



Mumbrella



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think 

JOE VS. THE BUBBLE



IN THIS KEYNOTE SESSION, THINKTV REVEALS THE RESULTS OF THE ADNATION STUDY;
ONE THAT COMPARES THE MEDIA HABITS OF KALE-BURGER-EATING,
LATTE-SIPPING MARKETERS AGAINST THE EVERYDAY AUSSIE JOE.

ARE WE IN BUBBLE TROUBLE? FIND OUT.

COMING TO MUMBRELLA360
DAY 1 / MAIN THEATRE / JUNE 7 / 5PM

Another year, another floor, another experiment

For a seventh time, welcome to Mumbrella360.

And more importantly: For a seventh time, thanks for your support.

That goes for those who've bought a ticket, those who've curated a session or are speaking (particularly those travelling to do so from across the globe), and those who've been kind enough to sponsor the event.

Back in September, Mumbrella360 was named Australia's best conference at the Australian Event Awards. I may have been the only one on the stage picking up the trophy, but I was acutely aware that the glory lay with everyone in the industry who have put so much creativity and talent into curating sessions over the years.

This year, as we do every year, we've made some changes to how we do things - some small, some big.

For the first time, curators have had the opportunity to invite guests to their session. If you're one of those guests, then I hope that after having had a taste of the event, you'll choose to come back to the whole thing next time.

And you might notice that we're on an extra, third floor this year, which gives us two additional stages.

That includes our latest experiment - the 360fronts Stage. That's the room where, if you choose, you can hear directly from organisations about their take on the year to come.

Another small change this year is that we've listened to your feedback about Masterclasses, which take place in our (always noisy) exhibition area. This year, you'll find that headphones are available. The usual caveat applies though - the Masterclasses room fills fast, so get there early if there's one you're keen on.

That also goes for our closing keynotes on each day. We've hit the size now that not quite everybody may fit in the auditorium. We won't know for sure until the time, but if we hit capacity, we've arranged to stream the session to another room, so you won't miss out.

And there's a change to note for your diary for next year - Mumbrella360 will be back at the Hilton, but a week later than usual, from June 12-14.

Meanwhile, the biggest way that you can contribute to Mumbrella360 is easy: Ask a question whenever you can. The conversation that follows is often as interesting as the presentation preceding it.

Thanks for joining us and have a great few days.

Tim Burrowes
Curator, Mumbrella360



Download the Mumbrella360 2017 App

Browse the full program, build your own schedule and set a reminder for your favourite session. Don't forget to also check out who is set up in the exhibition hall and a bit more about our sponsors.

Search for **Mumbrella360 2017** in the App Store or Google Play to download, or simply scan this code.



WEDNESDAY PROGRAM

7:00am	Registration And Coffee		
7:05am	Breakfast Briefing - The Data Economy and Your Brand: What You Need to Know <small>Curated and presented by Platinum Sponsor Data Republic</small>		
	Main Stage		
8:00am	Welcome to Country		
8:05am	International Keynote: Engineering a New Era		
			Interactive Stage
9:30am	International Keynote: Marketing with a Mission, and The Importance of Community		International Speaker: Overcoming Mobile Limitations with Data and Artificial Intelligence
10:30am	Break		
	Brand Stage	Bravery Stage	
11:00am	The Drill: Could You Survive A Brand Attack? (Simulating a Brand Crisis)	The Value of Word of Mouth: The Strategy Behind Tesla's Launch in Australia	International Speaker: Balancing Automation and Human Decision-Making
11:45am	Break		
12:00pm	Repositioning Football: Diversity and Connection for The Global Game	Running with Knives: The Risk/Reward of Fast Thinking	International Speaker: How to Use Programmatic Content to Drive Marketing Success
12:45pm	Lunch		
	1:00pm Lunchtime Debate: Saving The Truth - The Future Business Model of Independent Journalism (Interactive Stage)		
	Main Stage		
2:00pm	Growing Through Adversity		International Speaker: The Tricks to Running Profitable, Scalable eCommerce Facebook Ad Campaigns
2:45pm	Break		
3:00pm	Harold Mitchell vs Anne Parsons: Is TV or Outdoor Now The More Powerful Screen? <small>Curated and presented by Premier Platinum Sponsor QMS</small>		You Are What You Stream: Understanding Your Audience Through Music <small>Curated and presented by Premier Platinum Sponsor Spotify</small>
3:45pm	Break		
4:00pm	Mark Ritson Presents: Make Marketing Great Again - Seven Ways to Improve Marketing Performance		Taming Technology: Creating Awesome Interactive Experiences
4:45pm	Break		
5:00pm	Keynote: Osher Günsberg hosts - Joe vs The Bubble <small>Curated and presented by Major Partner ThinkTV</small>		
6:00pm	Party, Sponsored by ThinkTV - Arthouse Hotel		

Level 3	Main Stage
Level 3	Brand Stage
Level 3	Bravery Stage
Level 2	Interactive Stage
Level 2	Customer Stage
Level 4	Conversation Stage
Level 4	360fronts Stage
Level 3	Masterclass Stage

New for this year, the 360fronts allow organisations to speak directly to delegates about the latest thinking within their sector.

Customer Stage	Conversation Stage	360fronts Stage	Masterclass Stage
International Speaker: Anthropological Advertising – Studying Human Behaviour Through Social Media to Shape Brand Strategy	Media Transparency: What You Should be Asking (And be Able to Answer)	Brus Media Presents: Mobile App Growth Strategies - Pre-Launch Checklist & Strategies To Grow Your Active Users	How to Produce a Great Podcast
			AI for Dummies

NPS: How to Improve Your Net Promoter Score (And Does it Distort What You do?)	Seeing Through Viewability – A Marketer’s Guide to The Triumphs and Pitfalls of Digital Viewability Measurement	Campaign Monitor Presents: Let’s Get Personal: Building Towards 1:1 Relationships With Email Marketing	How to Build Profitable Customer Relationships Through Events
International Keynote: Reimagining Business in The Age of The Customer	Influencers, Experts and Celebrities: Who’s Really Endorsing Your Brand?		How to Outsource and Offshore Without Sacrificing Quality
			1:00pm How to Draft Agency Contracts

Human, Unexpected and Bold – How NAB Became ‘More Human’	Life in The Old(ish) Farts Yet: Four Over-40s Talk Life in a Youth-Obsessed Industry	Junkee Media Presents: From Millennials To Youth: Junkee Media’s 2017 Upfronts	How to Create Great B2B Digital Content
When Worlds Collide: The Impact of The Collision Between Martech and Adtech <small>Curated and presented by Premier Platinum Sponsor AdRoll</small>	Transparency Through Measurement: Three Things Top Advertisers Are Doing <small>Curated and presented by Premier Platinum Sponsor Integral Ad Science</small>	Shopper Media Presents: Out-of-Home And Data Science: A Match Changing The Industry	How to Take Share From Your Competitors
The Dying Art of Being Predictable (and Decline of Brand Consistency)	International Speakers: The Future of Strategy		Applying Human-Centred Design (A Creative Approach to Problem Solving)
Rethinking Your Brand for The Age of Agelessness	When it’s Okay to Fail (Bringing Design Thinking into Big Business)		

Effective
Marketing
is about
Driving
Growth



Not watching traffic.



At PwC's CMO Advisory we help companies drive consistent growth through strategic, accountable and bold marketing. Whether through better use of data, sharper brand strategy or break-through creativity. By combining PwC's data and financial analytics capability with the deep experience of our team, we identify sources of waste and inefficiency, and make the case for reinvestment into more appropriate and measurable activity. For an illustration of how we can help you, drop us a line at russel.howcroft@pwc.com or justin.papps@pwc.com

7:05am

Breakfast Briefing – The Data Economy and Your Brand: What You Need to Know

Feeling Disillusioned by Data Hype?

Data promises to be the currency of the 21st century – becoming more and more important to company balance sheets and customer experiences, however many brands still struggle with the complexities around risk, consumer privacy and security when using and sharing data. They're stuck in a data drought.

But how can we ever get past the data hype to real results if data can't flow freely and securely?

Join Danny Gilligan, Co-Founder & Director of startup Data Republic, and learn about the growing movement towards global data economies and how your brand can win with personalisation if you lean-in to new data sharing approaches.

The presentation will explore:

- The global move towards data economies
- How data exchange is transforming personalisation
- Beyond the status quo: building an ecosystem to change the way Australian marketers - and the world - collaborates with data sets

Key take-outs include:

- What's possible for data exchange in 2017
- What you need to do to ensure the privacy and rights of your customers when exchanging data
- How to manage risk in your data exchange program



Danny Gilligan
Co-Founder,
Data Republic

Curated and presented
by Platinum Sponsor:



WHAT'S POSSIBLE
when data can flow
securely between
brands?

