

MARKETING LEADERS SUMMIT

27 & 28 OCTOBER 2020, DELIVERED DIGITALLY

Marketing Reimagined



Sir Martin Sorrell

Founder & Executive
Chairman **S4 Capital (UK)**
& Founder **WPP**



Kasumi Mihori

Senior Vice President
Brand Creative
**Sony Pictures
Entertainment (USA)**



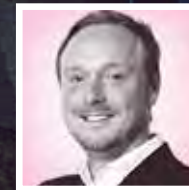
Peter Sloterdijk

Chief Marketing Officer
Koala



Jessie Macneil-Brown

Campaigns Unit Manager
IKEA (UK)
Fmr Head of Global Activism
The Body Shop (UK)



Hamish Goulding

Head of Global Brand
Strategy & Creative
HSBC (UK)



Susan Coghill

Chief Marketing Officer
Tourism Australia



EVENT SPEAKERS

To view our full list of speakers

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Senior Vice President
Brand Creative
**Sony Pictures
Entertainment (USA)**



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IKEA (UK)
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Matt Williams
Managing Director,
Marketing, Products
& Revenue
Optus



Hamish Goulding
Head of Global Brand
Strategy & Creative
HSBC (UK)



Mathieu Le Renard
Vice President &
Managing Director
**WW Australia
& New Zealand**



Nicole McInnes
Director - Marketing
& Commercial
**WW Australia
& New Zealand**



Peter Sloterdijk
Chief Marketing Officer
Koala



Susan Coghill
Chief Marketing Officer
Tourism Australia



Mim Haysom
Executive General Manager,
Brand & Marketing
Suncorp



Tara Lordsmith
Chief Marketing Officer
& Marketing Advisory
Lordsmith & Co.



Chris Garlick
Chief Executive Officer
Starbucks Australia



Charlotte Valente
Chief Marketing Officer
Seven West Media



Mathew Hayward
Chief Marketing Officer
R.M. Williams



Josie Brown
Chief Insights &
Marketing Officer
Tennis Australia



Tony Sesto
General Manager -
Marketing
BMW Group Australia



Jenny Melhuish
Head of Brand &
Advertising
Westpac



Jacinta Whitehead
Director of Marketing
Mattel



Jee Moon
Vice President Marketing
American Express



Lisa Saunders
General Manager,
Marketing
Asahi Beverages



Ant Dureau
Chief Client Officer
AMP



Phil Oneile
Chief Marketing Officer
Village Roadshow



Gareth Tomlin
General Manager, Data,
Insights and Analytics
Network Ten



Alexander Legaree
Manager, Digital
Communications
Coca-Cola Amatil



Natalie Feehan
General Manager,
Customer Success
MYOB



Fiona Le Brocq
General Manager, Brand
& Marketing
Medibank



Gemma Hunter
General Manager,
Marketing
Myer



Eva Ross
Chief Marketing &
Customer Officer
Sendle



Ryan Gracie
Chief Marketing Officer
Catch.com.au



Tim Ryder
Senior Marketing
Director, Oceania
Monster Energy



Roger Slater
Regional Head
Segments & Digital
Citi Bank APAC

| | |
|-------|---|
| 08:40 | Event Platform Open |
| 08:50 | Opening Remarks from the Chair |
| 09:00 | Visionary Keynote Creative Courage and Brand Bravery |
| 09:30 | Outlook Session New Horizons: Mapping the Consumer Landscape This Session serves as a foundation for the Summit by contextualising the global forces informing modern approaches to B2C marketing. The pertinent question on the mind of marketers is whether behavioural shifts triggered by abrupt social and economic upheaval will revert to 'normalcy' or become permanently entrenched as the operating environment corrects. Together, we will interrogate the macro-economic and social trends affecting consumer spending behaviour and sentiment, observing consequential developments in the competitive and regulatory landscape as we build a roadmap for the next normal. |
| 10:20 | Keynote Compelling Brand Narratives: Building Identities Beyond The Product |
| 10:45 | Programme Break |
| 11:10 | Partner Keynote |
| 11:45 | Leadership Session From Response to Recovery: Accelerating Business Resilience CMOs are facing relentless pressure to create and sustain value, but this pressure is accompanied by new opportunities to display resilience and leadership. This Session considers how CMOs - as both brand custodians and business leaders - are balancing adaptability and continuity to identify, prioritise and pursue opportunities while shrouded in the fog of crisis. Together, we will delve into the strategies and structures that CMOs can drive to elevate responsiveness across the business. |
| 12:40 | Keynote Creating a Culture of Failure in Pursuit of Brand Building |
| 13:05 | Programme Break |
| 13:45 | Global Keynote Unseen Opportunities: How Global Outlooks Inform Local Branding |
| 14:15 | Customer Session Tracing Consumer Movement: The Analytics of Engagement As the behaviours that define customer experience shift, the value of dynamic consumer insights cannot be overstated. This Session addresses how CMOs can map the contours of consumer behaviour to define a new strategic approach. We will consider the entirety of the customer journey through an analytical lens, from consolidating consumer touchpoints and creating new frameworks for behavioural changes and segmentation, through to evangelising data assets and learned analytical methodologies. |
| 15:05 | Mastermind Keynote The Consequences of Change |
| 15:30 | Programme Break |
| 15:50 | Content Session Listen to Be Heard: Resonating with Consumers Consumers are flooding en-masse towards digital ecosystems. To convert temporary visitors into permanent brand residents, CMOs must establish authentic connections with consumers in these saturated online environments. This Session considers how brands can forge meaningful consumer connections, from strengthening value-focused messaging, reinforcing trust, and demonstrating empathy, through to aggressive marketing strategies and increasing risk appetite in the quest for cut-through. |
| 16:40 | Global Keynote Global Brands in Local Markets for Individual Customers |
| 17:05 | Closing Remarks from the Chair |
| 17:10 | Close of Day One |

