

SMARTER DATA

MEETS AI

11.04.2024.
EDEN PARK
AUCKLAND

PROGRAMME *

TIME	TOPIC	SPEAKER
9am	Welcome	MC: Colleen Ryan, Partner, TRA
	<p>Opening Keynote: The Future of AI: From Disruption to Evolution Futurist and exponential tech thinker Ben Reid shares his predictions for the future of AI.</p> <p>How we interact with technology is heading for a radical shift, changing how we live, work and think - as marketers and as consumers. Will we be marketing to robots, with AI-powered assistants making most or all buying decisions? Will marketing end up as a sea of sameness with everyone relying on the same synthetic data? And what skills and knowledge will be crucial for marketers in a world powered by AI?</p> <p>There's no manual for what's happening right now but Ben does give us a framework for thinking about AI and how to approach it. It's time to get our feet wet.</p> <ul style="list-style-type: none"> • How AI is evolving right now and trying to make sense of it • Understanding just how big the opportunity is • Global trends and local implications • What risks do we need to consider? 	<p>Ben Reid, Founder, Memia</p>

	<p>How ANZ is Creating a Strategic Advantage With Data</p> <p>ANZ Group CMO and 2023 Effies Effective Marketer of the Year, Astrud Burgess, says that data is the most fascinating part of her job. We have invited her to lift the lid on the innovative and disruptive work she’s leading at ANZ to strengthen communications with customers and build brand trust.</p> <p>Astrud will also share how the bank is developing the capabilities needed to achieve their data ambition. And discuss what’s next for the utilisation of data at ANZ. Don’t miss this fascinating keynote which delves into topics such as:</p> <ul style="list-style-type: none"> • Achieving growth through a customer-centric, data-led approach to marketing • The advantages of partnering to unlocking the competitive value in our data • The challenges to using AI effectively at scale. 	<p>Astrud Burgess, Chief Marketing Officer, ANZ Group</p>
<p>10.30am - 11am</p>	<p>Morning Tea Break</p>	
	<p>Panel Discussion: How Can We Best Leverage AI to Overcome Our Data Challenges?</p> <p>In recent years, marketers have been inundated with data and forced to find effective means of analysing it. AI’s ability to process millions—if not billions—of data points in near real time has unlocked an enormous potential, but now marketers face another big hurdle in order to use AI effectively: Do I have access to the right data? And am I leveraging my data effectively?</p> <p>We have invited a panel of marketing, AI and data professionals to discuss how to ensure data quality with the sheer volume, velocity, and variety of data that organisations deal with today. Questions they’ll consider include:</p> <ul style="list-style-type: none"> • Are modern innovations in data and AI sufficiently able to not only help in analysing data, but also to fill any gaps? • How do you trust that the AI models you choose to employ are fit for purpose? • How to best use synthetic data, unstructured data and other sources now available to understand our customers. • What are the watchouts for marketers when using AI generated data. • How to safeguard against bias in AI (algorithmic, prompting, data and interpretation biases)? • Examples of where our panellists have had the best success with leveraging AI capabilities. 	<p>Panel Moderator: Andrew Gale, Head of Quantitative Practice, TRA</p> <p>Kiya Basabas, Manager Analytics, PWC</p> <p>Ankit Patel, Head of Data & Analytics, Stanley St</p> <p>Emily Blumenthal, Research Director, Yabble</p> <p>Nicola Yates, Senior Marketing Manager Chapter Lead Media & Planning, Woolworths</p>

How Spark NZ put data-driven insights into their customers' hands

Despite telecommunications services now playing an intimate and ubiquitous role in our lives, the category is still highly transactional with minimal customer-relationship building. With their hugely ambitious and multi-award winning Made For You martech programme, Spark NZ set out to change that. With MFYR, each customer gets personalised insights and recommendations, resulting in unparalleled ROI and customer retention.

The scale of this challenge was enormous, with a cross-functional team crunching over 2.6 million rows of data, combining five disparate data sets to deliver backend-decisioning indicators, analysing 52 data points per customer, and serving up 250 variable content versions.

Matt Bain joins us to share lessons from this and other projects where Spark has used AI and world-class martech to mine and interrogate complex data.

**Matt Bain,
Marketing & Data
Director,
Spark NZ**

12.35pm - 1.35pm

Networking Lunch

International Keynote: How AI is Changing Consumer Attitudes and Behaviours – Lessons from Super Retail Group

Generative AI is one of the fastest-growing technologies in human history. In this session we look beyond the hype to examine the impact of AI on the lives of mainstream consumers, 52% of whom are now using AI regularly. This means we need to ask new questions. How are consumers making purchase decisions differently? How is shopping culture changing due to AI? And how is AI breaking some of the traditional principles of the retail path to purchase?

