

ma.
Marketing Association

AML

ADVANCED MARKETING LEADERSHIP

TURNING TODAY'S MARKETING TALENT INTO TOMORROW'S LEADERS

Professional Certification of Advanced Marketing Leadership

SESSIONS MAY CHANGE DUE TO SPEAKER AVAILABILITY

29
MAY

30
MAY

26
JUNE

27
JUNE

31
JULY

01
AUGUST

<div>8:30 AM</div> <div>INTROS</div>	<div>8:30 AM</div> <div>RECAP</div>	<div>8:30 AM</div> <div>RECAP</div>	<div>8:00 - 9:00 AM</div> <div>CRAFTING SUCCESSFUL PARTNERSHIPS WITH YOUR AGENCY</div> <div>Islam ElDessouky - The Coca-Cola Company (US)</div>	<div>8:30 AM</div> <div>RECAP</div>	<div>8:30 AM</div> <div>RECAP</div>
<div>9:00 - 9:45 AM</div> <div>CEO PANEL - IDEAL ATTRIBUTES OF A CMO</div> <div>Caroline Rainsford - Google NZ Clive Omerod - AS Colour Aisha Daji Punga - ImpactFULLco Rob Harvey - dentsu Aotearoa</div>	<div>9:00 - 10:00 AM</div> <div>Q&A WITH JASON PARIS</div> <div>Jason Paris - One NZ</div>	<div>9:00 - 9:45 AM</div> <div>CREATING AND SUSTAINING A CUSTOMER-CENTRIC ORGANIZATION</div> <div>Jo Mitchell - The Warehouse Group (Marketer of the Year 2019)</div>	<div>9:00 - 11:45 AM</div> <div>HOW TO NEGOTIATE AND INFLUENCE C SUITE USING BEHAVIOURAL SCIENCE</div> <div>Colleen Ryan - TRA</div>	<div>9:00 - 10:00 AM</div> <div>THE ART OF LEADING A LARGE TEAM</div> <div>Suzi McAlpine</div>	<div>9:00 - 12:30 PM</div> <div>THE 12 POWERS OF A MARKETING LEADER</div> <div>Thomas Barta</div>
<div>9:45 - 10:30 AM</div> <div>SO YOU WANT TO BE A CMO? HAVE A PLAN</div> <div>Shane Evans - SBS (Marketer of the Year 2021)</div>	<div>10:00-10:45 AM</div> <div>ENVIRONMENTAL, SOCIAL AND GOVERNANCE - WHAT DOES IT MEAN FOR MARKETING LEADERSHIP?</div> <div>Felicity Christie - Sustainability Marketing Group</div>	<div>9:45 - 10:30 AM</div> <div>5 TRAPS TO AVOID AS YOU GAIN POWER AS A LEADER</div> <div>Tony Gardner - Archetype</div>	<div>11:45 - 12:15PM</div> <div>MANAGING BRAND CRISIS</div> <div>Kelly Grindle - Special PR</div>	<div>10:30 - 11:30 PM</div> <div>MANAGING MULTIPLE PRIORITIES AND AVOIDING BURNOUT</div> <div>Suzi McAlpine</div>	<div>12:30 - 1:00 PM</div> <div>LUNCH</div>
<div>11:00 - 12:00 PM</div> <div>HARVARD CASE STUDY</div> <div>Drew Franklin - University of Auckland</div>	<div>11:15 - 12:00 PM</div> <div>THE ART OF PROBLEM SOLVING</div> <div>Carl Davidson - Truwind Research First</div>	<div>11:00 - 1:00 PM</div> <div>HARVARD CASE STUDY PRESENTATIONS</div> <div>Solutions</div>	<div>12:15 - 12:45 PM</div> <div>HARVARD CASE STUDY</div>	<div>11:30 - 12:15PM</div> <div>"NEXT-GEN TEAM MANAGEMENT: AI SOLUTIONS FOR EFFECTIVE LEADERSHIP"</div> <div>Travena Addenbrooke - Spark NZ</div>	<div>1:00 - 1:45 PM</div> <div>STRATEGIC INFLUENCE: DEFINING MARKETING'S ROLE IN SHAPING CORPORATE VISION</div> <div>Frankie Coulter - Goodman Fielder NZ (Marketer of the Year 2024)</div>
