



Mumbrella
**SPORTS
MARKETING
SUMMIT**

HEADLINE SPONSOR



Welcome once again to the Mumbrella Sports Marketing Summit.

This is the third year we've run this event, and I'm delighted with the fact it just keeps getting bigger and better.

It's a struggle to find enough space to accommodate the big issues, the most interesting case studies and some the lesser-known opportunities in the market at the moment.

This year we've also launched the Sports Marketing Awards which will be taking place straight after the Summit, so stick around to celebrate the best our market has to offer.

There are a lot of highlights today, including Kenton Olson, who heads up the new media channels for one of the most successful NFL teams in recent years, the Seattle Seahawks. We all have a lot to learn from how they engage such a passionate fan base. Their supporters have set two world records for the amount of noise generated in a stadium.

A late addition is Opta's Simon Farrant who's come from London to share world-leading insights around something we're all going to be seeing a lot more of - datatainment.

And there aren't any other events I've been involved with where we could boast two Olympic gold medalists, a current World Champion netballer, and a Socceroo. Or for that measure an AFL legend - again I know a lot of people want to hear about changes coming down the line from Matthew Pavlich in terms of player power and brands.

It also gives me a lot of pleasure to hero some lesser thought of opportunities for sponsors. For example The Invictus Games is coming to Sydney next year, offering a very different avenue for sponsors, while we're committed to talking about the Paralympic movement.

As ever there's great options at every turn today - from new tech to interesting case studies, on stage interviews and there's also a lunchtime session looking at the future of media jobs in this sector.

I must give a big thanks to our sponsors, in particular our headliners Nine Wide World of Sports, for their fantastic support.

But most of all thanks to you all for coming along today - as ever I hope you find it valuable. Planning is already underway for next year, so if you have an idea please let me know.

Cheers,

Alex Hayes



Alex Hayes
Sports Marketing
Summit curator



PLENARY		
8:15am	Welcome - Alex Hayes, Curator	
8:20am	How Fans Really Feel About The Amount of Sport on TV	
8:50am	International Keynote: Connecting with The '12s': How Seattle Seahawks Dominates on Digital	
9:50am	How to Tell You're Getting Value From Your Sponsorship	
10:35am	Morning Tea	
STREAM ONE		
STREAM TWO		
10:55am	Brand Storytelling Through The Power of Live Sport <small>Curated and presented by Headline Sponsor:</small>	Should Alcohol Advertising in Sport be in Moderation?
11:45am	Going Big: How Cricket Australia Built a Successful Global Media Brand	Making The Commonwealth Games Happen
12:20pm	Screens, Streams and Stadiums: The Future of Live Sports Experiences	Paralympic Sports a Year on From Rio
12:50pm	Lunch 1:00pm Lunch & Learn: UTS Sports Journalism: Time to Grow Up	Curated and presented by:
1:30pm	International Keynote: The Rise of Datatainment	
STREAM ONE		
STREAM TWO		
2:25pm	Future of Sports Broadcasting	What's Next for Women's Sports?
3:15pm	A Fireside Chat with Matthew Pavlich	Rise of The Bucketheads: How KFC Built a Brand Using Cricket
3:45pm	Afternoon Tea	
4:05pm	How to Leverage Sports in Your Marketing	
4:50pm	Ask an Athlete	Curated and presented by:
5:35pm	Networking Drinks	Sponsored by:
6:00pm	Mumbrella Sports Marketing Awards	

HEADLINE SPONSOR



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VENUE AND NETWORKING DRINKS PARTNER



SUPPORTERS



8:15am Welcome - Alex Hayes, Curator

8:20am

How Fans Really Feel About The Amount of Sport on TV

This session will reveal the results of an exclusive study from Clarity Strategic Research, delving into the psyches of sports fans to find out their real thoughts on the amount of sport available to them. Have we reached a 'tipping point' where viewers are being overwhelmed and switching off, or are they more engaged than ever? This research steers away from a 'numbers heavy', quantitative 'TV ratings' style analysis to provide a rich analysis of the viewing landscape.



