
12:45 - 1:45 PM	STORYTELLING FOR MARKETERS Steve Ballantyne - BrandIQ	1:15 - 2:15 PM	BUSINESS SIMULATION Denisa Hebblethwaite	1:00 - 1:45 PM	LUNCH WITH TVNZ	1:00 - 2:15 PM	THE CREATIVE COUTROOM Mike Felix - dentsu Aotearoa	1:15 - 2:00 PM	CIRCULAR ECONOMY MARKSTRAT BUSINESS SIMULATION DEBRIEF	1:15 - 2:15 PM	THE LONG GAME: HOW GREAT CMOS STAY RELEVANT, TRUSTED, AND INFLUENTIAL Astrud Burgess - ANZ
1:45 - 2:30 PM	WHAT COMMERCIALY CREDIBLE MARKETERS DO DIFFERENTLY Chris Lamers - MTF Finance Mike Asbridge - MediaWorks NZ	2:15 - 2:45 PM	AFTERNOON TEA	1:45 - 2:30 PM	POWER WITHOUT AUTHORITY Caroline Rainsford - Google Lisa Divett - dentsu	2:15 - 3:15 PM	MAXIMISING VALUE FROM YOUR AGENCY Nigel Douglas - The Council Bridget Taylor - Krunch	2:00 - 2:45 PM	THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING Professor Jim Lecinski - Kellogg School of Management	2:15 - 3:00 PM	AFTERNOON TEA + PROJECT PREPARATION
2:30 - 3:15 PM	CMO PANEL - WHAT I WISH I KNEW PRIOR TO BECOMING A CMO Luke Rive - McDonalds Graham Wright - Spark NZ Caroline Ah Chong Douglas - Sky City	2:45 - 3:30 PM	MARKETER TO CMO TO MD - HOW DID THAT HAPPEN? Craig Baldie - Lion NZ	2:30 - 3:00 PM	BUSINESS SIMULATION AND HARVARD CASE STUDY	3:15 - 3:45 PM	AFTERNOON TEA	3:15 - 4:30 PM	THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING Professor Jim Lecinski - Kellogg School of Management	2:45 - 3:15 PM	AFTERNOON TEA
3:15 - 3:45 PM	AFTERNOON TEA	3:30 - 4:30 PM	DISRUPTION IN MARKETING: WHAT DOES IT LOOK LIKE? IS JUST CORPORATE FLUFF? Frankie Coulter - The Warehouse	3:00 - 3:30 PM	AFTERNOON TEA	3:45 - 4:30 PM	CHATHAM HOUSE RULES - MY BIGGEST STUFF UPS AS A CMO Helen Fitzsimons - ASB Georgia Mahaffie - One NZ Dominic Quin - Senior Executive Leader	3:15 - 4:30 PM	THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING Professor Jim Lecinski - Kellogg School of Management	3:00 - 4:30 PM	PROJECT PRESENTATIONS Rachel Anderson-Cormack - dentsu Kevin Bowler - Independent Professor Jim Lecinski - Kellogg School of Management
3:45 - 4:30 PM	SPEED MENTORING NZ's CMO's	4:30 PM	NETWORK DRINKS	3:30 - 4:30 PM	THE NINE PATHS TO GROWTH Professor Jim Lecinski - Kellogg School of Management	4:30 PM	NETWORK DRINKS	4:30 PM	NETWORK DRINKS	4:30 PM	NETWORK DRINKS
4:30 PM	NETWORK DRINKS			4:45 PM	NETWORK DRINKS			4:30 PM	NETWORK DRINKS		