

A MESSAGE FROM OUR
PRESENTING PARTNER
CARAT

Carat is proud to be returning as the presenting partner for this year's AdNews Media + Marketing Summit.

We share AdNews' ambition to help facilitate the kind of conversations, knowledge sharing, and debate needed to drive us collectively forward as an industry.

It's great to see a line up packed with talent from all sides of media and marketing, addressing some of the biggest issues in play currently.

Here's to a great Summit.

PAUL BROOKS
CEO | CARAT ANZ

CARAT REDEFINING SERIES

21ST CENTURY
TRUST

Establishing and retaining consumer trust has never been more complex, or more crucial to a brand's survival, than it is today. Navigating the digital age and the new dynamic it has created requires a total evolution in approach.

Carat's custom research project, '21st Century Trust', explores the consumer trust transformation. Informed by a survey of 10,000 people globally, it reveals how brands can more effectively develop trust, and what to do in the event that trust is broken.

To explore our findings, download the '21st Century Trust' whitepaper now via the link below, or pick up a copy on your way out today.

WWW.REDEFININGTRUST.COM.AU

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9:10am **ADNEWS WELCOME**

KEYNOTE ADDRESS

Dr Katie Spearritt is Chief Executive Officer of Diversity Partners, a specialist consultancy that helps companies to achieve diversity progress and create more inclusive and high performing work environments. After two decades in leadership roles in Australian and global firms (Hewlett Packard, Coles Group, NAB), Katie founded Diversity Partners in 2009 as a strategic partner to organisations wanting to progress diversity and inclusion. Since then, Diversity Partners has worked with more than 200 organisations, including many top ASX firms and a range of media, legal and sporting organisations.



Dr. Katie Spearritt
CEO, Diversity Partners

9:15am

9:45am **KEYNOTE Q&A SESSION – SPONSORED BY CARAT**

9:55am **UPFRONT SESSION – THINKTV**

THE PROMISE OF ADDRESSABILITY

Already some ten years in the making, media agency bosses predict that 2018 will be the year of addressability – and given M+MS falls half way through the year, this session is primed to deliver some of the first results from the market's early forays into the new media environment. This strand will bring together senior execs from all major TV networks to explore the successes and, potentially, some of the teething issues surrounding our new ability to deliver hyper-targeted, curated campaigns to Australia's TV viewers.

10:00am



Mark Frain
MCN



Michael Stephenson
Chief Sales Officer, Nine Entertainment Co.



Luke Smith
Head of Programmatic Sales & Audiences, Seven Network



Kim Portrate
MODERATOR
ThinkTV



Willie Pang
CEO, MediaCom

10:40am **MORNING TEA**

HEY! GOOGLE/ALEXA/INSERT NAME HERE'

How AI and voice is on the brink of revolutionising media, marketing and advertising, brought to you by DELOITTE DIGITAL and client partner to be announced. In association with Deloitte Digital (and a client yet to be revealed), this session will deliver a detailed look into what will be required of marketers, agencies, brands, copywriters and everyone in between as we face a future that is driven by AI and voice.

11:10am



Simon Stefanoff
Director, Deloitte Digital Plus



Client
Deloitte Digital Plus

11:50am **UPFRONT SESSION – AMOBEE**

YOU ARE THE CREATIVE AGENCY

This interactive session: "You are the creative agency", will see AdNews partner and TRIBE founder Jules Lund turn the audience into a creative agency. In his inimitable and entertaining style, Jules will delve into a vision where consumers will be able to supply the creative for multi-channel brand campaigns by simply pulling their devices from their pockets – and with the help of our audience, he will show how this can happen. He will also reveal why this is set to transform the advertising industry in less than a decade, partly driven by the ascension of millennials to the c-suite.

11:55pm



Jules Lund
TRIBE

12:25pm **LUNCH**

TONIC HEALTH STILLNESS SESSION

Tom Cronin, founder of the Stillness Project, will grace our Summit with an enlightening session where he will unveil the methods by which he leads a successful, healthy and, above all, de-stressed life. In a specially-crafted keynote, he will impart his learnings to attendees and walk us through a refreshing and enlivening meditative ritual.

1:10pm



Tom Cronin
Founder, The Stillness Project

1:30pm **UPFRONT SESSION – NEWSMEDIAWORKS**

DIGITAL TRANSFORMATION

Despite massive upheaval in our industry – from podcasting to programmatic, digital transformation has barely begun, with a recent study showing that it will contribute \$45bn to Australia's GDP by 2021. In three years' time, the media, marketing and advertising landscape will have significantly recalibrated once again. We will hear from Havas Melbourne MD Matt Houltham and World Vision CMO Teresa Sperti about how they played catch-up and now in 2018, how they are primed to embrace the next three years of transformation.

1:35pm



Matt Houltham
Group Managing Director, Havas Melbourne



Teresa Sperti
Chief Marketing & Product Officer, World Vision



Pippa Chambers
MODERATOR
Editor, AdNews

2:15pm **UPFRONT SESSION – ARN**

2:20pm **BAUER MEDIA GROUP SESSION**

TBC

BEYOND #METOO

The #metoo movement continues to shed light on the discord and difficulties of many of our workplaces and its important work continues. In light of our shifting discourse, we will take a look at what makes a successful workplace – and why full inclusivity – driven by the organisation's leader is essential. Names so far confirmed include Zenith CEO Nickie Scriven, Angela Mellak - Co-founder of Digital Women's Network, and MediaMath commercial director, Emil Mathias.

2:30pm



Angela Mellak
Digital White Space



Emil Mathias
Media Math



Nickie Scriven
CEO, Zenith Australia



Pippa Chambers
MODERATOR
Editor, AdNews

3:10pm **AFTERNOON TEA**

MAKING THE MARRIAGE WORK: CLEMS & NAB

The partnership between a marketer and an agency is much like a marriage, and relies, among many things, on trust. In such times when trust has been eroded, how does the partnership work? We will host an exclusive conversation between Gayle While - Clemenger Melbourne Deputy CEO, James McGrath - Clemenger Creative Chairman and Michael Nearhos - General Manager, Brand Experience, NAB.

3:40pm



Gayle While
Deputy CEO, Clems



James McGrath
Creative Chairman, Clemenger BBDO Melbourne



Michael Nearhos
General Manager, Brand Experience, NAB



Lindsay Bennett
MODERATOR
Digital Editor, AdNews

4:30pm **ADNEWS TO THANK SPEAKERS AND CLOSE**

4:30pm **DRINKS**