Hear how the Super Retail group is using AI to take advantage of these changes and to improve the productivity of their marketing team.

Regardless of where you are on your AI journey, this session will get you thinking differently about the threats and opportunities of Generative AI. Gain insights from new research on how to adapt and build an advantage by changing your thinking about traditional 'customer journeys'.

**Aaron Fuller,
General Manager
Member
Engagement,
Super Retail Group**

**Douglas Nicol,
Strategy Partner,
The Works
Aotearoa**

	<p>Table Talks</p> <p>Make the most of being surrounded by other marketers. This is your chance to have a chat to the other people on your table. Discuss what your key challenges are. Share your experiences. Reflect on the day so far and consider how you may apply what you've learnt back at work.</p>	
	<p>Fireside Chat: CEO Perspective - Building Data-Driven Customer Loyalty</p> <p>We are delighted to have Lizzy Riley, CEO of Loyalty NZ (LNZ), join us to discuss key insights from recent research with senior marketers at leading NZ brands, which questions whether we are getting the most out of our data and digital data-driven customer engagement.</p> <p>Lizzy sits down for a Fireside Chat with Brian Ferris, Chief Data, Analytics & Technology Officer, in which they'll explore:</p> <ul style="list-style-type: none"> • Using data to deliver meaningful connections with your customers. • Why digital transformation is built on data and the ability to leverage it. • What do the customers want? Personalisation vs privacy. • Why it's critical that marketers understand the business context. • Lessons from LNZ's own transformation journey. • How to nurture a continuous learning culture around data and AI. 	<p>Lizzy Ryley, CEO, Loyalty NZ</p> <p>Brian Ferris, Chief Data & Technology Officer, Loyalty NZ</p>
<p>3.05pm - 3.35pm</p>	<p>Afternoon Tea Break</p>	

International Keynote: Unleashing the Power of Data at L'Oréal

Varun Verma, L'Oréal Australia and New Zealand Chief Data Analytics Officer, 40 under 40 Data Scientist 2024 and Top AI and Data Analytics Leader of the Year, is our Opening International Keynote Speaker for Smarter Data Meets AI 2024.

He joins us to talk about the data-driven transformation at L'Oréal, bringing a stronger and more collaborative data culture into the organisation, and embracing new ways of working with AI and ML.

We will hear how L'Oréal is democratising access to data and insights, and how data is helping shape the future of the business. In his talk, Varun will cover:

- Why data democratisation starts with understanding the right business objectives.
- Getting the rest of the company to start consuming data for the purpose of decision making.
- Finding out what is relevant for different profiles and personas.
- Data curiosity + agility – and the challenges of changing mindsets.
- Our data ecosystem and how AI is helping us overcome data silos.
- Successful use cases: How L'Oréal is using data and AI in marketing

**Varun Verma,
Chief Data
Analytics Officer,
L'Oréal Australia**

How Turners Cars and RestoreMe Clinic overcame digital and cookie deprecation biases using data science

The advancement of machine learning has made advanced measurement practices - such as Market Mix Modelling - much more accessible. We are growing a far more nuanced appreciation of the importance of the journey to purchase, rather than just giving all the credit to the last step before reaching the destination.

This is not just another talk on data analytics. Whether you're a small enterprise or a large corporation, through these two case studies we will give you a roadmap to understand which of your marketing efforts are truly effective.

- Overcoming digital and cookie deprecation biases.
- Strategies to enable actionable decision-making using data science.
- Using AI to build confidence in your media mix amidst channel fragmentation.
- Addressing the challenges of mass reach and digital attribution over-reporting.
- What's changed? Key aspects of Modern MMM vs Traditional MMM

Case Study 1: Turners Cars

Turners has been on a multi-year data and analytics journey to better understand the impact of their marketing. Like most, Turners has faced many challenges long the way in getting to the truth of what is effective. GM of Marketing Sean Wiggins joins us to discuss how they have used MMM to help build confidence in their media mix.

Case Study 2: RestoreMe Clinic

RestoreMe Clinic is a challenger startup and SME with limited resources. Alex Rowley will discuss how they overcame challenges in digital marketing and achieved accurate channel assessment. Find out how they enhanced their marketing efficiency and optimised budgets, all operational within a month. Learn about their strategic digital approach and the significant impact of modern MMM-driven insights in a competitive healthcare market.

Alex Rowley, Co-Founder and Data Scientist, Stitch Predict

Sean Wiggins, GM Marketing, Turners Cars

5pm onwards

After Party

*** Please note that programme is subject to change**