THE ACCELERATOR PROGRAMME – Inspiring and preparing NZ's next Marketing Leaders – August to October, 2022. Facilitator – Tony Gardner - https://www.linkedin.com/in/tonygardner/

	August 18 th Thursday	August 19 th Friday	September 22 nd Thursday	September 23 rd Friday	October 27 th Thursd
	DAY 1: The Ideal Next Marketing	DAY 2: Business Strategy	DAY 1: The Future	DAY 2: Influencing and	DAY 2: Briefing, Agen
BOOTCAMPS	Leader (ML)			Stakeholder Management	Critical thinking
		8.30am	8.30am		
(2 DAYS	8.30am	Karakia	Karakia	8.30	8.30
EACH)	 Mihi Whakatau by Hone Paul, 	Recap	Recap	Karakia	Karakia
	CMO Otago University		8.45pm	Recap	Recap
	 Bring cohort together to meet 	9pm	What does New Zealand look like in	0	0.45
	each other	Infusing Sustainability into every aspect of	2025?	9pm	8.45am
	Talk through programme	Marketing Strategy/Implementation	ТВА	Creating Buy In	David Halter
	Outline expectations & set first	Rachel Ellerm, National Marketing Director,		Influencing C Suite and others	Chief Strategy & Gr
	homework – 2minute pitch	Lion NZ, NZ Marketer of the Year (Effies)	9.30pm	through understanding your	Officer, Dentsu, Au
	below		Sustainable, inclusive growth for	full organisational landscape.	The key strategy
		9.45am	New Zealand's future - Good	Issues include reception	considerations for y
	9.30am	The social side of strategy and how to beat the	strategy should always start with	psychology, emotional and	major campaign. W
	Being a future leader in New Zealand –	odds	asking the right questions. For	cultural intelligence,	really need to tell yo
	Biculturalism and commercialisation	Several times a year, top management	today's leaders, the questions are	negotiating business	agency.
	from an Iwi Perspective. What strategic	teams enter the strategy room with lofty	vast and profound—and soluble.	development cross-culturally,	
	issues do tomorrow's next marketing	goals and the best of intentions: they hope to	What is marketing's role in	better preparation.	9.45am
	leaders need to be cognisant of?	assess their situation and prospects honestly,	developing the future?	Patrick E J Rottiers - Professor	The media landscap
		and mount a decisive, coordinated response	Presenter - Mitch Kornman,	of Practice International	where is it going?
	10.30am Cuppa	toward a common ambition. So, why doesn't	McKinsey & Co	Negotiations, Senior Lecturer	Expert panel – Goog
		it usually work? We need to address the real		& Exec Coach, founder &	TVNZ, MediaWorks,
	11am	problem: the "social side of strategy," arising	10.30am Cuppa	Managing Director of	Omnicom, Publicis N
	Why CEO's don't trust marketers and	from corporate politics, individual incentives,		PROConsulting	Facilitated interactiv
	how to fix it	and human biases.	11pm	International Ltd	discussion
	Duncan Shand, Managing Director,	Presenter – Mitch Kornman, McKinsey & Co	Global trends in inclusion, activism,		
	Young Shand		body image and more (presentation and group discussion)	12.15 Lunch	10.30am Cuppa
		10.30am Cuppa	TBA		
	11.30am				11pm Managing Ag
	What are the ideal attributes of a	11am		1pm	How to get the best
	Marketing Leader (ML), minimum	The future role of data?		What marketers don't get	from an agency
	expectations of a new ML.	Brian Ferris, Chief Data and Analytics Officer	12.30 Lunch & networking	about ROI. Greatest mistakes	Panel of CMO's and
	CEO Panel Facilitated interactive	at Loyalty New Zealand	1.30pm	marketers make in presenting	heads. Facilitated
	discussion	13.15 Lunch	What do these ever-changing societal	budgets	interactive discussion
		12.15 Lunch	pressures mean for Marketing in 2022	Panel of CFOs Facilitated	12.20 Lunch
	12.45 Lunch & networking	1	and beyond?	interactive discussion	12.30 Lunch
		1pm	What does it mean for the work we	2 20	1
	1.30pm	Identifying the right insight?	produce which influences society, the	2.30pm	1pm
	Create one marketing initiative that will	Colleen Ryan – TRA	teams we hire – which produce the	Dealing with Boards and C-	Critical Thinking, pr
	help relaunch the New Zealand Brand	1.45pm	work and what do we need to change.	suite: Peter Stubbs session (1	solving and insights Carl Davidson
	onto the UK market to take advantage	-		hour)	
	of the new Free Trade Agreement.	CX – is it one of the most important strategies we develop?	Panel of CMO's Facilitated	3.15pm Cuppa	3pm to 6pm
	Teams of 4/5 create a 5 minute pitch to	Tim Moray - Global Managing Director, Frog	interactive discussion		Stratex BrandPro St
	NZ Story led panel. To be presented in		3pm Cuppa	3.45pm	
	October. Has to be trade related, not	Design, San Francisco		•	Simulation – <u>see th</u>
	tourism.	2.45pm Cuppa	3.30pm	Lessons from CMOs on	Dinner
			The Cultural Architect	complicated stakeholder	Diffier
	2.30pm	3.15pm	Creating a culture that feels like it	management issues	
	What I wished I knew prior to becoming	From business strategy to marketing		CMO's from diverse companies	
	a ML and qualities needed for	strategy – the essentials I need to	belongs, thrives, and delivers with	Facilitated interactive	
	Tomorrow's ML.	understand. What I wished I knew when I	ownership, accountability and	discussion	
	CMO Panel Facilitated interactive		inspires the team	Wrap Up and drinks	
	discussion	was a marketer.	Anne Marie Browne, Lotteries,		
		CEO - ex CMO, New Zealand			
	3.30pm	Fam.	2020 Marketer of the Year		
	Cuppa	5pm Wrap up and drinks			

