



## DAY 1 - MONDAY 16 MAY

8 - 8.45 AM

Delegate registration + coffee &amp; tea, casual networking

### CANNES ROOM

8.50 - 8.55 AM

MC Opening remarks Chris Taylor, The Chasers

8.55 - 9.00 AM

Pinterest opening remarks Melinda Petrunoff  
– Country Manager Australia and New Zealand,  
Pinterest

9 - 9.45 AM

**KEYNOTE** - Pinterest speaker coming soon...

9.47 - 10.20 AM

**KEYNOTE** - Mark Bouris,  
Executive Chairman, Yellow Brick Road

10.22 - 11 AM

### The Role of Sport in Shaping Culture and Behaviour presented by Seven

Join in the Seven West Media conversation, as we delve into The Role of Sport in Shaping Culture and Behaviour. Hosted by 7NEWS Sport Queensland reporter, Nathan Spurling with special guest speaker, and true blue Aussie Paralympic legend, Grant 'Scooter' Patterson.

He may be short-in-height, but what he lacks vertically, he exceeds in personality. Guests will be thoroughly entertained with Scooter's wicked and self-deprecating sense of humour as he takes delegates on a journey of his life. From living with his rare disability, Diastrophic Dysplasia, to working harder than others to propel him to the global stage for the Paralympic Games Tokyo 2020, and why brands should consider a more diverse approach in their future marketing campaigns. Scooter isn't just a world class athlete, he is the voice of change in a fast-evolving world.

11.02 - 11.30 AM

**KEYNOTE** - Dr Nick Coatsworth,  
Strategic Health Leader

11.32 - 12.00 PM

### Data Driven Creativity presented by Adobe

Data driven creativity? Great creative is still the best predictor of campaign success; but the traditional siloed marketing department with its creative and data divisions is not going to deliver on your customers expectations. Creativity does not stop when measurement and metrics begin (and vice versa).

Today, brands and agencies have access to richer customer data than ever before, enabling them to customise all stages of their creative process – from planning and production to execution. Join Adobe and their panel of experts to hear how creativity and data interplay across the entire process and find out how leading brands are thinking about Data-Driven Creativity.

12PM - 1 PM

Light lunch served



## DAY 1 - MONDAY 16 MAY

## CANNES ROOM

1 - 1.25 PM

Session 1  
**Shift | A Marketing Rethink**  
Presented by PHD

As technology continues to disrupt the marketing landscape, it will be critical for businesses to plan ahead for the new roles and capabilities that will emerge. Join PHD Australia's National Head of Strategy, Mitchell Long, for a glimpse into themes from PHD's latest publication, Shift: A Marketing Rethink.

In conversation with Google Product Marketing Manager Freya Harvey and Fitness Lifestyle Group Head of Digital & Media Amie Lever, the panel will uncover key marketing roles expected to emerge towards 2030 and the implications they will hold for the industry.

1.30 - 1.55 PM

Session 2  
**Dishing the dirt on the pitch**

You can have the grooviest reception in adland but it means nought if your pitch play is coming up zilch. Two of the most seasoned pitch maestros in Australia will extol their years of knowledge as they navigate the art of the pitch, procurement and top tips to ensure you're a winner.

2 - 2.25 PM

Session 3  
**presented by LinkedIn**

2.30 - 3.00 PM

Session 4  
**Mike and Michael on the Future of Media**

## CAIRNS ROOM

Session 1  
**Gaming Marketing leads the Attention Economy**  
Presented by Livewire

The global gaming audience is 3Bn people, in Australia almost 75% of our 16-64 year old internet users are part of the gaming audience, averaging 83 minutes per day. It is time for brand in ANZ to realise the power of marketing to the gaming audience and dedicating a channel strategy across the gaming ecosystem, from media and influencers to NFT's and the metaverse and everything in between!

Session 2  
**Fad or future: How marketers can unlock the next wave of technology**

Every marketer knows that the industry is in the midst of digital transformation, but that hasn't stopped the next wave of technology from coming through. Things like Synthetic Humans, Zero Party Data, AI, Hyper Personalisation, Bitcoin and Carbon Sequestration might sound far away, but there is every chance they will play a big role for marketers over the next five years.

**Populist & personal: How brands thrive in the platform world presented by Tourism Australia**

We live in a world run by platforms - marketplace businesses like Google, Disney and AirBnB that trade in commerce, attention and creativity, learning about people from the attention that they share and renting that insight and access to brands. These organisations have risen to dominate creative and effectiveness awards globally by being simultaneously populist & personal - pairing global scale with individualised experience.

So how can brands thrive in this platform dominated world? Through campaigns that are simultaneously populist & personal.

Discover the best examples from traditional and digitally-native brands around the world, how Tourism Australia is leveraging populist & personal marketing to inspire the world to visit our shores and how your brand can do the same to drive better marketing outcomes.



