

2024

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# PROGRAMME



**Network: IHG One Rewards**  
**Password: WELLINGTON2024**



**Slido.com**  
**Code: MTM2024**

#MTM2024



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9.00AM

## Welcome

MC: Selena Hurdell Bulled  
Marketing & Innovations Manager, UCC Coffee Australia

International Keynote: Using Ambitious Storytelling & Creativity to Change the Narrative Around Tall Poppies

Adam Ferrier, Founder & Consumer Psychologist, Thinkerbell

How Whānau Ora Engaged and Amplified the Voices of Underrepresented Communities

Kātene Durie-Doherty, Kaitaunaki Māori (Head of Māori Culture), Motion Sickness

10.25AM

## Morning Tea Break

On the Right Side of Disruption – AI Innovation at Spark NZ

Matt Bain, Marketing & Data Director, Spark NZ

Brand Communication on Social Media: Lessons from IAG, New World and Counties Energy During Cyclone Gabrielle and the 2023 Floods

Melanie Spencer, CEO, Thompson Spencer

From Success to Scrutiny: How an Australian Government Campaign Grappled with 90 Million Digital Interactions

Clint Bratton, Managing Director, Proximity NZ

12.40PM

## Lunch Break

Workshop: Meeting the Needs of First - and Second - Generation New Zealanders

Colleen Ryan, Partner, TRA

Karin Glucina, Managing Partner, TRA

Behind the Scenes at ANZ: Driving Strategic Change in Personalisation Through Data

Brooke Treadgold, Personalisation Programme Lead, ANZ

2.50PM

## Afternoon Tea Break

Reframing the Story to Engage Your Audience: NZ Blood Case Study

Scott Maddox, Creative Director, YoungShand

Fireside Chat on Brand Transformation: Creating a Strong Identity and Cultural Connection in Horowhenua

Lisa Campbell, Strategic Communications Manager, Horowhenua District Council

Regan Savage, Chief Sales & Marketing Manager, Southern Cross Health Insurance

Closing International Keynote: Reviving an Australian Icon: How Lion is Creating Cultural Relevance for their Brand

Anubha Sahasrabuddhe, Chief Growth Officer, Lion

5.00PM

## Networking Drinks

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