

Brisbane LIVE: What's Next?

AdNews



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1PM ARRIVE**1.15PM WELCOME**AdNews publisher **Assia Benmedjdoub****1.20PM – 1.40PM****KEYNOTE – The new kid on the block:
How is social media marketing being transformed?***Born Bred Talent founder Clare Winterbourn,**The Fashion Heist content creator and stylist Aicha Robertson*

TikTok soared in popularity in 2020. With over 800 million monthly active users worldwide on the platform, there are huge opportunities for brands. However, many marketers are still stuck in the lurch as to how to use it successfully. What should marketers know about the new kid on the block? Which other up-and-coming social platforms should they keep their eye on to be ahead of the game? Learn more on TikTok, Clubhouse and other new platforms that can bolster your client or brand with their target audience.

1.40PM – 2.05PM**PANEL – Sentiment vs. behaviour:
What are consumers really doing?***MiQ Queensland sales director Madison Wappett, Publicis Worldwide managing director Simone Waugh, Sprout Research CEO Elisa Adams*

The last year has paved the way for dramatic changes in consumer lifestyles – some behaviours short-term and others here to stay. Naturally, there has been an unprecedented amount of research into these changes. But does what consumers say they are doing match up with their action? What media are they consuming? And how have their purchase behaviours changed? Hear more on what consumers are actually doing and not just what they say they are doing.

2.05PM – 2.30PM**PANEL – Winners and losers:
Is the battle with the walled gardens over?***Alpha Digital client strategy director Chris Lockwood,**The Urban List founder and CEO Susannah George*

The ongoing saga between digital platforms Facebook and Google with the Australian media, ACCC and government have dominated headlines in recent times. And not just locally either. As the whole world sits back and watches, who are the winners and losers in this battle? With solutions now on the table, does that mean the war is over? Find out what has become of the news media bargaining code and how it impacts publishers and advertisers.

2.30PM – 2.55PM**PANEL – An evolution: How is traditional broadcast
media evolving in 2021 and beyond?***SCA head of streaming sales and operations, digital Jonathan Mandel, MediaCom Brisbane managing director Kellie Dawson, BCM partner and managing director Phil McDonald, 10 ViacomCBS general manager & sales director, Brisbane, Angela Neville*

Traditional broadcast media has been forced to evolve over recent years faster than it ever has before. Transforming from TV and radio to screens and audio, the industry has been on a rapid journey to bring personalisation to the masses and is harnessing data more than ever before. What does this mean for advertisers? What other changes are coming for broadcast media? Hear more on the latest and emerging trends which will impact the evolution of what we have known as TV and radio.

3PM – 3.25PM – AFTERNOON TEA**3.25PM – 3.50PM****PANEL – The challenger mentality:
What can brands learn from disruptors?***PHD Australia CEO Mark Jarrett, Virgin paid media leader Ben Will, Anaconda head of marketing Jason Wolff*

Spotlighted for their innovative thinking, there has never been a more important time to look at challenger brands and their strategies. As brands seek to come out the other side of COVID, transformation has become inevitable and who better to look to than those at the forefront. So how can brands take this challenger mentality and use it to build new strategies? Learn more on how brands can take guidance from the challengers to inform their plans in a post-pandemic world and beyond.

3.50PM – 4.15PM**PANEL – The afterlife:
What's next for digital advertising without cookies?***PubMatic regional director ANZ and head of audience APAC Peter Barry, dentsu Queensland managing director Chris Ernst, Nine director of sales, digital and publishing, Nick Young*

Google Chrome's latest announcement that it wouldn't be replacing third-party cookies with alternative identifiers to track users around the web as its deadline for their removal edges closer will change targeted advertising as we know it today. So what does this mean for advertisers, agencies and publishers? And what are the solutions? Hear more on how the industry is able to best prepare.

4.15PM – 4.40PM**PANEL – A fresh look: What does the agency
landscape look like in 2021 and beyond?***Brother and Co. executive creative director Andrew Thompson, Scout Frontier managing director Shelley Cook, Ogilvy Brisbane creative director Chris Little, UM Australia general manager and national growth lead Liam Loan-Lack*

Redundancies, leaner budgets and changing client demands are nothing new for agencies. But as Australia remains landlocked, they are now faced with other challenges. From securing top-tier talent to the indie vs network debate, agencies are having to reinvent themselves and put their best foot forward to remain successful in a competitive landscape. How is being limited to the confines of Australia affecting the talent pool? Indie or network: how are both evolving to meet client needs? What other constraints are agencies faced with this year? Hear from both sides of the fence and how they are combating these challenges in 2021.

4.40PM – 5PM**Fireside chat – Fight or flight: How to survive no
matter when disaster strikes?***Flight Centre global brand manager Darren Wright*

It was a sector that continued to enjoy growth and rake in money for economies around the world, but the travel industry's glory days came to a sudden halt last year. Cancellations came through thick and fast, while future bookings dissipated. It became a stark reminder that disaster could be lurking just around the corner for any business, and it isn't always foreseen. So how can marketers prepare themselves for disaster? And if it's too late to pre-plan, what can they do in the moment to both survive and thrive? In conversation with AdNews, Flight Centre's Darren Wright shares the travel company's journey throughout the pandemic and what the business looks like on the other side.

5PM – 6PM NETWORKING DRINKS