

MARKETING SOUTH

PROGRAMME



RYDGES GUEST
Latimer701



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[Slido.com](https://www.slido.com) Code: MSOUTH2023

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Marketing Association

Premier Sponsor

Harvey
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PROGRAMME

9.00AM WELCOME

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

International Keynote: Stop Listening to Your Customer and Find the Magic in Your Brand!

LIVE

Adam Ferrier, Founder / Consumer Psychologist, Thinkerbell

A Word from MA's Southern Committee

Michael Durie, Chair, MA's Southern Committee

10.45AM MORNING TEA BREAK

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

12.45PM LUNCH BREAK

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

LIVE

Rupert Price, Group Chief Strategy Officer, DDB Group

3.00PM AFTERNOON TEA BREAK

CDP Case Study: The Grand Amalgamation of Te Pūkenga'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

4.50PM NETWORKING DRINKS

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*Programme is subject to change

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