

Mumbrella

# HEALTH & WELLNESS MARKETING SUMMIT

Headline Sponsor



## Welcome to the Mumbrella Health & Wellness Marketing Summit

With the rise in public spending in the Australian health and wellness industry year on year, there just isn't a better time for a unique event such as this. I'm looking forward to a busy day discussing the challenges and opportunities of marketing within this space.

When I first started curating the summit line up, I knew I wanted to bring together a diverse collection of high-profile experts from a range of Australia's most impressive health companies. As a result, I am extremely proud of the line up of professionals we are featuring today. The health and wellness industry has so many facets to it and I believe we have created an event that speaks to the majority of them.

As a keynote speaker, we are honoured to have Tanya Joseph, the former director of business partnerships at Sport England and the architect of the award-winning campaign, *This Girl Can* – a campaign that inspired 2.8 million women and girls to get active in the UK, and picked up a slew of awards.

We will also be featuring a session from our sponsor Tonic Health Media, which promises to be a fascinating look at the importance of building a trusted health brand – a topic that is no doubt relevant to everyone that works within this space.

Throughout the day, packed into two streams, you'll hear from fitness sensation, Kayla Itsines, and health advice expert, Lola Berry, as well as experts from influential brands such as Medibank, Women's and Men's Health magazines, Fitness First, Garmin, the Australian Self Medication Industry and Technogym.

We'll look at the controversial use of influencers in the health space, the future of wearables, how to get ahead with OTC marketing, the benefits of using data and evidence-based content, and more.

I hope you find the day useful and are able to take away a range of practical, in-depth ideas and innovations in marketing which you can apply to your endeavours.

Thank you for supporting our new summit!



Lucy E Cousins  
Health & Wellness  
Marketing Summit  
Curator

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**HEALTH & WELLNESS  
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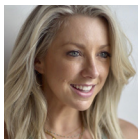
tonic  
HEALTH MEDIA

	PLENARY	
8:25am	Welcome – Dr Norman Swan, Founder of Tonic Health Media & Summit MC	
8:30am	Building an Expert Brand and Achieving Cut Through in the Health Advice Marketplace	
9:00am	Inspiring Millions to Exercise: <i>This Girl Can</i> Campaign	
10:00am	Harnessing Social Media to Build a Profitable Empire Within the Fitness Space	
10:45am	Morning Tea	
	STREAM ONE	STREAM TWO
11:15am	State of the (Health) Nation	How to Build a Trusted Health Brand Curated and Presented by Headline Sponsor: <b>tonic</b> HEALTH MEDIA
12:05pm	The Belle Gibson Factor: The Pitfalls and Benefits of Using Influencers in the Health Space	How Wearables are Changing the Marketing Landscape
12:50pm	Lunch	
	STREAM ONE	STREAM TWO
1:45pm	Standing Out in the App Store: The Secret to Marketing Your Health App	Innovation and Successes in OTC Marketing
2:35pm	The Science and Strategy of Evidence-Based Content – From Making to Marketing and Measuring Impact	How to Get Cut Through in the Fitness Industry
3:20pm	Afternoon Tea	
	STREAM ONE	STREAM TWO
3:45pm	How to Market Health to Men	The Challenges with Health Data, Ethics and Privacy
4:35pm	Ask the Health CMOs	Is Print Still Important for Health Products and Services?
5:20pm	Networking Drinks	

8:30am

### Building an Expert Brand and Achieving Cut Through in the Health Advice Marketplace

Lola Berry is one of Australia's most popular nutritionists, having written eight books and made regular TV appearances, as well as being an active ambassador for Grill'd, with a huge social media following. She shares how she achieved cut through in the crowded health space, what she has learned from getting to where she is, and her advice for health brands wanting to reach their audience.