<div>12:00 - 12:45 PM</div> <div>LUNCH</div>	<div>12:00 - 12:30 PM</div> <div>LUNCH</div>	<div>1:00 - 1:30 PM</div> <div>LUNCH</div> <div>With MA board members</div>	<div>12:45- 1:30 PM</div> <div>LUNCH</div>	<div>12:15 - 12:45 PM</div> <div>LUNCH</div>	<div>1:45 - 2:45 PM</div> <div>THE PATHWAY TO C-SUITE</div> <div>Andy Lark</div>
<div>12:45 - 1:45 PM</div> <div>CHEAT SHEET FOR PRESENTING</div> <div>Miriam Chancellor - naked audience</div>	<div>12:30 - 1:45 PM</div> <div>THE ART OF PROBLEM SOLVING</div> <div>Carl Davidson - Truwind Research First</div>	<div>1:30 - 2:30 PM</div> <div>MAKING THE HARD CALLS</div> <div>Jodi O'Donnell - TVNZ</div>	<div>2:45 - 3:30 PM</div> <div>DEVELOPING RESILIENCE TO BUILD YOUR CAREER</div> <div>Lindsay Brittain</div>	<div>12:45 - 1:15 PM</div> <div>CASE STUDY PREP</div>	<div>2:45 - 3:15 PM</div> <div>PROJECT PREPARATION</div>
<div>1:45 - 2:30 PM</div> <div>GETTING YOUR BUDGET ACROSS THE LINE - WHAT THE CEO AND CFO ARE LOOKING FOR</div> <div>Chris Lamers - MTF Finance Mike Asbridge - MediaWorks NZ</div>	<div>1:45 - 3:00 PM</div> <div>CASE STUDY IN GROUPS</div>	<div>2:30 - 3:15 PM</div> <div>PANEL - INFLUENCING THE C-SUITE</div> <div>Sarah Sandoval - NZ Post Craig James - Goodman Fielder Jodi O'Donnell - TVNZ</div>	<div>2:45 - 3:30 PM</div> <div>CHATHAM HOUSE RULES - MY BIGGEST STUFF UPS AS A CMO</div> <div>Luke Rive - McDonald's NZ Georgia Mahaffie - One NZ Dominic Quin - Foodstuffs NZ</div>	<div>1:15 - 2:15 PM</div> <div>DATA DRIVEN SERVICE DISRUPTION</div> <div>Clint Bratton - Proximity NZ</div>	<div>3:15- 4:30 PM</div> <div>PROJECT PRESENTATIONS</div> <div>Annemarie Browne - Lion NZ Fraser Shrimpton - DB Breweries Oliver Downs - Asahi Kelly Grindle - Special PR Jim Lecinski - Northwestern University</div>
<div>2:30 - 3:15 PM</div> <div>CMO PANEL - WHAT I WISH I KNEW PRIOR TO BECOMING A CMO</div> <div>Renee Milkop-Kerr - Fonterra Simon Hofmann - Kiwibank Shane Evans - SBS Jo Mitchell - The Warehouse Group</div>	<div>3:00 - 3:45 PM</div> <div>"BALANCING PRIORITIES AND DRIVING IMPACT: LEADERSHIP INSIGHTS FROM A TRANS-TASMAN CMO"</div> <div>Astrud Burgess - ANZ</div>	<div>3:45 - 4:45 PM</div> <div>FINDING THE EDGE OF BRAVERY FOR YOUR BRAND</div> <div>Annabel Fribence - Westpac Group (TBC)</div>	<div>4:30 PM</div> <div>NETWORK DRINKS</div>	<div>2:45 - 4:15 PM</div> <div>"THE AI MARKETING CANVAS: A FIVE STAGE ROADMAP TO IMPLEMENTING ARTIFICIAL INTELLIGENCE IN MARKETING"</div> <div>Jim Lecinski - Northwestern University - Kellogg School of Management</div>	<div>4:30 PM</div> <div>NETWORK DRINKS</div>
<div>3:45 - 4:30 PM</div> <div>SPEED MENTORING</div> <div>NZ's CMO's</div>	<div>3:45 - 4:30 PM</div> <div>MARKETER TO CMO TO MD - HOW DID THAT HAPPEN</div> <div>Craig Baldie - Lion NZ</div>	<div>4:45 PM</div> <div>NETWORK DRINKS</div>		<div>4:30 PM</div> <div>NETWORK DRINKS</div>	
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