Find out www.datarepublic.com/mumbrella360



MAIN STAGE

8:00am **Welcome To Country**

8:05am **International Keynote: Engineering a New Era**

Scott Hagedorn, the global CEO of possibly the most-talked-about new agency network to launch in recent times, Hearts & Science, joins Mumbrella360 to share the story of the company's spectacularly speedy rise after launching in the US in April last year.

Since winning the two biggest media accounts in North America - Procter & Gamble and AT&T - offices have quickly sprouted up in Canada, the UK, Puerto Rico, India and Dubai to service the MENA region.

"Hearts" in Omnicom Media Group's (OMG's) new agency network refers to how the agency works to create relationships with customers that are more meaningful and reciprocal. The "Science" is in how it is using sophisticated data platforms and the same technologies that are disrupting the media environment to cultivate individual relationships at scale.

Named by The Wall Street Journal as 'one to watch in adland', Hagedorn - a 12-year Omnicom veteran - led the PHD network in the US and was most recently CEO of Annalect, its data and analytics business.

Annalect's architect, and now Founder of Hearts & Science, Hagedorn, will outline his vision for the data-driven media agency, and what agencies will need to do to break through to consumers and deliver better business results for clients.



Scott Hagedorn
Global CEO,
Hearts & Science

9:30am **International Keynote: Marketing with a Mission and The Importance of Community**

Facebook believes an open and connected world is more important today than ever before. Gary Briggs, Global CMO of Facebook shares his thoughts on the power of building community, and how marketing with a mission can help companies set clearer strategies and tactics. He'll be joined by Tim Burrowes, Founder of Mumbrella, and together they'll discuss the future of human connection through technology.

Gary is among the world's most experienced technology company marketers. He joined Facebook in 2013 and is responsible for the company's consumer, product and platform marketing.

Prior to joining Facebook he served in various roles at Google, Inc, including CMO of Motorola upon its acquisition by Google, and VP, Consumer Marketing.

During his tenure at Google, he led marketing efforts for search, commerce, Chrome, Google+, Google.org, and the Google brand overall. Prior to joining Google in 2010, Gary was CEO at Plastic Jungle, a gift card startup, where he joined from their board of directors. Before that, Gary worked at eBay for six years in roles as vice president of Consumer Marketing, general manager of eBay Canada, global marketing head of PayPal, and CMO of eBay North America.



Gary Briggs
Global CMO,
Facebook



Tim Burrowes
Founder & Content
Director, Mumbrella
(Moderator)

2:00pm Growing Through Adversity

Some of the most significant personal and career growth comes when things don't go to plan.

In this honest conversation led by Kieran Moore, CEO of Ogilvy PR Australia, the panelists will talk about career and personal setbacks and challenges they faced, and the impact these had on the professionals they are today.

Speakers include Studio 10 host Jessica Rowe whose TV career collapsed when she was infamously "boned" by Channel Nine, and has since written about dealing with post-natal depression.

Sue Morphet was among Australia's most controversial CEOs during her tenure as CEO of Pacific Brands. The high pressure role saw political and public controversy over offshoring of production to safeguard the viability of the business, and confrontation with unions which led to her home reportedly needing 24-hour security patrols.

Brian Gallagher, now Chief Sales Officer of Southern Cross Austereo, will talk about his changed outlook since a traumatic road accident three years ago left him badly injured and resolving to walk away from the world of media sales.

And Kristie Bennett, a former agency exec, will talk about how the trials of being cold, wet and hungry and taking part in painful endurance challenges while overcoming hostile group dynamics helped her overturn the odds to win Australian Survivor.



Jessica Rowe
Host, Studio 10



Brian Gallagher
Chief Sales Officer, Southern Cross Austereo



Kristie Bennett
Winner of Australian Survivor



Sue Morphet
Former CEO, Pacific Brands



Kieran Moore
CEO, Ogilvy PR Australia
(Moderator)

3:00pm Harold Mitchell vs Anne Parsons: Is TV or Outdoor Now The More Powerful Screen?

The biggest and best communication still comes from the screen. Traditionally, that has been the television screen, but today this is being challenged by the digital screen in the out-of-home environment.

Has the power and potential of on-screen communication now swung towards digital OOH? Or is TV still the king? This debate will put the Godfather of Australian media, Harold Mitchell, against his long-term adversary and a doyenne of the industry, Anne Parsons.

Both speakers will use their decades of experience to provide a clear perspective on where screen power now lies, using their firsthand view from their current roles as well as their broader knowledge of the industry.



Anne Parsons
Director, QMS Media



Harold Mitchell
Chairman, FreeTV



Mark Coad
CEO, PHD Australia
(Moderator)

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**USING HIGH QUALITY
NEUROSCIENCE
TO ASSESS BRAIN
RESPONSE TO BRAND
COMMUNICATION**



Mediatel Connies Awards

2017 - Best Research Project/Initiative



David Ogilvy Award

2016 - Innovation Category



IPA Advertising Effectiveness

2012 - Grand Prix Award
2014 - Gold and Bronze Awards



ARF Great Minds Awards

2011 & 2015 -
Innovation Gold Winner



Media Research Group

Top paper presented,
2014 conference



Effie Award

2010 - Effectiveness Award



Journal of Advertising Research

Top paper published in 2014



MSiX Conference

2016 - Best use of Neuroscience Award

WWW.NEURO-INSIGHT.COM

MELBOURNE | LONDON | NEW YORK

4:00pm Mark Ritson Presents: Make Marketing Great Again - Seven Ways to Improve Marketing Performance

In this entertaining and applied session, Professor Mark Ritson from the Melbourne Business School picks out seven distinct areas for marketers to improve their game, examining case studies of companies that get it right, and wrong.

The topics he'll address will include:

- Agency transparency
- Media neutrality
- The murky ticket-clipping shitfest of programmatic
- Brand positioning
- Brand portfolios
- Targeting everyone
- CSR
- Walled gardens



Mark Ritson

Adjunct Professor,
Melbourne Business School

5:00pm Keynote: Osher Gunsberg hosts - Joe vs The Bubble

We pride ourselves on our ability to think outside the box, but can we think outside the algorithmic-echo-chamber-data-engineered 'bubble'?

In this light-hearted and entertaining keynote session, Osher Günsberg reveals the findings of a huge survey undertaken earlier this year by more than 1,500 media and marketing industry professionals - one of the biggest exercises of its type ever executed in Australia. The findings have been compared to the answers given by more than 1,000 members of the public, and the results are startling.



Osher Günsberg

TV Presenter & Radio Host

Curated and presented
by Major Partner:



AUSTRALIA'S MOST INFORMATIVE FINANCE MARKETING SUMMIT RETURNS

Mumbrella's Finance Marketing Summit returns for its second year with the best insights from across the banking, finance, insurance and superannuation sectors. Last year's summit was attended by industry leaders who heard from top speakers from brands including ING Direct, Westpac, CGU, Citibank, Budget Direct and Mastercard. This year's summit will dive even deeper into the challenges and opportunities facing finance marketers in this must-attend event.



MARTINE JAGER
Chief Marketing Officer,
Westpac Group



COLIN BARNARD
Head of Financial
Services, Google



SIMON CORAH
CEO,
Growth Mantra



ELIZABETH CLARK
Co-Founder,
Yell Creative



ELAINE HERLIHY
Marketing Director,
PayPal

August 10, Sydney | mumbrella.com.au/finance

PRESENTED BY

AdRoll

Wednesday, June 7, 3:00 pm

When Worlds Collide:

The Impact of The Collision
Between Martech and Adtech

Speaker: Toby Gabriner

Thursday, June 8, 9:30 am

How to Build A Performance Culture

Speaker: Suresh Khanna

11:00am The Drill: Could You Survive A Brand Attack? (Simulating a Brand Crisis)

Could your brand withstand a poisoning, recall or left-field disaster? Do your corporate crisis plans consider and support marketing imperatives?

Companies need to realistically rehearse for social media attacks and online activism but few actually do, according to reputation specialist, Gerry McCusker.

In this interactive crisis management session, a panel of some of Australia's top communicators and industry leaders will pit their wits against each other – and the audience – as a simulated crisis PR disaster unfolds for a fictional brand.

Presented by McCusker, the 45-minute session will use Australia's newest crisis simulation technology "The Drill", which replicates trans-media PR disasters, testing the experts on how they would react, stage by stage, to a crisis.