**Lola Berry**  
Nutritionist, Author,  
Yoga Teacher,  
Content Creator,  
Presenter

9:00am

### Inspiring Millions to Exercise: *This Girl Can* campaign

Tanya Joseph is the former director of business partnerships at Sport England and the architect of the award-winning campaign, *This Girl Can*, which inspired 2.8m women and girls to get active in the UK. The campaign also won more than 45 awards globally including the Grand Prix for Good Lions Health Award. In this session, Tanya will explain the thinking behind the campaign, how it came about and what it achieved.



**Tanya Joseph**  
Tanya Joseph  
Consulting

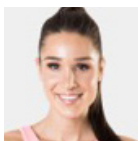


**Alex Hayes**  
Publisher - Live &  
Bespoke, Mumbrella  
(Moderator)

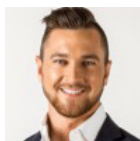
10:00am

### Harnessing Social Media to Build a Profitable Empire Within the Fitness Space

With nearly 20m followers on Facebook and Instagram, personal trainer Kayla Itsines is fast becoming the most successful fitness personality in the world. With products developed and marketed with business partner Tobias Pearce, including fitness program Bikini Body Guide, branded fitness gear and the smartphone app SWEAT, she has created a successful business empire.



**Kayla Itsines**  
Co-Creator,  
Bikini Body Guide



**Tobias Pearce**  
CEO & Founder,  
SWEAT, Co-Creator,  
Bikini Body Guide



**Jacqui Cole**  
Industry Head,  
eCommerce,  
Facebook  
(Moderator)

10:45am Morning Tea

11:15am

### Stream One

#### State of the (Health) Nation

Industry giant Nielsen, the leading global information and measurement company, will look at how Australians perceive their health and the health industry in 2017, and how they are spending money in that sector. Then, Damien Rossi, General Manager of leading lifestyle website The Urban List, will discuss how Australian Millennials approach health, wellness and fitness, presenting the 2016 Millennial Health Research Report 'Clean-Eating Vs Nutella Burgers: The Millennial Art of Balance'.



**Megan Treston**  
Executive Director,  
Retail,  
Nielsen



**Damien Rossi**  
General Manager,  
The Urban List



**Simon Canning**  
Marketing &  
Advertising Editor,  
Mumbrella  
(Moderator)

### Stream Two

#### How to Build a Trusted Health Brand

Consumer trust in media appears to be in increasingly short supply. Ironically, trust is a pivotal element of how brands are made, especially in the health and wellness sector. How then does a health brand build trust in cynical times? Our speaker, Dr Matthew Cullen explores the complex nature of trust in the health and wellness industry, outlining why trust is important and describing how brands can build trust with consumers in a tumultuous media landscape.



**Dr Matthew Cullen**  
MD/CEO,  
Tonic Health Media



**Damian Francis**  
Head of Event  
Content, Mumbrella  
(Moderator)

Curated and Presented  
by Headline Sponsor:

**tonic**  
HEALTH MEDIA





12:05pm

### Stream One

#### The Belle Gibson Factor: The Pitfalls and Benefits of Using Influencers in the Health Space

Influencers are the so-called golden oracle of marketing – but are they still influencing people and is it worth investing in them? This highly experienced panel will answer these questions and also discuss the challenges of using influencers in the health space, what regulations and legal implications need to be considered, and how brands can choose the right influencers. This discussion will also look at spotting 'a fake' and how to navigate the agreement in order to see a return on your investment.



**Monique Llewellyn**  
Global Talent  
Director, VAMP –  
Visual Amplifiers



**Stephen Von Muenster**  
Principal,  
DVM Law



**Brittany Bennett**  
Director,  
Bennett PR



**Vivienne Kelly**  
Editor,  
Mumbrella  
(Moderator)

### Stream Two

#### How Wearables are Changing the Marketing Landscape

With more consumers adopting wearable technology to help them monitor their health and wellbeing, the opportunities for marketers in this space are just starting to emerge. Leading experts in the field will examine how consumers are using wearables, how their businesses have successfully incorporated them into their marketing and business models, and their future potential. Are wearables changing the way consumers think about health and how they interact with brands?



