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9.00AM

Welcome

MC: Annique Davis

National Manager Communications and Engagement, Fire and Emergency NZ

9.15AM

Panel: AI – The Good, The Bad and The Scary

Brian Ferris, Chief Technology & Data Officer, Loyalty NZ

Husain Al-Badry, Associate Director, Innovation & Growth, Datacom

Panel Moderator: Kat Lintott, Co-founder, Wrestler

9.55AM

Entertainment that Drives Impact – Successful Engagement with TikTok

Carsten Grueber, Country Manager - Commercial Partnership, Tik Tok Aotearoa

10.25AM

MA Central Committee Remarks

10.30AM

Morning Tea Break

11.00AM

How MSD Used Data, Segmentation, and Emotional Drivers to Create a Better Experience for Clients

David Robertson, Founder, Hardwired

11.35AM

You're Cooked: Behaviour Change for a Disengaged Generation

Kelley Toy, Marketing Manager, Fire and Emergency NZ

Sam Stuchbury, Creative Director & Founder, Motion Sickness

12.10PM

Lunch Break

1.05PM

How to Change People's Minds: a Hands-on Working Session

Colleen Ryan, Partner, TRA

2.10PM

Filling a Stadium with Nothing but Generosity

Bethany Omeri, Head of Strategy, Special Group

Natalia Pawlikowska, Corporate Relations Manager, Wellington City Mission

2.45PM

Afternoon Tea Break

3.10PM

The Mahi and Generosity Behind the New Zealand Disaster Fund

Rowan Worner, Marketing Lead, New Zealand Red Cross

3.45PM

Kia Mahea Kia Puāwai – How ACC is Shaping its Public Engagement Approach with Māori

Anna Symmans, Head of Customer Engagement, ACC

Lacey Winiata, Māori Communications & Marketing Lead, ACC

5.00PM

Networking Drinks