Taking up the challenge will be founder of the Cato Counsel, Sue Cato; Qantas corporate affairs boss Andrew McGinnes; media law specialist from Norton Rose Fulbright, Nick Abrahams; and publicist Max Markson.



Sue Cato
Founder, Cato
Counsel



Andrew McGinnes
Executive Manager
of Corporate
Affairs, Qantas
Group



Nick Abrahams
Partner and APAC
Technology Practice
Leader, Norton Rose
Fullbright



Max Markson
Founder, Markson
Sparks



Gerry McCusker
Founder, The Drill
Crisis Simulator
(Moderator)

Sponsored by Gold
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Curated by:



12:00pm Repositioning Football: Diversity and Connection for The Global Game

Football is Australia's number one club-based participation sport, with more than one million people playing football - significantly more than any other club-based sport.

To capitalise on the sport's momentum, a bold rebranding and repositioning project for Football Federation Australia (FFA) was created and developed by Australian-owned brand agency, Hulsbosch. A clarified and cohesive visual language is at the heart of a strong brand platform that will accelerate the growth of the game across the country.

Hulsbosch's brand work for the whole of the sport from grassroots to professional levels includes the A-League, W-League and Y-League competitions; national teams and member federations; as well as community initiatives.

Future-focused football is leading the way in the sports category with integration of newly released brand communications for the upcoming 2017/18 season.

It heralds an inspiring new era that will transform the size and scale of the sport in Australia.

Join the architects of the rebrand – Jaid Hulsbosch and FFA's Robert Squillaciotti – to hear how they did it.



Jaid Hulsbosch
Director,
Hulsbosch



Robert Squillaciotti
Head of Marketing,
Digital & Fan
Engagement, Football
Federation Australia



Tim Addington
Director,
TAG PR
(Moderator)

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Where brands get loved.

Reach Australia's largest
community of music fans.



spotify.com/brands

11:00am The Value of Word of Mouth: The Strategy Behind Tesla's Launch in Australia

Tesla adopts a vertically-integrated business model which means we don't undertake any paid advertising, sponsorship or ambassadorships. Instead, Tesla approaches the market through experiential events, retail, owned channels and owner experiences.

As Tesla is still a start-up, money that could be spent on advertising, sponsorship and ambassadors is instead invested back into infrastructure and resources to further grow the business. It's sometimes difficult to explain in a short space of time what a Model S, Model X or Powerwall does, so we put more effort into ensuring as many people as possible can look, touch and experience our products.

We do marketing such as email campaigns and pop-up showrooms. Word of mouth is incredibly powerful, and we have found our best marketing tool is our owners who spread the word far and wide.

Heath Walker, Senior Marketing and Communications Manager for Australia/New Zealand will talk through Tesla's unique business model, and how this strategy has worked launching the company in the Australian market.



Heath Walker
Senior Marketing
& Communications
Manager ANZ, Tesla

Curated by:

TESLA

12:00pm Running with Knives: The Risk/Reward of Fast Thinking

We live in an era of agile, where speed rules.

Speed to market, insight, execution and monetisation have become the new normal as product lifecycles shorten.

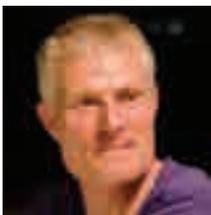
But how do you turn fast thinking into a source of commercial advantage? And culturally, how do you overcome ingrained corporate instincts that suggest not to be too hasty?

Join us in a lively debate to discuss the pros and cons of fast thinking - including a look at some of the latest techniques, case studies, methodologies and psychology.

But, be quick!



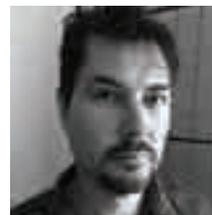
Peter Macgregor
Head of Digital
Customer
Engagement,
Optus



James Sykes
Global Head
Innovation &
Design, Beam
Suntory



Kinda Grange
General Manager,
Grocery,
Goodman Fielder



Adam Donnelley
Head of Strategy, The
Works & President,
IAA Australian Chapter
(Moderator)

Curated by:

The Works

INTERACTIVE STAGE

9:30am International Speaker: Overcoming Mobile Limitations with Data and Artificial Intelligence

It's safe to say all of us have at least one phone and one computer; and many of us probably have a tablet, wearable, or other device. Connected devices have made our lives so much easier and granted information right at our fingertips, no matter where we are.

But for brands and enterprises, this rapid adoption of mobile has brought new challenges for creating personalised customer experiences on the internet. Consumers are getting more and more sensitive to being constantly overwhelmed with messages across every channel and medium possible. As brands, agencies and enterprises strive to deliver better customer experiences – from product recommendations and content personalisation, to marketing automation and fraud detection – most don't have the necessary data access.

Kamakshi Sivaramakrishnan - who's been named one of Business Insider's 'Most Powerful Women in Mobile Advertising' five years in a row - will ask the question: Can adtech be a valid solution for today's fragmented customer experiences? Is a deterministic, 'walled-garden' approach the only way to know a consumer's identity? Can we turn to artificial intelligence to solve these problems?

This session will explore how data and artificial intelligence can be leveraged to overcome mobile limitations.



Kamakshi Sivaramakrishnan
Founder & CEO,
Drawbridge

11:00am International Speaker: Balancing Automation and Human Decision-Making

Predictive analytics and artificial intelligence algorithms are among the many recent advancements that allow technology to make business decisions on a marketer's behalf. This type of marketing automation can be great in expanding bandwidth and optimising workflow, but it also presents challenges with visibility into the decision-making process.

Integrating marketing technology is a challenge. A lot of companies get frustrated, so they stick with something that's neat and clean. But experimentation is key to finding the right balance. By testing solutions in market and verifying they are effective, marketers work towards the promise of marketing attribution - using algorithmic solutions to figure out what drives sales.

In this session, the New York-based VP of Global Customer Acquisition at Shutterstock, Vicky Mei Hsu, describes how marketers can strike a balance between automation and human decision-making. She will share:

- An approach to determine the problem you are trying to solve and guidelines on evaluating possible technology solutions based on the problem research
- Tips on harnessing marketing automation
- Insights on achieving a balance between a 'one-size-fits-all' marketing technology versus choosing individual elements of a stack



Vicky Mei Hsu
VP Global Customer
Acquisition,
Shutterstock

Curated by:

shutterstock

12:00pm International Speaker: How to Use Programmatic Content to Drive Marketing Success

With global programmatic ad spend projected to reach US\$37bn by the end of 2019, according to a Magma Global report – combined with formats like mobile, video, VR and TV emerging as powerful channels for programmatic – today’s marketers and advertisers need to be at the bleeding edge of this groundbreaking technology in order to stay ahead of their competition and connect with customers.

In this session, Pete Kim, CEO and Founder of MightyHive, the data-driven marketing firm based in San Francisco, will take the stage to dive into programmatic advancements across digital, mobile, TV and more, and explain how to take action and implement these advancements into marketing efforts.

Attendees will walk away with the know-how to apply programmatic across their marketing funnels, the knowledge to master the service side of this business, a deep understanding of the current state of programmatic, and get a glimpse into the future trends that will shape the industry.



Pete Kim
CEO, MightyHive

1:00pm Lunchtime Debate: Saving The Truth – The Future Business Model of Independent Journalism

In the wake of Trump and Brexit, never has the world needed fearless independent media more. Yet, at the same time, social media has swallowed the news, threatening the funding of public-interest reporting and ushering in an era when everyone has their own facts.

Google and Facebook now take 99% of digital advertising revenue in the US, leaving just 1% for publishers.

Ian McClelland, MD of Guardian Australia; Jamie Angus, Deputy Director, BBC World Service Group & Editorial Director, BBC Global News; Chris Janz, MD, Australian Metro Publishing at Fairfax; Damien Cave, Australia Bureau Chief, The New York Times; and Marina Go, Walkley Advisory Board and former Private Media CEO have experience running a news operation and a stake in the future of civic journalism. Join them as they discuss the type of challenges that keep them awake at night and discuss the way forward for the fourth estate.

Curated by:

theguardian



Damien Cave
Australia Bureau Chief, The New York Times



Ian McClelland
Managing Director, Guardian Australia



Chris Janz
Head of Australian Metro Publishing, Fairfax Media Ltd



Marina Go
Walkley Advisory Board



Jamie Angus
Deputy Director, BBC World Service Group & Editorial Director, BBC Global News



Miranda Ward
Head of Content Curation, Mumbrella (Moderator)

INTERACTIVE STAGE

2:00pm International Speaker: The Tricks to Running Profitable, Scalable eCommerce Facebook Ad Campaigns

Facebook provides enormous potential for both large and small eCommerce businesses to increase their profitability. The targeting and segmentation options available revolutionises the consumer buying cycle and levels the playing field between large and small brands in terms of acquiring users.

