

AML

ADVANCED MARKETING LEADERSHIP

TURNING TODAY'S MARKETING TALENT INTO TOMORROW'S LEADERS

Professional Certification of Advanced Marketing Leadership

PROUDLY
SPONSORED BY



dentsu

goodman fielder



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 Rob Harvey - 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 - 10:30 PM	TOPIC TBC
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 Anne-Marie Brown - Lion NZ	10:30 - 11:00 AM	MORNING TEA	10:00 - 10:15 AM	MORNING TEA	10:30 - 11:00 AM	MORNING TEA
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	11:00 - 12:30 PM	THE COMMERCIAL MARKETER: HOW CMOS DRIVE GROWTH & VALUE + WHAT YOUR CEO & BOARD WANT YOU TO KNOW Andy Lark - Liven
11:15 - 12:15 PM	HARVARD CASE STUDY AND BUSINESS SIMULATION John Miles	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	HARVARD CASE STUDY & BUSINESS SIMULATION John Miles	11:45AM - 12:30PM	Q&A WITH JASON PARIS Jason Paris - One NZ	12:30 - 1:15 PM	LUNCH
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	1:15 - 2:15 PM	THE LONG GAME: HOW GREAT CMOS STAY RELEVANT, TRUSTED, AND INFLUENTIAL Astrud Burgess - ANZ
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	2:15 - 3:00 PM	AFTERNOON TEA + PROJECT PREPARATION
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 Dr. Jim Lecinski - Kellogg School of Management	3:00 - 4:30 PM	PROJECT PRESENTATIONS Rachel Anderson-Cormack - dentsu Kevin Bowler - Independent Dr. Jim Lecinski - Kellogg School of Management
2:30 - 3:15 PM	CMO PANEL - WHAT I WISH I KNEW PRIOR TO BECOMING A CMO Luke Rive - McDonalds Abbe Hale - Woolworths Leah Neilson - LottoNZ	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 John Miles	3:15 - 3:45 PM	AFTERNOON TEA	3:45 - 4:30 PM	CHATHAM HOUSE RULES - MY BIGGEST STUFF UPS AS A CMO Helen Fitzsimmons - ASB Georgia Mahaffie - One NZ Dominic Quin - Senior Executive Leader	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	THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING Dr. Jim Lecinski - Kellogg School of Management	3:15 - 4:30 PM	THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING Dr. Jim Lecinski - Kellogg School of Management	4:30 PM	NETWORK DRINKS
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 GROW Dr. Jim Lecinski - Kellogg School of Management	4:30 PM	NETWORK DRINKS				
4:30 PM	NETWORK DRINKS			4:45 PM	NETWORK DRINKS			4:30 PM	NETWORK DRINKS		