

- 9.00AM KICK-OFF**  
Welcome: John Miles, CEO, NZ Marketing Association
- 9.05AM THE GAME PLAN**  
MC: Catherine Harris, CEO, TBWA\NZ
- 9.15AM Opening Keynote: THE FUTURE OF FANDOM**  
Ted Helliard, General Manager, GMR Marketing Australia (TBWA)
- 9.55AM International Keynote: ATHELETES AS BRANDS: How the Game has changed**  
Stu Duguid, Founder, EVOLVE / Business Manager for Naomi Osaka
- 10.35AM Morning Tea Break**
- 11.10AM THIS GIRL CAN: Game-Changing Opportunities for Brands in Women's Sport**  
Sue McGregor, Independent Sponsorship Sports Marketing Consultant  
Luciana Garcia, Women and Girls Lead, Sport New Zealand Ihi Aotearoa  
Kelly Evans, Founder + Player Agent, Cultivate Sport  
Moderator: Megan Compain, Director, EightyOneX
- 11.55PM USING A GLOBAL PLATFORM TO STRENGTHEN BRAND GROWTH: Xero and FIFA Women's Football**  
James Kyd, Global Head of Brand Strategy and Marketing, Xero
- 12.35PM Lunch Break**
- 1.40PM PANEL: Digital Disruption in Sport**  
Lisa Edwards, Consumer Content Director, Les Mills International  
Joshua Lewthwaite, Co-Founder & CEO, Izzybots  
Ridley Plummer, NFT & Metaverse Project Manager, Tennis Australia  
Sam Ramlu, Managing Director, Method  
Moderator: Terry Williams-Willcock, Chief Customer Officer, RUSH Digital
- 2.30PM International Keynote: Taking the Australian Open into the Metaverse**  
Ridley Plummer, Metaverse & NFT Project Manager, Tennis Australia
- 3.10PM Afternoon Tea Break**
- 3.40PM Sports Broadcasting Disrupted: Changing the Playing Field for Brands**  
Jeff Latch, Head of Spark Sport
- 4.15PM RACING FOR PURPOSE**  
Karl Budge, Head of NZ Event & Commercial Director, Sail GP
- 5.00PM Networking Drinks**