This session will showcase what it takes to effectively scale your eCommerce business on Facebook.

Steve Weiss, CEO of the Los Angeles-based internet marketing firm MuteSix, will cover:

- Effective targeting and audience segmentation strategies available across Facebook, Instagram, and Audience Network
- Dynamic product ads and their ability to lower CPA and increase volume, while simultaneously providing a unique ad experience based on a user's online behavior
- Using Facebook's lookalike audiences to leverage existing customer data that easily locates and targets your next set of customers
- Leveraging Facebook Video to generate conversions and other proven strategies



Steve Weiss
CEO, MuteSix

3:00pm You Are What You Stream: Understanding Your Audience Through Music

As cross-device consumption becomes the norm and people-based marketing becomes the gold standard, marketers are looking for ways to navigate the increasingly complex landscape of audience insights and creative hurdles.

In this session Spotify's Global Creative Director, Richard Frankel, will unwrap how you can use music streaming to gain real human insights on your audiences that reflect the person behind the device - and how to use that to inform how you reach them.



Richard Frankel
Global Creative
Director, Spotify



Alex Hayes
Head of Mumbrella
Bespoke
(Moderator)

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4:00pm Taming Technology: Creating Awesome Interactive Experiences

The future is now, but how do you know which technology to use to boost your campaign? What's the difference between Google Tango and Microsoft Hololens? What are the strengths and weaknesses of the most popular technologies? What does production look like when you are building the future?

We're going to answer these questions and more for all the most common experiential technologies. What's more, we're not just going to tell, we're going to show by running live demos including a game playable by the entire audience.

Jack Gillespie is the CEO of Well Placed Cactus, an experiential service studio which has been developing future tech for the past five years. VR, AR, live mobile multiplayer experience, Kinect, Hololens, Tango, giant screens and projection mapping – these are the tools Well Placed Cactus uses to create experiences for clients around the world including Coke, Acura, Toyota, ANZ and the National Museum of Australia.



Jack Gillespie

Musician, Programmer
& Technical Solutions
Specialist

Curated by:



AMOBEE

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Speak to your Amobee representative to find out how
amobee.com

9:30am

International Speaker: Anthropological Advertising – Studying Human Behaviour Through Social Media to Shape Brand Strategy

Social marketing isn't about networks and channels, it's about humans. The things we vilify social media for are no more than online manifestations of basic human flaws.

While it's appealing to blame these channels for our societal woes, a deeper examination points to enlightening conclusions about the human condition.

This session on socio-digital anthropology - the study of humans through understanding their social media behaviours - looks at how the most successful companies are using these cultural insights to drive powerful brand marketing and creative advertising.

Now based in San Francisco as Mozilla Firefox's Head of Global Social, Maura Tuohy is best remembered for winning the "Steal Banksy" competition in 2011, which saw her steal a \$15,000 painting by British artist Banksy, as part of a stunt for the Art Series Hotel.

She has also previously represented Australia as a Young Lion in 2010 at the Cannes Advertising Festival; and was named ADMA's 2012 Young Marketer of the Year.



Maura Tuohy

Head of Global Social,
Mozilla Firefox

Curated by:

moz://a



11:00am

NPS: How to Improve Your Net Promoter Score (And Does it Distort What You do?)

Bain's NPS is built around a simple question and answer, yet what can follow is complexity, as organisations react to the results.

Featuring real examples, this panel discussion will explore the impact that a single question can have on brands: "How likely are you to recommend us to a friend or colleague?"

We'll explore its influence on the design of business practices and processes, new product development, employee engagement, customer service signatures and storytelling to drive greater advocacy.

By attending this session, you'll get some practical advice on where the real value of NPS is and how to use it to effect meaningful change in your organisation. For pragmatists, we'll ask the question: Are there shortcuts to a better score?

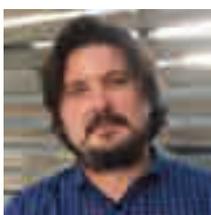
This panel discussion will be curated and moderated by Vinny Panchal, VP, Director of Client Services at global brand experience agency, Jack Morton Worldwide.

Jack Morton has worked with leading brands on complex change management programs and brand advocacy campaigns, influenced by the introduction of NPS.



Gerry Walsh

Customer &
Commercial Strategy
Manager, NAB Labs



Rob Barnfield

Audience Insights
Manager, Primary
Research, ABC



Jee Moon

Vice President
Marketing,
Luxottica



Vinny Panchal

VP Director of
Client Services,
Jack Morton Worldwide
(Moderator)

Curated by:

JACK MORTON

12:00pm International Keynote: Reimagining Business in The Age of The Customer

Digital business transformation is an issue which requires urgent attention from executives. The ongoing process of reinvention requires leaders to rethink the core capabilities of a company. Senior leaders face three options – defend their current position, make incremental improvements, or reinvent and disrupt their own market.

For agencies and brands, this reimagining represents a profound new opportunity. Marketing and technology – long support functions for large enterprises – are now strategic weapons, and agencies have an opportunity to play a great role in driving change. New skills and expertise must be developed, yet the fundamentals of agency life – creativity and innovation – mean that many agencies can be valuable partners for brands reimagining their business.

This presentation will share SapientRazorfish’s latest proprietary research on how companies are exploring business transformation, as well as highlighting examples of failed and successful transformation. The session will also cover what the research means for agencies and brands: How can agencies build on their long history of innovation and creativity to help executives reach customers in the digital age?



Hilding Anderson
Director of Research & Insights, SapientRazorfish

Curated by:



2:00pm Human, Unexpected and Bold – How NAB Became ‘More Human’

When values of diversity and inclusion are at the heart of a bank’s brand, how are they authentically put into practice, both internally and externally?

Discover how NAB put people first. Launching a new brand promise ‘More Than Money’ in 2016, NAB strengthened its commitment to its customers, its people and the community to look beyond the transaction and acknowledge that life is about more than money.

An evolution years’ in the making - from the successful internal program Pride@NAB, to the award-winning sponsorship of Australia’s largest LGBTI festival - find out how a truly personal brand experience strategy has allowed NAB to authentically practise this promise.

Join us as we peel back the layers on a story that merges employee engagement and progress with a three-year journey of consumer listening, communication and love. Feel inspired to create connections with the courage and depth that will reap long-term relationships with both your internal and external customers.

In this powerful and honest panel session you’ll hear from the perspectives of both brand and people. Senior leaders from NAB, Michael Nearhos, General Manager Brand Experience, and Kristy Macfarlane, Head of Diversity and Inclusion, will speak with Aesthetic Managing and Creative Director, Darren Natale, about the dramatic shift in culture and perception that has come from a genuine commitment to people.

For brands seeking to be ‘more human, less corporate’ this is a must-attend session guaranteed to shape ideas and encourage fresh and essential ways of thinking.



Michael Nearhos
General Manager, Brand Experience, NAB



Kristy Macfarlane
Head of Diversity & Inclusion, NAB



Darren Natale
Managing Director, Aesthetic (Moderator)

Curated by:



CUSTOMER STAGE

3:00pm

When Worlds Collide: The Impact of The Collision Between Martech and Adtech

The marketing department has been revolutionised by technology but marketers are still chasing the holy grail – a true single view of the customer journey. In this pursuit, marketing technology and advertising technology have moved closer together with widespread implications for marketing team structures and the agency landscape.

Launching their discussion paper on the collision, AdRoll will host an expert panel to discuss the importance of technology in marketing and what it means as the line between advertising and marketing technologies continues to blur.

The discussion will explain the problems and impediments for marketers that have emerged as a result of the division, ask 'Why now?', and investigate how marketers will benefit from the merger and how agencies will need to recalibrate their services.

Curated and presented by
Premier Platinum Sponsor:

AdRoll



Danielle Uskovic
Head of Digital & Social, Lenovo



Fiona Moylan
Global Director, Digital & ECommerce, Jurlique International



Clement Tsang
Head of Consulting, Cadreon



Gavin Merriman
Global Head of Digital, Nude by Nature



Andy Bateman
Founder & CEO, Everyone



Toby Gabriner
President, AdRoll



Andrew Birmingham
Editor in Chief, Which-50.com, Managing Director, Which-50 Media (Moderator)

4:00pm

The Dying Art of Being Predictable (and Decline of Brand Consistency)

Most marketers would subscribe to an anthropomorphic model of branding where brands are like people: to establish a relationship, you need to be predictable and trustworthy.

