

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)**



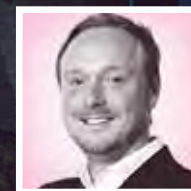
Peter Sloterdijk

Chief Marketing Officer
Koala



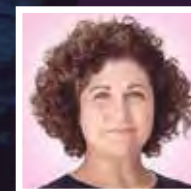
Josie Brown

Chief Insights &
Marketing Officer
Tennis Australia



Hamish Goulding

Head of Global Brand
Strategy & Creative
HSBC (UK)



Susan Coghill

Chief Marketing Officer
Tourism Australia



THE EXPERIENCE

Firmly established as the singular agenda-setting event for Australia's B2C Marketing community, the **Marketing Leaders Summit** is returning in 2020 with a refreshed format to guide you through the year ahead.

This year, over 250 of your industry peers and an unrivalled selection of C-Suite speakers from all sectors of the national economy will converge in Melbourne in October for two powerful days of case-based exploration.

Together, we will interrogate the forces affecting the B2C marketing landscape, equipping you to refuel your omnichannel engine and advance business outcomes.

THE ADVANTAGE

- For five years we have secured the involvement of the highest calibre speakers from Australia and around the world. We have tools that make audience engagement seamless so you can ask the questions that matter.
- Every session is independently moderated to facilitate candid discussion and debate.
- Your experience is at the heart of the Forum. Our audience is screened for seniority, so you'll be networking in a 5-star environment with the minds shaping business.
- We respect the seniority of our delegates by diving deeper into technical subject matter with a business-driven, outcomes focussed agenda.

THE VENUE



Pullman Melbourne on the Park stands on the threshold of Melbourne's business, dining, sports and cultural precincts.

This 419-room landmark hotel, built on the site of the 1887 Cliveden Mansion alongside Fitzroy Gardens, adds a dash of history to its thoroughly contemporary style. For more information, visit:

www.pullmanonthepark.com.au

Discounted Accommodation is available at Pullman Melbourne on the Park.

To receive a discounted flat rate of \$235 per night, contact Pullman via phone on: **+61 (3) 9419 2000** or email: **H9875@accor.com** and quote **154951**.

YOUR OPPORTUNITY

Celebrating its **6th year**, the **Marketing Leaders Summit** is unparalleled in the level of delegates and speakers it attracts.

The Summit is driven by an ambitious business agenda, and our audience is screened for seniority to ensure you are networking with the minds shaping business. Our limited keynote and moderated panel speaking opportunities will effectively embed you in this top-end business community. Digital and physical brand activations, as well as consultations in dedicated activation spaces further enable you to engage with this decision-making audience.

As a marketing platform to demonstrate expertise, credibility and grow your business with marketing executives, the Marketing Leaders Summit offers unrivalled cut-through.

Jack Martin

Commercial Manager

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EVENT SPEAKERS

To view our full list of speakers

[CLICK HERE](#)



Sir Martin Sorrell
Founder & Executive
Chairman **S4 Capital (UK)**
& Founder **WPP**



Ivan Pollard
Senior Vice President,
Global Chief Marketing
Officer
General Mills (USA)



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



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 Coghil
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 Legare
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 - 08:50 Event Platform Open

08:50 - 09:00 Opening Remarks from the Chair

09:00 - 09:25 Visionary Keynote
Creative Courage and Brand Bravery

09:30 - 10:15 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 - 10:45 Keynote
Compelling Brand Narratives: Building Identities Beyond The Product

10:45 - 11:10 Programme Break

11:10 - 11:40 Partner Keynote
The Critical Role TV Plays in Digital Advertising Impact

11:45 - 12:35 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 - 13:05 Keynote
Creating a Culture of Failure in Pursuit of Brand Building

13:05 - 13:45 Programme Break

13:45 - 14:10 Global Keynote
Unseen Opportunities: How Global Outlooks Inform Local Branding

14:15 - 15:00 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 - 15:30 Mastermind Keynote
The Consequences of Change

15:30 - 15:50 Programme Break

15:50 - 16:35 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-focussed messaging, reinforcing trust, and demonstrating empathy, through to aggressive marketing strategies and increasing risk appetite in the quest for cut-through.

16:40 - 17:05 Global Keynote
Global Brands in Local Markets for Individual Customers

17:05 Closing Remarks from the Chair

17:10 Close of Day One

MARK BAARSTE
Marketing Executive

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**

DR DUANE VARAN
Chief Executive Officer **MediaScience**

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**
GAI LE ROY
Chief Executive Officer **IAB Australia**

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)**

MARK BAARSTE
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08:50 - 09:00 Event Platform Open

09:00 - 09:05 Opening Remarks from the Chair

09:05 - 09:35 Global Keynote
Unseen Opportunities: How Global Outlooks Inform Local Branding

09:40 - 10:30 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 - 11:00 Keynote

11:00 - 11:10 Programme Break

11:10 - 11:35 Diamond Keynote

11:40 - 12:30 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 - 13:00 Keynote

13:00 - 13:40 Programme Break

13:40 - 14:05 Global Keynote

14:10 - 14:55 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 - 15:20 Keynote
Rebuilding Brand Australia

15:20 Closing Remarks from the Chair

15:25 Close of Summit

EMMA SHARLEY
 Marketing Executive

IVAN POLLARD
 Senior Vice President, Global Chief Marketing Officer **General Mills (USA)**

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**
IMRAN MASOOD Country Manager, ANZ **DoubleVerify**

SUSAN COGHILL
 Chief Marketing Officer **Tourism Australia**

EMMA SHARLEY
 Marketing Executive

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5 Digital Passes (Save \$1,975+GST)	\$3,000 + GST
10 Digital Passes (Save \$4,950+GST)	\$5,000 + GST

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Please note: If you are a Service Provider to Marketing Professionals, email jackm@connectmedia.com to register.