Alex Sweeney
Director,
Clarity Strategic
Research



Alasdair Johnston
Director,
Clarity Strategic
Research

8:50am

International Keynote: Connecting with The '12s': How Seattle Seahawks Dominates on Digital

The Seattle Seahawks has been one of the most successful teams in the NFL in recent years, winning Super Bowl XLVIII in 2014. That success has been in part fuelled by the fanatical fans, who are known as the '12s'. In this presentation Kenton Olson will reveal how his team is keeping ahead of the curve with its digital content engaging over 8 million fans on social media, how they define success, how they approach new platforms, and share his recommendations on how teams and brands achieve more success with their social media content.



Kenton Olson
Director of Digital
& Emerging Media,
Seattle Seahawks

9:50am

How to Tell You're Getting Value From Your Sponsorship

While sponsorship dollars are a vital part of the sporting mix, there has been constant debate over how those on both sides of the relationship should measure what they are getting from it. In this session, the panel will discuss how they go about deciding where to spend dollars, who to partner with and how they measure both the tangible ROI and the intangible benefits created by these partnerships.



Vickie Saunders
Founder,
The Sponsorship
Consultants



Tim Hodgson
Chief Commercial &
Marketing Officer,
Invictus Games
Sydney 2018



John Nicholl
GM Commercial
& Marketing,
Australian Rugby
Union



Lisa Connors
Manager, Corporate
Relations &
Programs, Huawei
Technologies



Brodie Carr
Former CEO,
World Surf League
(Moderator)

10:35am Morning Tea



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stay ahead of the competition

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Mumbrella Marketing Summits for just \$2999

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10:55am

Stream One

Brand Storytelling Through The Power of Live Sport

Live sport is still the banker for TV networks and marketers for engaging large and passionate fan bases. In this session Nine's Director of Sales - Sport, Sam Brennan, and some of Australia's leading marketers from Suncorp and Carlton & United Breweries will look at the true value of live sport integration, and discuss what success and return on investment looks like for the brands who harness the power of marketing platforms such as the NRL, Netball and Cricket.



Sam Brennan
Director of
Sales - Sport,
Nine



**Jenny
Hutchison**
Manager
Customer
Engagement &
Sponsorships,
Suncorp Group



Chris Maxwell
Consumer
Connections
Director, Carlton
& United
Breweries



Simon Farrant
VP, Content
& Corporate
Marketing,
Perform Group



Alex Hayes
Head of
Mumbrella
Bespoke
(Moderator)

Curated and
presented by
Headline Sponsor:



Stream Two

Should Alcohol Advertising in Sport be in Moderation?

Alcohol companies are some of the biggest sponsors of Australian sports. And with lucrative pourage rights at stadiums, and relaxed laws around TV advertising in live sports matches, alcohol companies can reap the rewards. But now some are questioning whether this practice is healthy and if it is encouraging children to drink. This session will look at both sides of the argument and ask should there be more moderation on alcohol sponsorships?



Michael Thorn
Chief Executive,
Foundation for
Alcohol Research &
Education



Jeremy Loeliger
Chief Executive
Officer, NBL



Clare Gill
Director Regulatory
Affairs, Nine



Fergus Taylor
Executive Director,
Alcohol Beverages
Australia



Simon Canning
Marketing &
Advertising Editor,
Mumbrella
(Moderator)

11:45am

Stream One

Going Big: How Cricket Australia Built a Successful Global Media Brand

While many publishers bemoan the fact that Australia has a relatively small population, Cricket Australia decided to do something about it, and over the last three years has been quietly building an international cricket media presence to rival the biggest publications in the world. In this session Head of Digital Finn Bradshaw reveals the key strategies which enabled Cricket Australia to turn one website with a small audience into a multi-channel brand with an audience of more than 50 million.



Finn Bradshaw
Head of Digital,
Cricket Australia

Stream Two

Making The Commonwealth Games Happen

Next April, Australia will play host to its biggest sporting event in years - the Commonwealth Games which is being staged on the Gold Coast. This session will see Marcus Taylor, Head of Communications and Public Affairs, Commonwealth Games Organising Committee, in conversation about the opportunities for Australian brands around the Games, as well as the challenges in creating and hosting such a huge global event.



