

AGENDA

8:30am – Registration

MC
Lucy Bloom



Welcome to Country

Welcome Address

Sophie Madden
CEO, MFA



CLIENT SESSION

Relationships Matter – Embracing Algorithms In Media Optimisation

Rachel Scott, Manager
Marketing Science, Suncorp Group



KEYNOTE

No Wrong Answers

Chris Kohler
Finance Editor, Nine Network



It's Time to Break the Rules

Sophie Price
Chief Strategy Officer, EssenceMediacom

Rob Frost
National Head of Planning, EssenceMediacom



Morning Tea & Networking

Sessions resume at 11:30am

The Price Isn't Right

Louis Mayne Chief Investment Officer,
Hearts & Science

Liz Wigmore
Managing Director Australia, Hearts & Science



INSPIRATION X

Are we Growing in the Right Direction?
A Fresh Eyes Perspective

Ashley Hill
Media Coordinator, Match & Wood



The Work Behind the Work

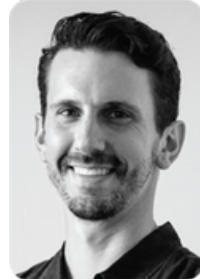
Healthy Minds Campaign 2024, PMG
Yellowtail Campaign, Bohemia

MODERATOR

Catherine Rushton
Chief Strategy Officer & Partner, This is Flow

Max Broer
Head of Strategy, Bohemia

Emma Baston
Head of Client Planning, PMG



Multiplayer Mode

Mitchell Long
Chief Strategy Officer, Havas Media Media Network
Virginia Hyland
Chief Executive Officer, Havas Media Network Australia
Lyndall Campfer
Media Director and Consultant
Tom Wenborn
Chief Creative Thinker, Thinkerbell



INSPIRATION X

The Power Shift:
Sustainability Beyond the Boardroom

Zoe Stanek
Associate Strategy Manager, Wavemaker



Is Media Really For All?

MODERATOR

Charles Xu, Diverse Director, OMD

Angus McLeod
Investment Executive, OMD

Asier Carazo
National Head of Strategy, Atomic212

Pawena Kaniah
Media and Communications Strategist, iProspect



Lunch & Networking

Sessions resume at 2:20pm

INSPIRATION X

Swipe Right for Consumer Insight:
Why Dating Apps are the Ultimate Focus Group

Annika Barrett
Senior Strategy Director, Carat



Vision 2049:
A Peak of our Industry's Future

David Bielenberg
Head of Strategy Melbourne, PHD
Paula Malysevaite
Head of Digital Sydney, PHD



Bend It Like Bender:
Shaping the Future of Media

Catherine Rushton
Chief Strategy Officer & Partner, This is Flow

Scott Laird
Associate Strategy Director, Group M

Kate O'Loughlin
Associate Strategy Director, Initiative

Robin O'Connell
Senior Content Solutions Consultant, LinkedIn



Closing Address

Antonia Glezakos
Managing Director, OMD

Peter Toone
Managing Partner, PMG

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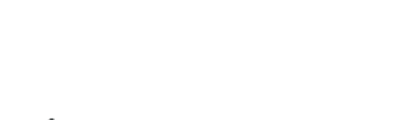
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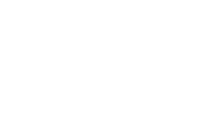
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MORNING SESSIONS

MID SESSIONS

AFTERNOON SESSIONS