**Sam Canavan**  
Managing Director,  
Sport Heroes Group



**Amelia Phillips**  
Co Founder,  
Voome.com.au  
Michelle Bridges  
12 Week Body  
Transformation



**Adam Howarth**  
General Manager,  
Garmin Australasia



**Paul Wallbank**  
News Editor,  
Mumbrella  
(Moderator)

12:50pm Lunch

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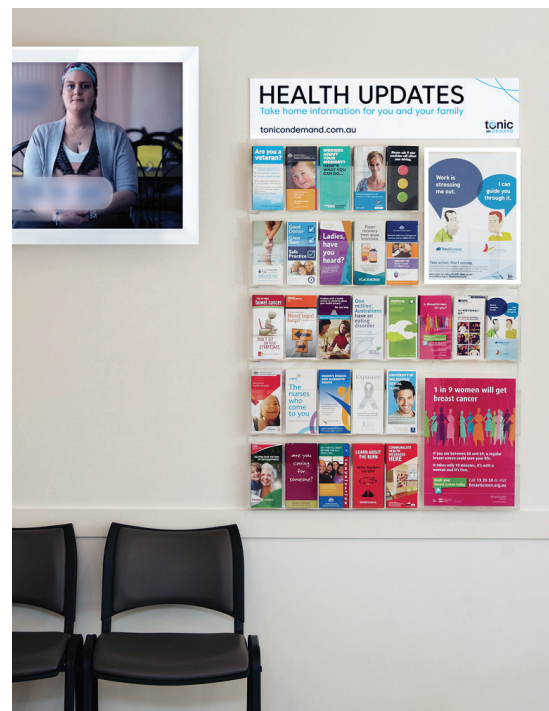
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**Learn more at [tonichealthmedia.com.au](https://tonichealthmedia.com.au)**

1:45pm

## Stream One

### Standing Out in the App Store: The Secret to Marketing Your Health App

There are over 2.2m apps on the App store, and nearly 400,00 of those are related to healthcare. With those kind of numbers, how do you get the 500m weekly visitors to find yours? In this session, experts will share their tips on how to build your app for better visibility, how to market your app in Australia and overseas, and how to make sure your app will be recommended by its users.



**Niall McCarthy**  
Co-CEO &  
Co-Founder,  
Zova



**Jennifer Wilson**  
Director,  
The Project Factory



**Rachael Lonergan**  
Head of Strategy,  
Foundation &  
Founder, CanDo



**Paul Wallbank**  
News Editor,  
Mumbrella  
(Moderator)

## Stream Two

### Innovation and Successes in OTC Marketing

This session will take a look at expanding consumer access to over-the-counter medication through 'prescription to OTC' product switches, how the industry is upskilling marketers in OTC marketing and innovating with the products made available, whilst navigating the sometimes complex world of regulation around them. This session will feature case studies from AstraZeneca Australia and the Australian Self Medication Industry.



**Filomena Maiese**  
Marketing  
& Business  
Development  
Director, Australian  
Self Medication  
Industry (ASMI)



**Brad Bennett**  
Strategy Director,  
The Hallway



**Gill Fish**  
Director,  
The 6am Agency



**Simon Canning**  
Marketing &  
Advertising Editor,  
Mumbrella  
(Moderator)

2:35pm

## Stream One

### The Science and Strategy of Evidence-Based Content - From Making to Marketing and Measuring Impact

This discussion will look at the important realm of behaviour-change strategy and the powerful role of content and storytelling in driving behaviour change when communicating health and medical information to consumers. As well as the ins and outs of evidence-based content, this session will tackle questions including: What does good health and medical content look like and what does it need to achieve? What are the opportunities and challenges facing marketers in this space? And can content drive action and lead generation?



