

9:00AM **Welcome**

Event Opening  
MC Welcome  
Google Sponsor Address

9:15AM



INTERNATIONAL KEYNOTE: BUILDING BLUEY INTO A GLOBALLY BELOVED BRAND

Simon Clarke, Director, Digital - Bluey, BBC Studios

9:50AM

GOOGLE X BOSTON CONSULTING GROUP: AI PATHWAYS AND THE 4S CONSUMER BEHAVIOURS

Caroline Rainsford, Country Director, Google NZ  
Julian King, Managing Director & Partner, Sydney, Boston Consulting Group

10:25AM

**MORNING TEA BREAK**

11:15AM

EXPERT PANEL: UNPACKING THE BIGGEST SHIFTS IN DIGITAL MARKETING

Adrian Vallelonga, Head of Performance Solutions and Retail Media AUNZ, Google  
Sophie Neate, Global Head of Digital Marketing & Content, ABB  
Richard Conway, Founder, Pure SEO  
Kat Warboys, Senior Marketing Director, APAC, HubSpot  
Santosh Pandey, Founder & CEO, Ridiculous Digital  
Moderator: Adnan Khan, Co-Founder, Stitch / Stitch Predict

11:55AM

**TABLE DISCUSSION**

12:20PM

#NZ RENO TOK: 8 CREATORS. 6 WEEKS. 16M VIEWS. HERE'S HOW!

Brooke Howard-Smith, CEO, WeAreTENZING  
Gab Davenport, Head of Marketing, Panasonic New Zealand  
Rob Bowring, Head of Brand & Trade Marketing, Mitre 10 NZ

12:55PM

**LUNCH BREAK**

2:00PM

THE VIRAL CAMPAIGN THAT TURNED HERPES INTO A SOURCE OF NATIONAL PRIDE

Sam Stuchbury, Executive Creative Director, Motion Sickness

2:30PM

INTERNATIONAL KEYNOTE: BREAKING FREE FROM BORING: VIDEO CONTENT, STORYTELLING, AND PERSONALITY ON LINKEDIN

Robin O'Connell, Senior Content Solutions Consultant, LinkedIn Australia

3:05PM

**AFTERNOON TEA BREAK**

3:45PM

ASD DADS - HOW A SINGLE SOCIAL POST STARTED A GLOBAL MOVEMENT

Jordan-lee Ikitule, Founder & Chief Executive, ASD Dads

4:15PM

CLOSING INTERNATIONAL KEYNOTE: THE AGENTIC MARKETER - YOUR NEXT TEAMMATE WON'T BE A HUMAN

Tara Lordsmith, Co-Founder & CEO, The Accelerants (Former CMO, Myer Australia)

5:00PM

**#DDO2025 AFTER PARTY, Hosted by Engaging Partners**