# DAY 1 - MONDAY 16 MAY

3.05 - 3.30 PM

Session 5  
**MoodTea panel**

Session 5  
**Mind the gap: How to bridge the talent crunch and digital skills gap impacting business performance presented by Ryvalmedia**

The panel will discuss some of the key results from this years, 2022 Marketing State of Play survey, recently conducted by Arctic Fox alongside Michael Page. With 70% of respondents made up of CMOs and Heads of Marketing of some of Australia's largest brands, these results are a fascinating insight into the challenges that exist and lay ahead for marketers and the media industry in Australia.

3.35 - 4 PM

Session 6  
**The Cyclical Power of Strong Creative presented by Unruly**

Session 6  
**presented by MediaCom**

Strong creative does more than just capture consumers' attention. It also elevates marketing KPIs and boosts publishers' monetisation opportunities – enhancing the advertising ecosystem at every turn, particularly in the programmatic space. Too often, though, creative is an afterthought for programmatic advertisers rather than the focal point of their strategy. (And, worse yet, crafting multiple ads – tailored to unique audiences – can be time-consuming and costly.)

That's why we're flipping the script.

In this panel discussion, hear from leaders across the ad ecosystem (e.g. marketers, platforms, and publishers) about why creative should be at the forefront of your marketing strategy, and how to craft captivating, differentiated creative that's sure to perform.

4 - 4.05 PM

MC Wrap for the day. ENDS.

4 - 5.30 PM

Nine sponsored Happy Hour - Hemingways

5.30 PM

Shuttle pick up to Welcome Dinner

6.30 - Late

Pinterest's Welcome party



## DAY 2 - TUESDAY 17 MAY

### CANNES ROOM

- 9 - 9.05 AM MC Opening remarks - Chris Taylor
- 9.05 - 9.30 AM Session 7  
**presented by News Corp**
- 9.35 - 10 AM Session 8  
**Media Investment - follow the money  
presented by Index Exchange**
- How has the media landscape transformed in the last 12 months, and where will the money go in the next 12 months?
- 10.05 - 10.30 AM Session 9  
**Tech And Creativity – A Match Made In Heaven  
Why you should care about ad tech infrastructure  
presented by PubMatic**
- As the world continues to embrace video streaming, and advertisers channel more budgets into BVOD, ad tech has an important role to play in seeing the channel reach its full potential. When you've created a Cannes Room Lions winning video ad, you don't want that ad experience ruined for consumers by poor ad tech infrastructure. Consumers expect a smooth transition from content to ads and back to content again – just like commercial breaks on linear TV. They don't want to see back-to-back ads – where the same ad plays twice in a row, or wait while the ad buffers or have an ad play in poor quality and at a different volume. In this session we'll explore how the right ad tech infrastructure can not only bring the ad experience to parity with linear TV, but actually improve it for consumers.
- 10.35 - 11 AM Session 10  
**presented by The Monkeys**
- 11.05 - 11.30 AM Session 11  
**Cultural Conversation:  
The Revolution will be Advertised  
presented by Nine**
- With Australians looking ever closer at how brands behave and what they believe in, we are increasingly aware of the role of businesses in society and their ability to influence cultural and societal change.
- New research from Nine, in partnership with FiftyFive5, explores the influence brands have as champions for change and whether taking a stand can be as good for profits as it is for society.

### CAIRNS ROOM

- MC Opening remarks - Keeva Stratton
- Session 7  
**The One That Got Away - Cannes Room Jury panel**
- Session 8  
**CMOs panel - Creativity vs effectiveness: can they co-exist?**
- Brands are constantly under pressure to meet sales targets using easy-to-measure tactics. But is this focus on numbers and ROI impacting the level of creativity in the marketing world?
- Session 9  
**You can't ask that!**
- Q&A - Industry superhouses share funny stories and lessons from their career
- Session 10  
**TBC**
- Session 11  
**Creativity in Ecommerce**
- As we know, the pandemic has accelerated growth in the Ecommerce space to rapid speeds. But how is this pace of change impacting creativity in Ecommerce and how can brands ensure they are standing out in an increasingly crowded space?



## DAY 2 - TUESDAY 17 MAY

11.30 AM - 1.30 PM

LUNCH

1.35 - 2.00 PM

### CAIRNS ROOM

**In conversation** with John Safran, Writer and Filmmaker

2.00 - 2.30 PM

**KEYNOTE** - Ben Welsh,  
Creative Consultant & Author

2.32 - 2.53 PM

**In-conversation** with FlexMami

2.55 - 3.20 PM

**KEYNOTE** - Olivia Ansell,  
Creative Director, Sydney Festival

3.25 - 4 PM

### Embracing The Female Gaze

It was a man's world – until women came to reclaim it. In this panel, leading female marketers will share the work that motivates them, flipping and disrupting the male lens we so often see creative work analysed through.

4.05 -4.30 PM

**In-Conversation** with Sir Martin Sorrell - Live from the UK

4.30 - 6.30 PM

Linkedin sponsored Happy Hour - Hemingways

## DAY 3 - WEDNESDAY 18TH MAY

9 AM - 5 PM

Reef Excursion & Kuranda Tour