**Samara Kitchener**  
Founder & Director,  
House of Kitch  
Communications



**Simone Landes**  
Founder & Director,  
The Lifestyle Suite



**Lewis Shields**  
Agency Lead,  
Touch Creative



**Zoe Samios**  
Reporter,  
Mumbrella  
(Moderator)

## Stream Two

### How to Get Cut Through in the Fitness Industry

With thousands of gyms, fitness events, personal trainers and online workout programs in Australia, how can a fitness brand effectively grow an audience and achieve cut through? Featuring a group of industry leaders, the panel will discuss how to market a brand within this challenging environment, as well as any learnings they have had with their brands. They will also discuss the marketing value of social media, public events, activations, cross-promotional competitions and media channels when promoting a fitness brand or service.



**Mike Bray**  
CEO,  
Tim Robards /  
Sally Fitzgibbons  
Programs



**Samantha Bragg**  
Head of  
Marketing,  
Fitness First



**Jacque Halstead**  
Producer,  
Wanderlust ANZ



**Rhian Allen**  
CEO,  
The Healthy  
Mummy



**Giulio Gasperini**  
Marketing  
Manager,  
Technogym



**Damian Francis**  
Head of Event  
Content,  
Mumbrella  
(Moderator)



**3:20pm** Afternoon Tea

**3:45pm**

### Stream One

#### How to Market Health to Men

Traditionally men have been less receptive to messages around their lifestyles, health and wellbeing than women, and have been late adopters in the health space. In this session, we look at how brands and causes have started to break down those barriers and shift behaviour, using different tactics to market health to men. This session includes a look behind the scenes of the successful Beard Season campaign and a panel discussion on strategies that are working today.



**Jimmy Niggles**  
Founding  
Ambassador,  
Beard Season



**Simon Davies**  
Managing Director,  
Bastion Brands



**Luke Benedictus**  
Editor,  
Men's Health



**Abigail Dawson**  
Reporter,  
Mumbrella  
(Moderator)

### Stream Two

#### The Challenges with Health Data, Ethics and Privacy

As an industry we accumulate a huge amount of detailed data, especially in the health and wellness sector, which is both invaluable and challenging for marketing purposes. This in-depth session will bring together four leading minds on the subject to discuss the opportunities for using health data and how to capitalise on the information secured, the challenges we face when it comes to storage, legality and privacy of health data, and how data is being used in the health sector.



**Asst Professor  
Bruce Baer Arnold**  
University of  
Canberra



**Stephen Digby**  
Principal,  
DVM Law



**Angela Smith**  
Chief Strategy  
Officer,  
AFFINITY



**Tanya Joseph**  
Tanya Joseph  
Consulting



**Dr Norman Swan**  
Founder,  
Tonic Health Media  
(Moderator)

**4:35pm**

### Stream One

#### Ask the Health CMOs

Bringing together a panel of the industry's most well-known CMOs and Marketing Directors, we'll facilitate a frank and honest discussion regarding the challenges and opportunities of marketing within the health space in Australia today. Our CMOs come from a broad spectrum of brands, yet they all operate within the same consumer landscape – do they all face the same considerations? We'll delve into what it's like to market a substantial health brand in today's changing environment and what smaller brands can learn from this.



**Brad Cook**  
Area Marketing  
Director,  
GSK



**Geraldine Davys**  
Chief Marketing  
Officer,  
iSelect



**Michael Aylward**  
Head of Marketing,  
SFI Australia  
(Flordis)



**Chris Rawlins**  
Acting Chief  
Marketing Officer,  
HCF



**Simon Canning**  
Marketing &  
Advertising Editor,  
Mumbrella  
(Moderator)

### Stream Two

#### Is Print Still Important for Health Products and Services?

Print magazines have long been a staple for disseminating information and advice, especially in the health market. However, with declining magazine sales and the plethora of new and established social media and web-based publications, are print products still relevant to the marketing and PR industry? This session will bring together the editors of two of the most successful health magazines in Australia to hear about why print is still the most-trusted medium for wellbeing advice.



**Jacqui Mooney**  
Editor,  
Women's Health



**Rebecca Howden**  
Editor,  
Be Magazine,  
Medibank Private



**Vivienne Kelly**  
Editor,  
Mumbrella  
(Moderator)

**5:20pm** Networking Drinks



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