Yet so many Australian brands chop and change how they present themselves. Marketers and agencies are addicted to change, but in the process they're losing touch with the essentials of branding.

This panel will explore the decline of brand consistency in Australia, highlighting the industry's worst culprits while sharing tips on how to build trust through consistency in spite of industry realities.

While it's true the tenure of many marketing/agency executives is less than two years - and many agencies are more focussed on winning awards than brand consistency - that doesn't change the fact that marketing's most important responsibility is evolution, not revolution.



Derry Simpson
Managing Director, Strategy & Innovation, 303 MullenLowe



Jonathan Kerr
Director of Marketing & Digital, Auto & General, Budget Direct



Anna Pearce
Head of Marketing, P&N Bank



Karen Willis
Manager, Customer Strategy & Engagement, Water Corporation (Perth)



Jon McKie
Chief Strategy Officer, 303 MullenLowe (Moderator)

Curated by:



5:00pm Rethinking Your Brand for The Age of Agelessness

When it comes to marketing to the 50+ consumer, it's well past time to throw the stereotypes out the window.

We're living in a changed world, where ageing is being totally redefined. Where consumer behaviour is now tribal, not generational. Where people over 50 spend over half a billion dollars on brands, every day. And where most agencies have no real idea how to embrace this growing opportunity.

Is this laziness or ageism? Or both? With margins tighter than ever, why ignore - or worse, misinterpret - a market with money to lavish on brands that can get it right?

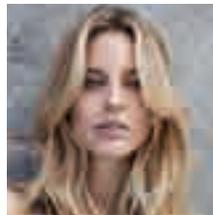
This myth-busting session from a panel of experts in research, data, 'age-positive' talent and brand comms takes a practical approach to gaining greater value from the older adult market - showing how to know more, reach more and sell more.



Laura Demasi
Director of
Research, Social
Trends, Ipsos



Jeff Sanders
CEO, Beyond
Analysis



Brigitte Warne
Managing Director,
Silverfox MGMT



Nick Richardson
Partner, Fifty Not Out
(Moderator)

Curated by:



The Sydney Morning Herald

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point of view.
For Australians with
a point of view.**

Independent news for independent thinkers

CONVERSATION STAGE

9:30am Media Transparency: What You Should be Asking (And be Able to Answer)

Issues around media transparency have finally risen to the top of the agenda in 2017.

In this plain-speaking session, experienced professionals from all sides of the debate will discuss the key issues in the increasingly complicated – and murky – media ecosystem.

They'll share the questions any marketer or agency practitioner should be asking themselves to ensure their budget is being efficiently spent – and is going where they think it is going.

The four panellists represent the key stakeholders in what is rapidly emerging as the most important topic facing the industry.

Through her stewardship of the IAB, Nicole Sheffield speaks for Australia's major digital publishers and players. Michelle Katz has deep understanding of the modern media buying conversations brands need to have. In a murky media world Darren Woolley has been bravely asking unpopular – but essential questions. And James Greet is arguably Australia's most experienced media agency boss.



Michelle Katz
Head of Media &
Brand Experience,
Nestle



Nicole Sheffield
Chief Digital Officer,
News Corp Australia



Darren Woolley
Founder, TrinityP3
Marketing
Management
Consultants



James Greet
Chief Media Officer,
Cummins&Partners



Alex Hayes
Head of Mumbrella
Bespoke
(Moderator)

11:00am Seeing Through Viewability – A Marketer's Guide to The Triumphs and Pitfalls of Digital Viewability Measurement

Viewability measurement is a key weapon in the modern digital marketer's arsenal: verifying that campaigns have the opportunity to be seen – in a medium which now more than ever has an interest in absolute transparency and accountability – is of utmost importance.

In this session, Hugo Drayton, CEO of adtech company InSkin Media, and ex-MD of The Telegraph in the UK, will explore viewability's role as a gatekeeper to impact, reveal the surprising implications of an over-reliance on viewability measurement, and argue that in-view time should become a much more important factor in campaign measurement.

Among the data-driven insights, Hugo will identify key areas where marketers can leverage current viewability measurement to optimise their campaigns towards metrics that actually matter, and offer eight actionable insights for today's marketers to ensure that they recognise viewability's limitations, and what it can teach us about a campaign's chance to make an impact.

The presentation will be followed by a discussion featuring Vijay Solanki, boss of the Interactive Advertising Bureau, which is the voice of the digital industry, and OMD Sydney MD Yvette Mayer in one of her first industry appearances since returning to Australia from the US.



Vijay Solanki
CEO, IAB
Australia



Yvette Mayer
Managing
Director, OMD
Sydney



Nathan Powell
Director of Sales -
Digital Product,
Nine Entertainment



Hugo Drayton
CEO, InSkin Media,
(Moderator)

Curated by:



12:00pm Influencers, Experts and Celebrities: Who's Really Endorsing Your Brand?

Leading talent agents Simone Landes and Justine May, PR expert Aaron Crowther, and entertainment lawyer Stephen Digby, will explore what influence actually means and how that influence differs when working with celebrities, experts and bloggers.

They'll look at how to nurture the relationship between brands, agencies and influencers, and dissect what exactly constitutes a brand endorsement, incorporating how and why managers price the activity, and how to maximise these collaborations.

Crowther will also outline what brands are willing (or not) to pay for in a PR context, leveraging those agreements, ROI/ measurement methods, and how it all ties into a broader campaign. Finally, Digby will discuss the basics of IP and outline the limitations in regards to the law.



Bridget Lorimer
Founder & Managing Director, chefsINK



Simone Landes
Founder & Director, The Lifestyle Suite



Stephen Digby
Principal & Co-Founder, Digby von Muenster Law



Aaron Crowther
General Manager, Magnum & Co



Shelly Horton
Leading Lifestyle & News Commentator (Moderator)

Curated by:



2:00pm Life in The Old(ish) Farts Yet: Four Over-40s Talk Life in a Youth-Obsessed Industry

It's the missing part of the diversity debate - our industry is increasingly youth-obsessed.

So as a marketing industry professional, what happens when you turn 45, 50, 60? How do you keep going, especially if you're not in a senior management role?

And how can we as an industry better value and make effective use of all ages in our outlook and thinking, and reflect that in our communications work?

Backed with new research carried out by creative agency, BMF, the panel may be 40+, but this is a discussion for our whole industry.



Christina Aventi
Executive Planning Director, BMF



Warren Brown
Adland Legend



Lisa Ramsey
Managing Director, Channel T



Louise Genge
Former Marketing Director, BPAY



Ali Tilling
Head of Planning, BMF (Moderator)

Curated by:



CONVERSATION STAGE

3:00pm Transparency Through Measurement: Three Things Top Advertisers Are Doing

With so many metrics to report on and optimise, how are advertisers making smarter decisions about their digital media buying? Hear from our panel of industry experts as they discuss how they look at digital media metrics, and why.

Toby Dewar will explain why brand safety is more important than viewability for Westpac Group, and Maria Grivas will outline the principles behind UM's Project Quality.



Maria Grivas

Chief Digital
Officer, Universal
McCann Australia



Toby Dewar

Head of Media &
Agency Management,
Westpac Group



James Diamond

Managing
Director, Integral
Ad Science



Jonas Jaanimagi

Executive
Consultant, IAB
(Moderator)

Curated and presented by
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4:00pm International Speakers: The Future of Strategy

No media agency network in the world can claim to have a greater heritage of strategic thinking than PHD. Since its mould-breaking days nearly three decades ago when David Pattison, Nick Horswell and Jonathan Durden came together with a vision for an agency operation that would help its clients out-think their competitors, PHD has been a global thought leader on strategic communications thinking.

As part of PHD's Predestination thought-leadership program, the agency has delved into the current elevation of strategy and its future within the realms of marketing.

In this panel led by Stewart Gurney, PHD Australia's National Head of Strategy, hear from global talent across PHD's network in the Phillipines, Malaysia, Australia and New Zealand

The panel will tackle the questions of the future role of the strategist, the implications and opportunities for strategic planning becoming a conversation, who the future strategists will be, and what the industry needs to do to stay relevant.



Mitch Hunter

Head of Strategy
Sydney, PHD
Australia



Poma P. Malantic

Head of Strategy,
PHD Philippines



Gareth O'Connor

Strategy Director,
PHD Network
New Zealand



Jessey Chew

Head of Strategy
& Platforms, PHD
Malaysia



Stewart Gurney

National Head
of Strategy,
PHD Australia
(Moderator)

Curated by:



5:00pm **When it's Okay to Fail (Bringing Design Thinking into Big Business)**

It's taken time, but design thinking is finally being embraced by diverse industries from education to FMCG. Grounded in empathy, design thinking encourages us to co-create, collaborate and continuously prototype until we get it right. Failure is encouraged. That's not something big business generally likes to hear. So how do historically traditional organisations, used to linear, stage-gate processes, implement agile design thinking and disrupt the old way of doing things?

