

9:00AM

### WELCOME

From your MC's; Cowan Henderson & Carla Forbes  
TVNZ Premier Partner Address

### OPENING KEYNOTE: WHAT SPORT CAN TELL US ABOUT THE FUTURE OF MEDIA

Jodi O'Donnell, CEO, TVNZ

### PANEL: MARKETING MAGIC ON THE MAINLAND - PROUD, CREATIVE AND UNSTOPPABLE

Hone Paul, Director of Marketing, University of Otago  
Bernadette de Bono, Group Marketing Manager, Zeagold Nutrition  
Carla Forbes, Founder & Director, Naked Creative  
Moderator: Carl Davidson, The Curiosity Company



### TABLE TALKS

10:45AM

### KAI + CONVERSATION

### CASE STUDY: REPOSITIONING A LEGACY BRAND: HOW WORLD BUSKERS FESTIVAL FOUND ITS VOICE (AGAIN)

Vanessa Bottomley, Marketing Strategist, Publica  
David Boyte, Marketing Manager - Major Events & Partnerships, ChristchurchNZ

### MA IN THE SOUTH ISLAND - UPDATE

Michael Durie, Chair of the MA Southern Committee  
Jason McKay Williams, Chair of the MA Queenstown Lakes Committee  
Jessica de Heij, Chair of the MA Ōtepoti (Dunedin) Committee

### CASE STUDY: GAMIFYING LOYALTY ON THE SLOPES: HOW NZSKI TURNED SPRING INTO A BRAND-BUILDING OPPORTUNITY

Ella Spittle, CRM & Marketing Automation Lead, NZSki

12:45PM

### KAI + CONVERSATION

### GOOGLE KEYNOTE: HOW AI IS RESHAPING MARKETING TODAY

Caroline Rainsford, Country Director, Google New Zealand  
Nikki Rogers, Partner Lead - Performance, Google New Zealand

### METRICS THAT MATTER IN AN AI DISRUPTED DIGITAL ECOSYSTEM

Santosh Pandey, Founder & CEO, Ridiculous Digital



### TABLE TALKS

3:05PM

### KAI + CONVERSATION

### CASE STUDY: POPPING OFF - HOW DR BUGS WENT FROM LOCAL SNACK TO SOCIAL MEDIA SENSATION

Reuben Posthuma, Sales & Marketing Manager, Dr Bugs Popcorn

### CASE STUDY: THE VIRAL CAMPAIGN THAT TURNED HERPES INTO A SOURCE OF NATIONAL PRIDE

Alex McManus, Partner | GM | Kaiwhakahaere Matua. Motion Sickness

5:00PM

### NETWORKING DRINKS

\*Programme is subject to change