EMERGING MARKETER ACCELERATOR

2027 PROGRAMME SCHEDULE

4–5 March & 8–9 April 2027

HELPING MARKETERS BE BRILLIANT

DAY 01 · THURSDAY 4 MARCH 2027
BEING BOLD AND CREATIVE

8:00 AM — **Programme Welcome**
Programme overview + introductions

9:00 AM — **Creative Bravery: The Story Behind TWG**
Frankie Coulter · The Warehouse Group

9:45 AM — **Writing Killer Briefs**
Carl Sarney · Publicis

10:30 AM — MORNING TEA

11:00 AM — **Is This Any Good?**
How senior marketers judge creative work
Leanne Too · Restaurant Brands New Zealand
Haley Featonby · 2degrees
Ray Schultz · Lion NZ

12:00 PM — **Campaigns That Broke the Rules**
Sam Stuchbury · Motion Sickness
Lisa Fedyszyn · Special
Shane Bradnick · TBWA

1:00 PM — LUNCH

1:45 PM — **Group Project: Introduction and Briefing**

2:30 PM — **The Art of Networking**
Tony Gardner · Archetype Leadership + Teams

3:15 PM — **Tips for Speed Mentoring**
John Miles · Marketing Association

3:30 PM — AFTERNOON TEA

4:00 PM — **Speed Mentoring**
AML Alumni

5:00 PM — **Wrap-up & Networking**

DAY 02 · FRIDAY 5 MARCH 2027
BEING A GREAT MARKETER

8:30 AM — **Recap**
Tony Gardner · Archetype Leadership + Teams

8:45 AM — **Skills to Become a World-Class Marketer**
Caroline Rainsford · Google

9:30 AM — **Mastering ROI: Turning Marketing into Business Results**
Matt Pickering · ANZ
Renee Milkop-Kerr · Lactalis Mainland Dairy
Graham Wright · Spark NZ

10:30 AM — MORNING TEA

11:00 AM — **Being a Great Team Member**
Tony Gardner · Archetype Leadership + Teams

12:00 PM — **Stakeholder Alchemy**
Annemarie Browne · Lion NZ
Dominic Quin · Quin Ventures Ltd

1:00 PM — LUNCH

2:00 PM — **The Art of Influencing**
Katherine Kazalbash · One NZ
Louisa Golding · Mercury NZ
Olly Walker-Boden · Federation
Mia Matulic · Google

3:00 PM — **Group Project**

3:30 PM — AFTERNOON TEA

4:00 PM — **Unleashing Your Inner Rebel**
Adam Ferrier · Thinkerbell

4:45 PM — **Reflect & Wrap**
Tony Gardner · Archetype Leadership + Teams

DAY 03 · THURSDAY 8 APRIL 2027
BUILDING CONFIDENCE, INFLUENCE AND IMPACT

8:30 AM — **Recap**
Tony Gardner · Archetype Leadership + Teams

9:00 AM — **Marketing for Good Challenge: Cause and Creativity**
Charity hackathon

10:30 AM — MORNING TEA

11:00 AM — **Hardest Lessons as an Emerging Marketer**
Tiffany Kong · Genesis
Dave Norman · DB Breweries
Tabitha Chapman · Goodman Fielder

12:00 PM — **Communicating with Senior Leaders**
Tony Gardner · Archetype Leadership + Teams

1:00 PM — LUNCH

2:00 PM — **Back Yourself: What Founders Know About Making the Call**
Carmen Vicelich · Valocity Global

2:45 PM — **Group Project: Review and Finalise**

3:30 PM — AFTERNOON TEA

4:00 PM — **Building Your Influence: Decisions That Create Real Impact**
TVNZ's NPC AI Campaign Blueprint
Valerie Walshe · TVNZ
Sally Falconer · TVNZ

5:00 PM — **Networking**

DAY 04 · FRIDAY 9 APRIL 2027
THE EMERGING MARKETER'S PLAYBOOK: CREATING WHAT COUNTS

8:30 AM — **Recap**
Tony Gardner · Archetype Leadership + Teams

9:00 AM — **Power of Creator-Led Content**
Amy Bradshaw · TikTok Australia & NZ

10:00 AM — **Reimagining the Brand**
Kamran Kazalbash · Spark New Zealand

10:45 AM — MORNING TEA

11:00 AM — **Being a Great Partner**
What makes marketing partnerships work – and what breaks them?
Rufus Chuter · Together
Catherine Harris · TBWA
Kelly Grindle · Special PR

12:00 PM — LUNCH

1:00 PM — **Data That Talks**
Mark Lloyd · TBWA

1:45 PM — **Being the Marketer Everyone Wants to Hire**
Wendy Rainer · Coca-Cola Europacific Partners New Zealand

2:30 PM — PRESENTATION SET-UP + AFTERNOON TEA
· 30 minutes' final preparation

3:00 PM — **Group Project Presentations**

5:00 PM — **Final Reflections & Wrap**
Tony Gardner · Archetype Leadership + Teams

5:30 PM — **Certificate Ceremony**
John Miles · Marketing Association

6:00 PM — **End-of-Programme Networking**