A MESSAGE FROM OUR PRESENTING PARTNER CARAT

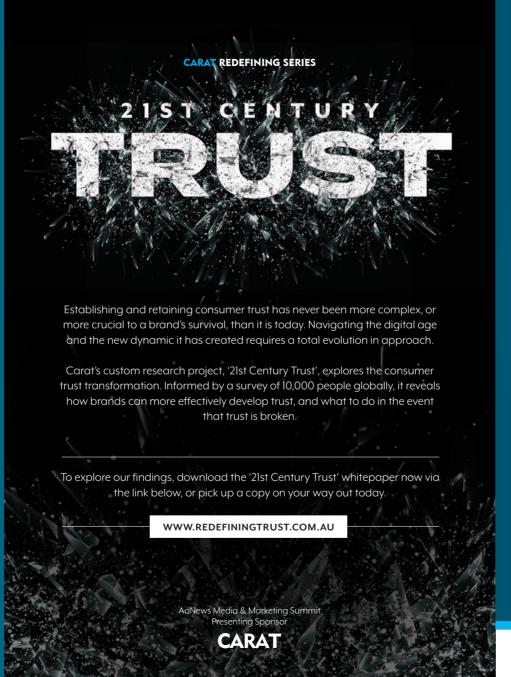
Carat is proud to be returning as the presenting partner for this year's AdNews Media + Marketing Summit.

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







MELBOURNE JULY 25 2018 The Arts Centre



HEALTH AND WELL-BEING SPONSOR tonic









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 9:15am and global firms (Hewlett Packard, Coles Group, NAB), Katie founded Diversity Partners in 2009 as a strategic partner to Dr. Katie **Spearritt** EO, Diversit organisations wanting to progress diversity and inclusion. Since organisations, including many top ASX firms and a range of media, legal and sporting organisations. 9:45am KEYNOTE Q&A SESSION – SPONSORED BY CARAT 9:55am **UPFRONT SESSION – THINKTY** 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 Willie Pana Luke Smith Kim Portrate Stephenson Head of CEO MediaCom Chief Sales Programmatic Officer, Nine Sales & Audiences. Entertainment Co. Seven Network 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

UPFRONT SESSION – AMOBEE 11:50am 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 11:55pm supply the creative for multi-channel brand campaigns by simply pulling their devices from their pockets – and with the help of our Jules Lund 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. 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 1:10pm which he leads a successful, healthy and, above all, de-stressed life. In Tom Cronin a specially-crafted keynote, he will impart his learnings to attendees Founder. The and walk us through a refreshing and enlivening meditative ritual. 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 Teresa Sperti Pippa Chambers Chief Marketing & Product Group Managing Director, Havas Editor, AdNews Officer, World Vision Melhourne 2:15pm **UPFRONT SESSION – ARN BAUER MEDIA GROUP SESSION** 2:20pm

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 Mathia.

2:30pm



Angela Mellak Digital White Space



Emil Mathias Media Math



Nickie Scriven CEO, Zenith Australia



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

