



- 9.00AM WELCOME**  
Event Opening  
MC Welcome  
Google Sponsor Address
- 9.25AM INTERNATIONAL KEYNOTE: AI AS YOUR BUSINESS MULTIPLIER: DEMYSTIFYING AI TOOLS & STRATEGIES FOR REAL-WORLD MARKETING SUCCESS**  
Lauren Abney, Business Strategist - AI, Google
- 9.55AM INTERNATIONAL KEYNOTE: TRENDSPOTTING WITH SPOTIFY: HOW TO HARNESS CULTURE, INNOVATION AND PERSONALISATION FOR MARKETING**  
Jenny Haggard, Global Brand Strategy, Thought Leadership Lead, Spotify
- 10.35AM MORNING TEA BREAK**
- 11.10AM PANEL: POST LESS, INTERACT MORE: SOCIAL MEDIA TRENDS IN THE GEN AI ERA**  
Stanley Henry, Founder & Managing Director, The Attention Seeker  
Glenn Harris, GM Marketing & Business Development, One New Zealand Warriors  
Symone Tafuna'i, Content Creator. NZ sprinter. RNZ Sports Reporter  
Chris Asahara, Global Director of Social Media & VR, Les Mills International  
Judah Metu-Teaukura, Content Creator. TikTok 2023 NZ Creator of the Year  
Moderator: Melanie Spencer, Group CEO, Thompson Spencer
- 11.50AM** **•LIVE** **INTERNATIONAL KEYNOTE: RUNNER 321: HOW ADIDAS AND FCB TORONTO HELPED SHIFT PERCEPTIONS AT THE BOSTON MARATHON**  
Nancy Crimi-Lamanna, Chief Creative Officer, FCB Canada
- 12.20PM LUNCH BREAK**
- 1.20PM PANEL: GOODBYE COOKIES, HELLO AI: WHAT THIS MEANS FOR PERSONALISATION, PRIVACY, AND MEASUREMENT**  
Christopher Eden, Head of Programmatic Media, Google AUNZ  
Travena Addenbrooke, Marketing Transformation & Gen AI Lead, Spark NZ  
Andrew Hughes, Global Paid Search Lead, Xero  
Rachel Howie, Digital Manager, RealNZ  
Moderator: Adnan Khan, Co-Founder & Managing Partner, Stitch
- 2.00PM DO'S AND DON'TS WHEN USING GEN AI FOR SEO**  
Vasilios Kostidis, Senior Account Manager, Pure SEO
- 2.35PM AFTERNOON TEA BREAK**
- 3.10PM CORRECT THE INTERNET: UNMASKING BIAS IN THE DIGITAL WORLD**  
Gary Steele, Chief Creative Officer, DDB New Zealand
- 3.40PM BRANDS IN A BACKLASH WORLD**  
Mike Felix, Chief Creative Officer, dentsu Aotearoa
- 4.10PM** **•LIVE** **MAKING DUO MORE FAMOUS THAN MICKEY MOUSE: HOW DUOLINGO IS GRABBING ATTENTION WITH A SOCIAL-FIRST MARKETING STRATEGY**  
Zaria Parvez, Senior Global Social Media Manager, Duolingo
- 5.00PM #DDO2024 AFTER PARTY, SPONSORED BY KEPLA** \*Programme is subject to change