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Meets CX

PROGRAMME



EDEN PARK

#SDCX2023



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Code: SDCX2023

PROGRAMME

- 9.00AM** **Welcome**
Your Host & MC: Qassem Naim, Chief Transformation Officer, FCB NZ
- 9.15AM** **International Keynote: Designing an insights function fit for purpose and for the future**
Alberto Fernandez, Head of Insights, Latitude Financial Services, Australia
- 9.50AM** **Mitre 10's rapid eCommerce transformation journey**
Lewis Billingham, Head of eCommerce, Mitre 10 New Zealand
- 10.25AM** **MORNING TEA BREAK**
- 10.55AM** **Panel: Why wait for perfect?**
Adrian Green, Head of Consumer and Business Insights, Digital Marketing and Merchandising, McDonald's NZ
Emily Blumenthal, Head of Marketing Strategy, CX & Data Insights, Sky NZ
Jo Bailey, Domain Chapter Lead – Retention Marketing, Spark NZ
Moderator: Peter Mangin, Head of Technology, Wealth Point
- 11.35AM** **Test and Learn: How Trade Me developed a data-driven customer behaviour segmentation model with zero budget**
Jess Waring, B2B Lifecycle Marketing Manager, Trade Me
Sobia Mughal, B2B Marketing Manager, Trade Me
- 12.10PM** **Dirty Data: What could possibly go wrong?**
Sharon Abbott, Head of Data Governance, ANZ
- 12.35PM** **LUNCH BREAK**
- 1.35PM** **A New Era of Data: Meeting the demands of shifting privacy regulation, AI, GA4, and the end of 3P IDs and cookies**
Craig Whitaker, Senior Platforms Consultant, Google NZ
Nicola Yates, Media & Planning Chapter Lead, Countdown Supermarkets
Qassem Naim, Chief Transformation Officer, FCB NZ
Moderator: Adnan Khan, Co-Founder & Managing Partner, stitch
- 2.10PM** **CDP Case Study: The grand amalgamation of Te Pūkenga's marketing data**
Lucy Eru, Digital Ecosystem Project Lead, Te Pūkenga
Paul Hickey, Managing Director, SpeakData
- 2.50PM** **AFTERNOON TEA BREAK**
- 3.20PM** **Fireside Chat: How IAG is using data and insight to drive CX decisions and improvements**
Angel Riley, Senior Consultant - Campaigns and Content, Datacom Digital
Dini Paranagama, Principal Product Manager, IAG Australia & New Zealand
Hannah Schembri, Enterprise Account Executive - Digital Experience, Adobe NZ
- 3.50PM** **Just Start: The long road to whole-of-life engagement**
Adi Wickramaratne, National Manager - Digital Marketing & Experience, Hato Hone St John Aotearoa NZ
- 4.30PM** **NETWORKING DRINKS**

Menu

MORNING TEA

Passionfruit and coconut crumble muffin (v)
House made smoked pancetta mini quiche
Seasonal whole fruit baskets

LUNCH

Selection of salads

- Potato, chorizo, broad bean, red onion, roast garlic, tarragon oil
- Crumbed chicken tenders on Braeburn apple slaw, crispy shallot
- Ancient grains, roasted pumpkin, scorched broccolini, micro greens (v)

Assorted wraps to include

- Spiced chicken, mango, mint chutney, baby spinach, red onion wrap
- Roast capsicum, pumpkin hummus, crumble feta, baby spinach wrap (v)

Assorted savouries to include

- Mrs Macs mini savouries
- Sausage rolls
- Eden Park house made arancini

Lunchtime sweet selection + seasonal fruit

AFTERNOON TEA

Double chocolate brownie
Kiwi ginger slice
Chocolate caramel slice (v)



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