day	October 28 th
ncies,	Day 2: Digital Strategy
	8.30 Karakia
	Recap
	hetup
	8.45am
	Latest greatest in Global
	Digital Marketing –
irowth	Shane Evans, 2021 Marketer of the Year
ustralia	
	9.30am
your next	Digital Strategy of the Future
Vhat you	Where are we going in the
your	future and how do we keep ourselves and teams
	contemporary and upskilled
	Digital expert panel, interactive
ipe –	discussion
pe	10.45
ogle,	10.45am Cuppa
s,	11.15pm
Media.	Marketing in a World of
tive	Digital Disruption
	Dr Peter Wilton - World
	renowned thought leader on strategic innovation, digital
	disruption and organisational
annaina.	transformation and customer
gencies; st work	loyalty architectures, Haas
SUVUIN	School of Business, University
d agency	of California, Berkeley
	12.45pm Lunch
ion	
	1.15pm Dr Peter Wilton
	continued
	2.45pm Cuppa
	25pm cuppa
problem-	3.15pm
ts	Presentations to NZ Story led
	panel. Winner to be
	announced by panel. Audience to include
Strategy	managers, presenters,
his link	sponsors
	4.30pm Wrap Up
	Drinks

	 4.00pm Why should I be the next CMO? Speed interviews – pitch why should I be the successor to the CMO and what help they need to get there – 2 minute pitch to potential mentor CMO's Connect with individual mentors – drinks and dinner 		Group exercise – break into groups, how would we brief our CEO's on the changes needed in marketing for 2022 and beyond.	
GLOBAL THOUGHT- LEADERS	Personal branding presentation – then one on one sessions if requested. Jacqui Barratt, Singapore Founder / CEO Salt APAC Online	Leading with an Agile Mindset to Create an Edge for the Future – 4 x 2 hour workshop, UC Berkeley (to be confirmed) Pat Reed is an experienced Agile executive, coach, transformational leader, Adjunct Professor of UC Berkeley Leaders and managers are transformative forces in organizations. However, high performance and operational excellence are not sufficient to be an effective leader in agile environments. This workshop introduces advanced concepts and tools used by top performers to create an Agile or Learning Mindset and develop an Adaptive Leadership style. Students explore how to change their way of thinking through adaptive actions and how to design innovative paths forward for their organizations. Using challenging cases and inspiring activities to train their Learning Agility, students acquire the most	sought after skill sets to effectively lead organizations into an ever- changing future. On successful completion, students will be able to: • Increase their awareness of why traditional management practices fall short; Understand imperatives for adaptive leadership and business agility as well as challenges and benefits; • Clarify differentiating capabilities of future-ready leaders; • Understand differentiating qualities of a healthy Adaptive Organization including safety, diversity, slack and tension, innovation, sense-making, managing complexity and the importance of cultivating learning experiences	International keyno Rinoti Amin, Malwa What Marketers ne know about Digital and beyond Online
MENTORING	2 x one-hour mentoring per month		2 x one-hour mentoring per month	2 x one-hour menter month
Homework	Why should I be a ML of my organisation? What do I need to work on Group Project on UK initiative			

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toring per	
	Invitation to CMO event Personal: Why should I be a ML of my organisation? What do I need to work on – has this changed? One on One with Tony Gardner