Coca-Cola has been an expert in design thinking since 1886, but what it needed was a fast and measurable approach to product development and design which would complement its business and bring products to market quickly - traditionally a struggle for big business.

In a joint discussion, Landor North+South's Director of Innovation Giles Day, Coca-Cola's Design Lead Ian Swanson, and Landor's Strategy Lead Ashley Stapleton will explain how to create, test and refine a market-ready product using design thinking practices. Hear firsthand the challenges and benefits of bringing idea-led innovation into big business. Here's to changing the status quo.



Ian Swanson
Design Lead,
The Coca-Cola
Company



Ashley Stapleton
Strategist,
Landor



Giles Day
Head of
Innovation, Landor
North+South
(Moderator)

Curated by:

Landor

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on the exhibition floor.

www.ooyala.com

MASTERCLASS STAGE

9:30am

How to Produce a Great Podcast

In this workshop, Rachel Corbett will give you practical tips on how to create a podcast that's entertaining and engaging. She'll take you through presenting tips radio professionals use to make sure they're connecting with their audience and creating content that listeners keep coming back for. You'll learn how to keep your audience entertained using only your voice, present a solo show, work with co-hosts and get the best out of your guests when conducting interviews.



Rachel Corbett

Writer, TV & Radio
Presenter, Creator of
PodSchool.com.au

10:30am

AI for Dummies

Essentially everything you've wanted to know about AI but have been too afraid to ask. A masterclass deep-dive into Artificial Intelligence: the facts, the myths, what you can do right now and what it may evolve into in the near future. This session will explain how to go about building artificial intelligence in the form of a bot in 2017.



Jay Morgan

Group Digital Creative
Director, J. Walter
Thompson and
Webling



Phil Herborn

Strategy Director,
Webling

Curated by:

J. WALTER THOMPSON MELBOURNE



11:00am

How to Build Profitable Customer Relationships Through Events

Live events have always been an effective part of the marketing mix. And now, thanks to technology, they are even more powerful platforms for brands to deepen their engagement with customers and clients, better understand their audiences and most-valuable prospects, as well as provide tangible measures of their success.

In this masterclass, we'll show you how to leverage the latest event technology to engage your customers and clients before, during and after your event; and capture more data about your audience to help you build stronger and more profitable relationships over the long term and measure your success.



Julia Erben

Event Director (Hair
Expo, Salon Melbourne,
Beauty Expo Australia),
Reed Exhibitions



Phil Silverstone

General Manager,
Eventbrite ANZ



Joyce Dimascio

Chief Executive,
Exhibition and Event
Association of
Australasia (EEAA)
(Moderator)

Curated by:



12:00pm **How to Outsource and Offshore Without Sacrificing Quality**

If you are C-level, an MD or an entrepreneur growing a business with BHAGs, then this intense masterclass will help you gain practical know-how into mastering outsourced and offshore people power, without sacrificing quality.

If you want to hear case studies of marketing industry leaders who are outsourcing offshore, their wins, and the common mistakes to avoid, lock in this session.

Take away practical knowledge to assess if your business will need offshore talent now, or in the future.

Learn how to introduce offshore staff into your business without damaging your brand or your culture.

From Fiverr to 100% offshore models and everything in between, explore the various options available.

Learn about predictions for the global resourcing shift and how technology, automation and offshore talent will drive business performance.



Aimee Engelmann
CEO & Founder,
Beepo, CEO & Founder,
Outsource Heroes

Curated by:



1:00pm **How to Draft Agency Contracts**

The recent release of the AANA Master Media Planning & Buying Services Agreement to address advertiser concerns around media agency transparency has generated much interest from advertisers and media agencies. Whilst the agreement has been promoted as the silver-bullet answer to the transparency controversy, there may be unintended legal and commercial consequences for both advertiser and agency if care is not taken by the parties on a case-by-case basis. There is a real possibility that many of the transparency provisions will find their way into all types of agency contracts.

Stephen von Muenster, Principal of DVM Law, will overview the intent and approach of the AANA Master Media Planning & Buying Services Agreement and - with a focus on key transparency provisions - discuss practical approaches and drafting tips that promote transparency and balance between advertiser and agency.



Stephen von Muenster
Principal,
DVM Law

Curated by:



MASTERCLASS STAGE

1:30pm

Pinning to Win: Mastering Pinterest, The World's Catalogue of Ideas

Pinterest burst onto the scene in 2010 and quickly became the place where people pin the things they love and search for inspiration for their everyday lives. This year advertising on Pinterest became available to Australian brands and opened up a wealth of opportunities for advertisers to truly connect with audiences as they move from inspiration and awareness to intent.

In this masterclass, Ian Laurie, Head of Social at Amobee, will show you the power of Pinterest and explain how brands can get started and build a successful and influential presence on a platform made for visual discovery.

You'll learn:

- What is Pinterest and how does it fit into the world of media and advertising?
- Why it's uniquely personal and how it's used to inspire different life stages
- How brands use Pinterest's ad solutions to promote brand equity, increase in-store sales and drive online objectives
- How to craft influential creative for each stage of the purchase cycle
- How to get started and develop your Pinterest strategy

Join us to learn how you can make Pinterest a valuable component of your media strategy.



Ian Laurie
Head of Social,
Amobee

Curated and presented
by Masterclass Sponsor:

AMOBEE

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KIIS | **PURE GOLD** | **iHeart RADIO** | **THE EDGE**

arn.com.au | [@ausradionetwork](https://twitter.com/ausradionetwork)

2:00pm How to Create Great B2B Digital Content

How is 'good' content defined? More importantly, does your target audience think you're delivering it?

LinkedIn shares how it approaches B2B digital content by prioritising the needs of the audience to provide value and create a memorable user experience.

Learn how to drive results for your brand by creating a killer digital content strategy.



Nell Norman-Nott
Head of Marketing,
LinkedIn Marketing
Solutions ANZ

Curated by:



3:00pm How to Take Share From Your Competitors

It's now a zero sum game in most categories. So stop asking "How do I satisfy my customers' needs?" and start asking "Who's got my money?", then go and get your money back. Discover how to stand out with a winning marketing message in today's super competitive and complex communications age.



Ashton Bishop
CEO, Hello Step Change

Curated by:



4:00pm Applying Human-Centred Design (A Creative Approach to Problem Solving)

How might we crack digital disruption? Easy. Ish. Disruption is driven by a single source - humans. We as humans demand more and more from our businesses, services and technology. We are truly disruptive in nature and rightly so. But how might we harness that?

Human-centred design can change the way businesses operate, and not just in their traditional marketing and IT departments.

Human-centred design is a powerful toolkit which will allow us to answer those questions, and deliver innovative, human-centric products and services to anyone, anywhere. We will discuss the power of this toolkit, and what you might do to embed this in your professional DNA.



Davy Rennie
Head of The Design
Practice, whiteGREY

Curated by:



Will emerging technology feed your business or eat it?

Change is the new normal. You understand that. But are you confident you know which game changers are best for your business?

PwC Digital Services helps you enable your future business model by leveraging the best emerging technologies for your vision. With a smart, agile and iterative approach. So rather than fear getting swallowed up by an ever changing technological landscape - you'll thrive on the potential it offers.

To learn more about how PwC Digital Services can help you master emerging technologies and Make Tomorrow go to www.digital.pwc.com



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“

We're not just solving one brand or customer issue, we're building entirely new businesses and platforms that have not been considered before.

John Riccio, PwC Digital Services Leader

New for this year, the 360fronts allow organisations to speak directly to delegates about the latest thinking within their sector.

9:30am Brus Media Presents: Mobile App Growth Strategies - Pre-Launch Checklist & Strategies To Grow Your Active Users

In this session, we'll help marketers understand the requirements that need to be considered and met before launching a successful app marketing campaign. Brus Media will also use this session to deep dive into unique user acquisition strategies for mobile apps, beyond the social media and search channels that marketers have grown to rely on.

This session will also be an opportunity to develop a picture of Brus Media's road map for the year ahead, and how they might be able to work with you.



Nic Blair
Director,
Brus Media

Curated and presented by
Bronze Level Sponsor:



11:00am Campaign Monitor Presents: Let's Get Personal: Building Towards 1:1 Relationships With Email Marketing

As marketers we're always thinking of how to drive better results, but achieving the vision of a 1:1 relationship with our audience can be challenging without the right tools and resources.

