## PROGRAMME

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## **RYDGES GUEST** Latimer701

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### Slido.com Code: MSOUTH2023



Premier Sponsor

Harvey Cameron

### PROGRAMME

#### WELCOME 9.00AM

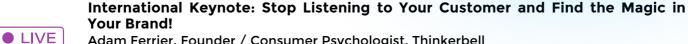
Lee Retimana, Chief Marketer and Brand Strategist, Muritai Group

#### **Premier Sponsor Address**

Gareth O'Connor, Managing Director, Harvey Cameron

Ōtākou Whakaihu Waka: A Place of Many Firsts / Behind the Scenes of the Otago **University Rebrand** 

Hone Paul, Director Marketing Services, University of Otago



Adam Ferrier, Founder / Consumer Psychologist, Thinkerbell

A Word from MA's Southern Committee Michael Durie. Chair. MA's Southern Committee

#### **MORNING TEA BREAK** 10.45AM

**Crafty Weka: A Local Product with Global Ambitions** David Dunn, Founder & CEO, The Crafty Weka Bar

Making Every Second Count: How Brands Can Pack a Punch in Shortform Videos Ravneel Chandra, Client Solutions Manager, TikTok Aotearoa

How Cromwell's Kiwi Water Park is Using TikTok to Grow Their Brand and Business Emily Rutherford, Co-Owner and Marketing Director, Kiwi Water Park

#### LUNCH BREAK 12.45PM

Marketing For Good Workshop Facilitated by Carl Davidson, Founder, and Chief Social Scientist, Research First

#### How the Climate Crisis is Reshaping Advertising



#### Charlotte Marks, Joint Head of Planning, DDB Aotearoa Rupert Price, Group Chief Strategy Officer, DDB Group

#### AFTERNOON TEA BREAK 3.00PM

CDP Case Study: The Grand Amalgamation of Te Pükenga's Marketing Data Lucy Eru, Strategic Lead Marketing, Te Pūkenga Paul Hickey, Managing Director, SpeakData

#### **Closing Keynote: No One Said It Would Be Easy**

Gareth O'Connor, Managing Director, Harvey Cameron James Duggan, General Manager - HC Digital, Harvey Cameron

#### NETWORKING DRINKS 4.50PM Sponsored by CONCENTRATE.

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### Harvey Cameron

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