



EMERGING MARKETER ACCELERATOR

SESSIONS MAY CHANGE DUE TO SPEAKER AVAILABILITY

26 FEBRUARY

27 FEBRUARY

26 MARCH

27 MARCH

8:30 AM INTRODUCTIONS

9:00 - 9:45 AM **HOW AI IS RESHAPING MARKETING**
Caroline Rainsford - Google

9:45 - 10:45 AM **PANEL: AGENCY STRATEGISTS**
Rory Gallery - Special NZ
Hillary Ngan Kee - Motion Sickness
Catherine Harris - TBWA
Tim Cullinane - Saatchi & Saatchi

10:45 - 11:15 AM MORNING TEA

11:15 - 1:15 PM **PROBLEM SOLVING LIKE A PROFESSIONAL**
Carl Davidson - Curiosity Company

1:15 - 1:45 PM LUNCH

1:45 - 2:30 PM **BEING A GREAT TEAM PLAYER: HANDLING CONFLICT WITHOUT LOSING YOUR COOL**
Tony Gardner - Archetype
Leadership + Teams

2:30 - 3:30 PM **GROUP PROJECT LAUNCH**

3:30 - 4:00 PM AFTERNOON TEA

4:00 - 4:45 PM **SPEED MENTORING**
AML Alumni

4:45 PM **WRAP-UP & NETWORKING DRINKS**

8:30 AM RECAP

9:00 - 9:45 AM **CRAFTING A KILLER STRATEGY**
Frankie Coulter - Goodman Fielder

9:45 - 10:45 AM **PANEL: MASTERING ROI: TURNING MARKETING INTO BUSINESS RESULTS**
Matt Pickering - ANZ
Renee Milkop-Kerr - Fonterra
Luke Smith - Spark NZ

10:45 - 11:15 AM MORNING TEA

11:15 - 12:00 PM **SEGMENTATION, TARGETING, AND POSITIONING THAT WORKS**
Colleen Ryan - TRA

12:00 - 12:45 PM **WRITING KILLER BREIFS**
Carl Sarney - Independent

12:45 - 1:15 PM LUNCH

1:15 - 2:15 PM **PANEL: THE ART OF INFLUENCING**
AML Alumni

2:15 - 3:15 PM **GROUP PROJECT WORK**
AML Alumni Assist

3:15 - 3:45 PM AFTERNOON TEA

3:45 - 4:15 PM **UNLEASHING YOUR INNER REBEL**
Adam Ferrier - Thinkerbell

4:15 PM **WRAP-UP & NETWORKING DRINKS**

8:30 AM RECAP

9:00 - 10:00 AM **AI-DRIVEN MARKETING: THINKING IN AI**
Ahmad Salim - Deloitte

10:00 - 10:30 AM MORNING TEA

10:30 - 11:30 AM **PANEL: MAKING THE MIX WORK: SMARTER MULTICHANNEL STRATEGY**
Rufus Chuter - Together
Valerie Walshe - TVNZ
Lee-Ann Morris - MBM
Nikki Grafton - Omnicom Media Group

11:30 - 12:30 PM **PANEL: WHAT'S NEXT? WHAT'S HYPE?**
TVNZ, TikTok, Meta, & YouTube

12:30 - 1:00 PM LUNCH

1:00 - 2:00 PM **PANEL: SALESFORCE, HUBSPOT, STITCH + CLIENT EXPERTS**
The Martech Showdown: Tools You Need to Know Now

2:00 - 2:45 PM **DATA THAT TALKS: TURNING NUMBERS INTO NARRATIVES**
Mark Lloyd - TBWA

2:45 - 3:15 PM AFTERNOON TEA

3:15 - 4:15 PM **HARVARD GEN-AI CASE STUDY**

4:15 PM **WRAP-UP & NETWORKING DRINKS**

8:30 AM RECAP

9:00 - 10:00 AM **BEING THE MARKETER EVERYONE WANTS TO HIRE**
Jason Paris - One NZ

10:00 - 10:30 AM MORNING TEA

10:30 - 11:30 AM **PANEL: HARDEST LESSONS AS AN EMERGING MARKETER: HANDLING STRESS AND OBJECTIONS**
AML Alumni Panel

11:30 - 12:30 PM **STAKEHOLDER ALCHEMY: YOUR NUMBER ONE MARKETING TOOL**
Annemarie Brown - Lion NZ
Dominic Quin - Foodstuffs NZ

12:30 - 1:00 PM LUNCH

1:00 - 2:00 PM **CAMPAIGNS THAT BROKE THE RULES**
Sam Stuchbury - Motion Sickness
Leisa Wall - FCB
Lisa Fedyszyn - Special
Shane Bradnick - TBWA

2:00 - 3:15 PM **PROJECT PREPARATION & AFTERNOON TEA**

3:15 - 4:30 PM **PROJECT PRESENTATIONS**
JUDGES TBA

4:30 PM **FINAL WRAP-UP & NETWORKING DRINKS**

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