PROGRAMME

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Slido.com Code: MSOUTH2023



Premier Sponsor

Harvey Cameron

PROGRAMME

WELCOME 9.00AM

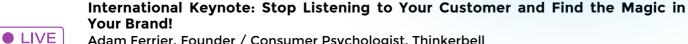
Lee Retimana, Chief Marketer and Brand Strategist, Muritai Group

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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