Marcus Taylor
Head of
Communications
& Public Affairs,
Commonwealth
Games Corporation



Vivienne Kelly
Editor, Mumbrella
(Moderator)

NO OTHER EVENT CAN
REACH YOUR AUDIENCE

ALL SUMMER LONG

23 NOVEMBER 2017 - 10 FEBRUARY 2018

5 TEST MATCHES

5 ODIs

3 TWENTY 20s

22 OCTOBER - 21 NOVEMBER 2017

6 WOMEN'S ASHES MATCHES

CONTACT YOUR NINE SALES REPRESENTATIVE
FOR OPPORTUNITIES

THE ASHES


WIDE WORLD OF
SPORTS

12:20pm

Stream One

Screens, Streams and Stadiums: The Future of Live Sports Experiences

Live sports experiences are transforming as the ubiquity of technology continues to present distinct challenges for sports leagues, teams, stadiums and brands to engage authentically with fans. The modern fan demands more: more engagement, more purposeful content, more ways to watch, more data, more options and, fundamentally, more work from leagues, teams, stadiums and brands who wish to build upon the special relationship of being a fan. This session will use case studies to show how organisations are shaping the future of fan experiences.



Stuart Taggart
Founder & CEO,
Envision



John Du Vernet
Former Managing
Director, DT

Stream Two

Paralympic Sports a Year on From Rio

Australia's Paralympians set the world alight in Rio last year, with many going on to achieve global recognition in their sports. But how has that success translated for those competitors, and what can brands do with these inspirational athletes for the four years in between the Games? What lies ahead for the Paralympic movement, with its unique ability to change perceptions of disability in the community at large?



Lynne Anderson
CEO, Australian
Paralympic
Committee

12:50pm Lunch

1:00pm

Lunch & Learn: UTS Sports Journalism: Time to Grow Up

Join UTS Senior Lecturer Tracey Holmes, a leading presenter and Senior Journalist for the ABC as she discusses how the industry of Sports Journalism is changing in the 21st Century. Where are the jobs? What are our challenges? Learn where the industry is heading and how UTS is meeting these challenges through it's new postgraduate Sports Media course.



Tracey Holmes
Senior Lecturer, UTS
& Senior Journalist &
Presenter, ABC

Curated and
presented by:



1:30pm

International Keynote: The Rise of Datatainment

Data is now a vital weapon in sports, not just for teams looking to gain a competitive advantage over their rivals, but also for media organisations and brands, opening up new avenues for connections to fans on their TV and mobile screens and in stadiums. In this session Perform Group's Simon Farrant will lay out how some of the leading players globally have leveraged the data from its Opta offering to lift them above their rivals.



Simon Farrant
VP, Content &
Corporate Marketing,
Perform Group



Sam Brennan
Director of
Sales - Sport, Nine
(Moderator)

2:25pm

Stream One

Future of Sports Broadcasting

Sports rights are the most sought-after properties for broadcasters as the only way to guarantee big live audiences. But with new media and telco players grabbing rights it is also rapidly fragmenting. Is this a revolution for viewers and advertisers or is it going to leave them out in the cold? This panel brings together execs from 'traditional' and new players in the sports market to take a detailed look at how the landscape is shifting in Australia, and what it means for marketers trying to reach those engaged audiences.



Conor Woods
Managing
Director ANZ,
beIN SPORTS



David Barham
Network
Executive,
Big Bash League
& Formula One



Scott Wenkart
Founder &
Managing
Director,
Showdown



Rebecca Haagsma
Director of
Product &
Innovation,
Telstra



Jeremy Loeliger
Chief Executive
Officer, NBL



David Ray
Former Director
of Audiences &
Growth, Twitter
Australia
(Moderator)

Stream Two

What's Next for Women's Sports?

Change sentence to: The successful launches of the AFLW and Super Netball have proved there is a desire for top level women's sports in Australia. And early adopters from broadcasters and sponsors have reaped the rewards for getting in early. But what should the athletes, codes and advertisers be looking out for as these properties and others like the Big Bash and W-League continue to grow?