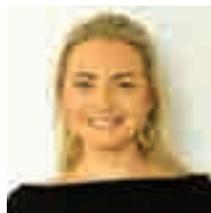
In this session we'll discuss the latest trends in email marketing and how to leverage them to drive results for your business. We'll also focus on how to start thinking about building a closer relationship with your audience through personalised email marketing and showcase examples of how leading brands are harnessing new types of data and technology to exceed their marketing goals through hyper-targeted messages.



Ryan Edmundowicz
Head of Sales,
North America &
APAC, Campaign
Monitor



Tony Parolini
Senior Account
Executive, APAC,
Campaign Monitor



Cecilia Waters
Senior Product
Manager, Campaign
Monitor

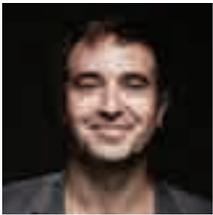
Curated and presented
by Gold Level Sponsor:



2:00pm Junkee Media Presents: From Millennials To Youth: Junkee Media's 2017 Upfronts

Millennials have been in the spotlight for the past few years, but as they mature into late 20s and 30-somethings, there's a whole new generation already snapping at their heels.

Join Australia's leading youth publisher and agency, Junkee Media for their exciting 2017 Upfronts presentation where they will share insights from Australia's largest longitudinal study into Australian youth, and how it affects marketers. They will look at why 15 to 25 year-olds are quickly on their way to becoming the most important demographic in Australia, as well as reveal some exciting new announcements on how brands can best speak to Gen Z and Gen Y in this rapidly changing landscape.



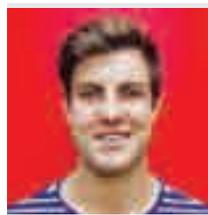
Neil Ackland
CEO, Junkee Media



Tim Duggan
Publisher,
Junkee Media



Raen Waghorn-Hughes
Audience Development
Manager, Junkee Media



Tom Pitney
Managing Editor,
Punkee

Curated and presented by
Bronze Level Sponsor:



3:00pm Shopper Media and Lexer Presents: Out-of-Home and Data Science: A Match Changing The Industry

The fusing of personal data with out-of-home is moving quickly.

Brands are now being given the opportunity to understand much more about their audience in real time – along with Social Profiles.

Real Time Data Profiling combines all of the impact and proximity of an OOH campaign with the powerful targeting of a social media campaign.

Imagine understanding all of the social profiles of an OOH audience in real time; understanding what they like, what they're following, what they're engaging with, where they live and work, and having this understanding at the time when it counts – in a retail space at the time of purchase.

In this session from Shopper Media Group, you'll see how Data Lead Social OOH campaigns can come to life and what this will mean to the industry.



Ben Walker
CEO, Shopper Media



Edward Couche
MD, Shopper Media

Curated and presented
by Gold Level Sponsor:



EXHIBITOR MAP LEVEL 2

< BREAKOUT ROOM

SPEAKER LOUNGE >

CATERING

< BREAKOUT ROOM

DELEGATE LOUNGE >



DELEGATE LOUNGE >



Impulse Screen

360 搜索+
International Advertising Unit

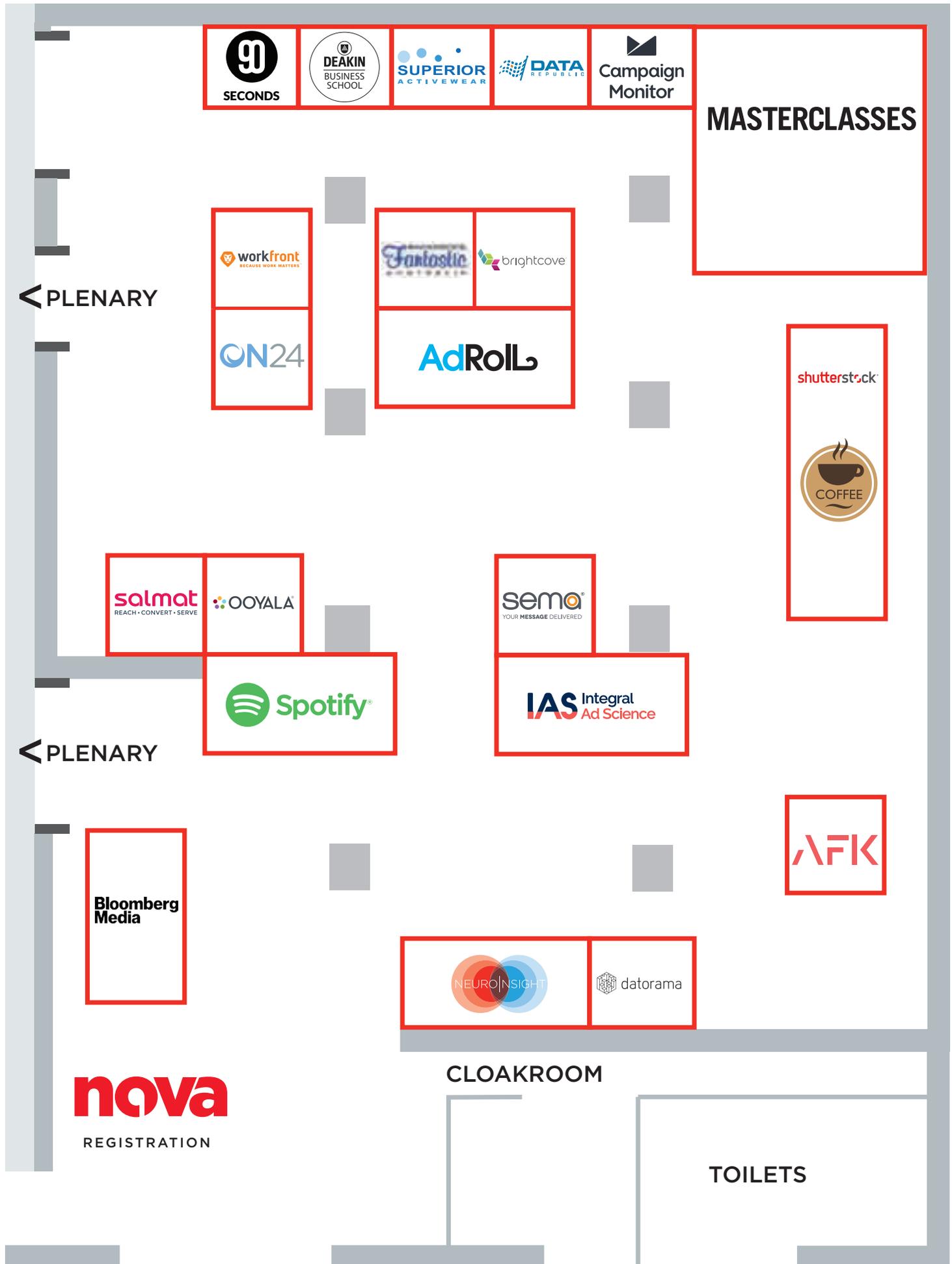
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BREAKOUT ROOM >

CATERING

BREAKOUT ROOM >

EXHIBITOR MAP LEVEL 3



EXHIBITORS

90 SECONDS

90 Seconds is the world's leading cloud video production platform and marketplace allowing brands to purchase, plan, shoot, edit and review video anywhere in the world, online and on mobile. 90 Seconds has worked with global brands including Uber, Barclays, PayPal, Visa and Sony to produce high-quality, fast, easy and affordable video content. The company has a global, fast-growth team working on product and customer success across all timezones. Visit: www.90seconds.tv.



ADROLL

AdRoll is a leading performance marketing platform with over 30,000 clients worldwide. Its suite of high-performance tools works across devices, helping businesses attract, convert, and grow their customer base. The company is home to the world's largest opt-in advertiser data co-op, the IntentMap™ with over 1.2 billion digital profiles. AdRoll's goal is to build the most powerful marketing platform through performance, usability, and openness. Learn more at www.adroll.com.



AFK

AFK, formerly known as MobeSeek, is an innovative, hungry, tenacious digital agency. Our roots are as a mobile agency and as the world moves increasingly 'Away From Keyboard', our depth of knowledge in mobile enables us to create genuinely cross-platform digital experiences that transform brands, connect customers, and help businesses thrive. We are truly full service, handling everything in the digital space from research and strategy through to production, implementation (design and dev), and media planning and buying.