ANDY LARK
Fmr Chief Marketing Officer **Commonwealth Bank, Xero, Foxtel**

KASUMI MIHORI
Senior Vice President, Brand Creative **Sony Pictures Entertainment (USA)**

LISA SAUNDERS
General Manager, Marketing **Asahi Beverages**
MIM HAYSOM
Executive General Manager, Brand & Marketing **Suncorp**
TONY SESTO
General Manager - Marketing **BMW Group Australia**

MATHEW HAYWARD
Chief Marketing Officer **R.M. Williams**

JACINTA WHITEHEAD
Director of Marketing ANZ **Mattel**
JEE MOON
Vice President Marketing **American Express**
MATT WILLIAMS
Managing Director, Marketing, Products & Revenue **Optus**
JENNY MELHUIH
Head of Brand and Advertising **Westpac**

PETER SLOTERDYK
Chief Marketing Officer **Koala**

GARETH TOMLIN
General Manager, Data, Insights & Analytics **Network 10**
NATALIE FEEHAN
General Manager, Customer Success **MYOB**
ALEXANDER LEGAREE
Manager, Online & Social Media **Coca-Cola Amatil**

SIR MARTIN SORRELL
Founder & Executive Chairman **S4 Capital (UK)** & Founder **WPP**

PHIL ONEILE
Chief Marketing Officer **Village Roadshow**
NICOLE STANNERS
Marketing Director **Campari Australia**
FIONA LE BROCCO
General Manager, Brand & Marketing **Medibank**
RYAN GRACIE
Chief Marketing Officer **Catch.com.au**

HAMISH GOULDING
Head of Global Brand Strategy & Creative **HSBC (UK)**

ANDY LARK
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08:50 Event Platform Open

09:00 Opening Remarks from the Chair

09:05 Global Keynote
The Future of Brand Activism

09:40 Purpose Session
Fostering Engagement, Avoiding Enragement: Social Advocacy in the Reputation Age

Just as brands have sought to humanise themselves to forge a unique identity in the minds of consumers, so too have they adopted ethical positions on contemporary social and environmental issues - but inauthenticity is easily discernible, scarcely forgotten, and rarely forgiven. This session is primarily concerned with brand advocacy; key talking points of discussion include building trust and credibility; partnerships and community engagement; generational dispositions; and navigating the often-murky ethical environment of consumers united by a product, not a shared moral compass.

10:35 Keynote

11:00 Programme Break

11:10 Diamond Keynote

11:40 Channels Session
Positioning and Presence: Engaging on the Consumer's Terms

The boundaries between brands and consumers are collapsing. It is no longer enough for brands to have curated independent digital ecosystems, to expect consumers to find them. The customer journey from discovery to conversion has been condensed into sharp, one-click moments of instinct and influence on social platforms, and brands must be tactically present in these instances. This Session confronts the complexity of delivering content across multiple platforms in a congested digital landscape, from curating and co-ordinating multi-channel campaigns to commerce integration and new perspectives on traditional forms of digital and physical media.

12:35 Keynote

13:00 Programme Break

13:40 Keynote

14:10 Technology Session
Tomorrow, Today: Summoning the Future of Marketing

Many brands have demonstrated resilience by adapting to the current state of digital-dependency. But businesses with real foresight are looking beyond remediating short-term shocks, converting responsive mobilisation into lasting transformation that secures permanent value. This session is concerned with the willingness of brands to invest in their customers in the digital and physical world. We will consider how marketers are orchestrating a strategy for technological renewal, unpack transformation at scale, and unveil the technologies prime for experimentation and adoption in CX.

15:00 Keynote
Rebuilding Brand Australia

15:20 Closing Remarks from the Chair

15:25 Close of Summit

ANDY LARK
Fmr Chief Marketing Officer **Commonwealth Bank, Xero, Foxtel**

JESSIE MACNEIL-BROWN
Campaigns Unit Manager **IKEA (UK)** Fmr Head of Global Activism **The Body Shop (UK)**

ANT DUREAU
Chief Client Officer **AMP Australia**
GEMMA HUNTER
General Manager, Marketing **Myer**
JOSIE BROWN
Chief Insights & Marketing Officer **Tennis Australia**

MATHIEU LE RENARD
Vice President & Managing Director **WW Australia & New Zealand**
NICOLE MCINNES
Director - Marketing & Commercial **WW Australia & New Zealand**

CHARLOTTE VALENTE
Chief Marketing Officer **Seven West Media**
TIM RYDER
Senior Marketing Director, Oceania **Monster Energy**
EMILY MURREN
Director, Consumer Marketing **Domain**

CHRIS GARLICK
Chief Executive Officer **Starbucks Australia**

KATE HATTON Head of Digital & eCommerce **Hairhouse**
ROGER SLATER Regional Head Segments & Digital **Citi Bank APAC**
CHRIS TAYLOR Chief Marketing Officer **The National Heart Foundation**
EVA ROSS Chief Marketing & Customer Officer **Sendle**

SUSAN COGHILL
Chief Marketing Officer **Tourism Australia**

ANDY LARK
Fmr Chief Marketing Officer **Commonwealth Bank, Xero, Foxtel**

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By Email team@connectmedia.com

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