Michael Nearhos
General Manager,
Brand Experience,
NAB



Jo-Ann Foo
Head of
Research &
Insights,
Nielsen Sports



Ryan Kaveney
Chief
Commercial
Officer,
GWS Giants



Marne Fechner
CEO,
Netball Australia



Emma Freedman
Host,
Nine Network's
Sports Sunday
(Moderator)

3:15pm

Stream One

A Fireside Chat with Matthew Pavlich

The world of commercial sports rights is changing, with players now challenging the tight reins traditionally held by governing bodies governing which endorsements they can and cannot take. These negotiations will affect what sponsors are able to do with players, opening up a whole new avenue for their marketing. In this fireside chat AFL legend Matthew Pavlich will be talking about the impact these new deals will have on the marketplace, the changes we can expect to see, and the effect it will have on sport.



Matthew Pavlich
Co-Founder, Pickstar
& President, AFL
Players Association



Alex Hayes
Head of Mumbrella
Bespoke
(Moderator)

Stream Two

Rise of The Bucketheads: How KFC Built a Brand Using Cricket

Over the last decade the KFC brand has become synonymous with cricket at all levels of the game, carving out an enduring brand partnership with the sport and creating and driving new passion and a new cult - the Bucketheads. This session will take a deep dive to examine how the brand has leveraged the platform from Test to Big Bash level, activated in ground and on TV and the challenges it has faced over that time.



Justin Ricketts
Chairman,
PRISM AUNZ



Sally Spriggs
Marketing Director,
Group Meals, KFC

3:45pm

Afternoon Tea

4:05pm

How to Leverage Sports in Your Marketing

Sports are used in many different ways by different companies to amplify their marketing efforts. This panel will bring together top marketers from Heineken, Sanitarium and Swisse to examine how they are utilising fan passion, creating new events and making the most of spokespeople to shift the dial and their products.



Andrew Campbell
Managing Director,
Heineken Lion
Australia



Sarah Chibnall
General Manager,
Communications,
Swisse Wellness



David Martin
National Community
Engagement
Manager, Sanitarium



Francis Coady
General Manager,
HAVAS Sports &
Entertainment ANZ
(Moderator)

4:50pm

Ask an Athlete

Endorsement deals are the lifeblood for athletes in many fields. For some they are a welcome top up to handsome salaries, but for many they are a vital way to support themselves, their families and pursue their sporting ambitions. This panel of top stars from their fields will discuss the ins-and-outs of the way they like to work with brands, how they choose their partners and the things they won't do, no matter how much money they are offered.

Curated and presented by: PICKSTAR



Mark Knowles
Captain,
Australian
Hockey



Caitlin Bassett
Goal Shooter,
Diamonds &
Sunshine Coast
Lightning



Robbie Cornthwaite
Player,
Western Sydney
Wanderers



Matthew Pavlich
Co-Founder,
Pickstar &
President,
AFL Players
Association



Emma Tonegato
Australian Rugby
Sevens Player
& Olympic Gold
Medalist



James Begley
Co-Founder,
CEO, Pickstar
(Moderator)

5:35pm

Networking Drinks

Sponsored by:

6:00pm

Mumbrella Sports Marketing Awards

BOOK BEFORE
JULY 4 TO
SAVE \$100



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



BRENT SMART
Chief Marketing
Officer, IAG



ELIZABETH CLARK
Co-Founder,
Yell Creative



ELAINE HERLIHY
Marketing Director,
PayPal

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

BOOK BEFORE
JULY 19 TO
SAVE \$100



HELPING MARKETERS NAVIGATE THE AUTOMOTIVE INDUSTRY

The **Mumbrella Automotive Marketing Summit** is a new conference for marketers and retailers working in the automotive industry. The summit will bring together leading local and international experts that will navigate through the complexities and disruption facing car brand marketers, retailers, media, creative and digital agencies, PR professionals and the complex ecosystem that supports it. The audience will explore through the challenges facing automotive marketing on a daily basis and be provided valuable insight on how to navigate the future.



TERRI GOLDER
Head of Marketing
Communications,
Renault Australia



TARYN ATKINSON
Client Services Director,
Neonormal



FRANK MORABITO
Executive Creative
Director & Partner,
Spinach Advertising



DAVID SIMPSON
Dealer Sales Manager -
Asia Pacific,
Bentley Motors



SIMON VAN WYK
Managing Director,
MediaDigitalX

August 23, Sydney | mumbrella.com.au/automotive



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June 21, 2017 | Sydney Cricket Ground, Sydney