BACKDROPS FANTASTIC AUSTRALIA

For over 10 years, Backdrops Fantastic Australia has transformed venues both large and small into fully immersed themed environments with its vibrant themed backdrops. Perfect for lighting and projection, and bursting with endless potential for video projection mapping, Backdrops Fantastic's range of seamless modular sets easily transforms any event space, providing a variety of staging solutions. Shipping Australia wide, Backdrops Fantastic Australia looks forward to transforming your next event.



BLOOMBERG MEDIA

Bloomberg, the global leader in business and financial information and news, gives influential decision makers a critical edge by connecting them with a dynamic network of information, people and ideas. Bloomberg News, delivered through the Bloomberg professional service, television, radio, mobile, internet and three magazines - Bloomberg Businessweek, Bloomberg Markets and Bloomberg Pursuits - covers the world with more than 2,300 news and multimedia professionals at 150 bureaus in 73 countries.



BRIGHTCOVE

Brightcove Inc. (NASDAQ:BCOV) is the leading global provider of powerful cloud solutions for delivering and monetising video across connected devices. The company offers a full suite of products and services that reduce the cost and complexity associated with publishing, distributing, measuring and monetising video across devices. Brightcove has thousands of customers in over 70 countries who rely on the company's cloud solutions to successfully publish high-quality video experiences to audiences everywhere. To learn more, visit www.brightcove.com.



CAMPAIGN MONITOR

Campaign Monitor is the leading provider of intelligent email marketing and automation software for growing brands. With the simplicity of Campaign Monitor's drag-and-drop tools, more than two million customers at 200,000 companies worldwide, including Adidas, BuzzFeed, Chandon, Rip Curl, the San Diego Chargers, Topshop, Sephora, Vice Media and Virgin grow their business with powerful email marketing and marketing automation.



DATA REPUBLIC

Data Republic is a data exchange technology platform and marketplace where organisations can list, exchange and collaborate on data projects in a secure and privacy-compliant environment. Founded in 2014, Data Republic's technology solves the complex legal barriers to data exchange, making it simpler and more secure for organisations to exchange data for insights: www.datarepublic.com.



DATORAMA

Datorama is a global marketing intelligence company providing a SaaS platform for enterprises, agencies, publishers and platforms. Datorama gives marketers the ability to connect all of their data sources together for more efficient reporting, better decision making, and total control over their marketing performance. Datorama's best-in-class combination of end-to-end data management, AI technology and high-performance architecture makes it simple for data-driven marketers to connect, unify, analyse, visualise and act on their marketing data.



DEAKIN BUSINESS SCHOOL

Deakin Business School prepares graduates for careers of the future. We harness emerging technologies to facilitate innovative, borderless, and personalised education. Our research informs our practice and impacts the communities we engage with. Our focus on flexible education provides students with control over place and pace of study, delivery method, and learning style. DBS offers undergraduate and postgraduate courses and students can combine their studies with practical skills through overseas study programs, internships, and placements.



IMPULSE SCREEN MEDIA

Impulse Screen Media (ISM) is a technology company delivering coincidence marketing opportunities for brands to boost multi-screen media effectiveness. ISM has built a unique platform (AdSync+) which captures and extracts real-time data from television broadcasts, allowing brands and agencies to optimise digital media buying in synergy with live TV events. ISM is integrated with all major DSPs enabling TV-synced ads across display, video, social and mobile. ISM has operations across Australia and Asia. Visit www.impulsescreen.com for more information.



INTEGRAL AD SCIENCE

Integral Ad Science (IAS) is a global technology and data company which builds verification, optimisation, and analytics solutions to empower the advertising industry to effectively influence consumers everywhere. Built on data science and engineering, IAS is headquartered in New York with operations in 12 countries. Learn more at: www.integralads.com.



NEURO-INSIGHT

Neuro-Insight is the world leader in neuroscience-based research delivering high-quality projects in brand communication and media strategy. We are the only company in the world licensed to use a patented brain-imaging technology, enabling us to measure second-by-second changes in brain activity. This allows us to deliver unique consumer insight, and reveal how a piece of design or advertising is affecting people at both a rational and an emotional level.



NOVA

Since 2001, the Nova Network has built a highly engaged audience, diversified across multiple platforms, and created innovative client solutions based on deep audience connections. Nova brings the freshest hits and the biggest live music experiences through Nova's Red Room and extends across all touchpoints from digital, mobile (including Apple Carplay), desktop, social platforms, events, street teams and on-air in your local city; Nova 96.9, Nova 100, Nova 106.9, Nova 937 and Nova 919.



ON24

ON24 is the leading webinar marketing platform for demand generation, lead qualification and customer engagement. Its award-winning, patented, cloud-based platform enables companies of all sizes to deliver engaging live and on-demand webinars. Providing industry-leading analytics that can be integrated with all leading marketing automation and CRM platforms, ON24 enables marketers to optimise demand generation, enhance lead qualification and accelerate sales pipeline opportunities. Visit www.on24.com to learn more.



OOTALA

Ooyala's comprehensive suite of solutions helps broadcasters, operators and media companies automate video workflows, deliver personalised video experiences, and build more engaged and profitable audiences. Developed with superior analytics capabilities for business intelligence, Ooyala's offerings include a premium video platform, a leading ad serving and programmatic platform, and a media logistics solution that improves video production workflows. Vudu, NBCUniversal, Star India, Viacom18, Sky Sports, National Rugby League and Racing Victoria are some of Ooyala's global customers.



QIHOO 360 INTERNATIONAL ADVERTISING UNIT

We are the International Advertising Unit of China Internet giant Qihoo 360, which provides search advertising, display advertising, app promotion, KOL marketing and big data analytics services for overseas marketers to connect their brand with 800 million Chinese netizens. Since our establishment in 2014, we have helped over 250 clients in Hong Kong and overseas markets, such as Ebates, Hotels.com, Sasa.com and FXCM enhance their presence in China.



SALMAT

Founded in 1979, Salmat has evolved from a small letterbox distribution company to an ASX listed company delivering customer contact and marketing solutions for some of Australia and New Zealand's most-trusted public and private sector organisations. Australian owned and run, our clients choose us for our results-focused customer experience solutions, our expertise from more than 20 years in the contact centre industry, and our ability to deliver on and offshore solutions.



SEMA

At SEMA, we combine data expertise with cutting-edge digital print technologies to deliver innovative communications across multiple channels. We have a long-standing history, working with some of Australia's most-recognised brands to drive effective communications with their consumers. We work with our clients to:

- decipher their data to optimise the customer journey
- improve brand relationships and customer loyalty
- increase revenue by achieving optimal campaign response rates

For further information visit www.semagroup.com.au.



SHOOTSTA

Shootsta is an always-on video production powerhouse. It has disrupted the video production industry and offers a unique subscription model which provides the tools and resources to empower brands to create high-quality video content cost-effectively, at scale - ready to share within 24 hours. Shoot Today. Share Tomorrow.



SHUTTERSTOCK

Shutterstock is a leading, global technology company providing high-quality licensed imagery and music to businesses, marketing agencies and media organisations. Shutterstock has created one of the largest and most vibrant creative platforms for professionals to license content - including images, videos and music, as well as innovative tools that power the creative process.



SPOTIFY

Spotify is the world's largest and most successful music streaming service of its kind globally, with more than 100 million active users, and over 50 million paying subscribers across 60 markets. Since its launch in Sweden in 2008, Spotify has driven more than \$US5bn to rights holders and has been largely credited with helping to restore growth to the global music market.



SUPERIOR ACTIVEWEAR

Superior Activewear is a wholly owned Australian subsidiary of Gildan Activewear - a leading manufacturer and marketer of quality branded basic family apparel, including t-shirts, fleece and sport shirts to the printwear market. The company sells its products under a diversified portfolio of company-owned brands, including the Gildan®, Anvil®, Comfort Colors®, Alstyle® and American Apparel® brands. Gildan has over 48,000 employees worldwide and is committed to industry-leading labour and environmental practices throughout the company's supply chain.



WILLIAMS LEA TAG

Williams Lea Tag is a global brand services company that manages and implements marketing campaigns globally. Many of the world's greatest brands trust us to bring control and consistency to their campaigns, taking them to market quickly and effectively. Our services include Creative Production, Broadcast, Sourcing & Packaging. For more information, visit www.wlt.com.



WORKFRONT

Workfront is a cloud-based work management solution. With the help of implementation partners like Work Management Australia, teams in creative and technical industries can triumph over email and rework. Workfront provides a centralised location to complete work and collaborate in real-time, improving productivity, creating value, and offering visibility into every step of the process. There's a reason why thousands of world-class enterprise teams like Fossil, ANZ Bank, Sydney Opera House, Amazon, and Kiwi Bank trust Workfront.





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