

PRESENTING PARTNER

**CARAT**



# AdNews MEDIA + MARKETING SUMMIT 2018

MELBOURNE JULY 25 2018 The Arts Centre

#AdNewsMMS



HEALTH AND WELL-BEING SPONSOR



SUPPORTING SPONSORS



facebook



AMOBEE



UPFRONT SPONSORS

# 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

---

**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



**Nicole Turley**  
Chief Investment Officer, Mediacom

**10:40am MORNING TEA**

**HEY! GOOGLE/ALEXA/INSERT NAME HERE**

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 customer-facing 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.



**Jules Lund**  
TRIBE

**11:55pm**

**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.



**Tom Cronin**  
Founder, The  
Stillness Project

**1:10pm**

**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**

**BAUER PRESENTS SIGNIFICANT**

Bauer will exclusively present a brand new piece of research into the expressions of womanhood in Australia through signs, symbols and codes. SIGNificant will provide marketers inspiration on how to better connect with Australian women – what expressions have the most cultural and social voltage, and what expressions are emerging, waiting to be unlocked.

**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 Co-founder  
- Digital Women's  
Network



**Emil Mathias**  
Media Math



**Nickie Scriven**  
CEO, Zenith  
Australia



**Andy Cairns**  
Managing  
Director, M&C  
Saatchi  
Melbourne



**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

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](http://WWW.REDEFININGTRUST.COM.AU)

AdNews Media & Marketing Summit  
Presenting Sponsor

**CARAT**