



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
SPEAKERS TBA

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
SPEAKER TBA

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
SPEAKER TBA

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
SPEAKERS TBA

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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