

AdNews LIVE

brisbane amplified



John Pickering, Ph.D.
Founder, CEO, and
Chief Behavioural Scientist
of Behaviour Innovation



Lesley Edwards
CEO, IKON Australia



Chris Platt
Director of Media and
Engagement, BCM Group



Adam Kennedy
Brisbane MD, VMLY&R



Ryan Petie
Executive Creative Director,
Publicis Worldwide
Australia



Sam Viney
General Manager
- Customer,
Amart Furniture



Antonia Ciorciari
Associate Director,
Great Northern Brewing Co.



Tom Johns
Associate Director
Marketing, Media and
Acquisition
Budget Direct



Will Allen
National Head of TV Sales
& Head of Sales
- Brisbane, SCA



Katherine Williams
Managing Director,
MediaCom Brisbane



Matt Gardener
Youngbloods and The
Trenches Co-Founder/
Organiser



Amanda Windus
Strategy Director, The Lab
Insight & Strategy,
Queensland, Australia



Kirsten Read
Senior Marketing Manager
Lotto, Tabcorp - The Lott



Aimee Gossage
State Sales Manager,
Quantcast

29th october 2019 | 1 - 5pm | the ovolo

co-curator



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1:15pm Welcome

AdNews Assoc. Publisher Nicola Riches

1:20pm Keynote Address: John Pickering

Behaviour Innovation founder, CEO and Chief Behavioural Scientist

Behaviour Innovation is a Brisbane-based behavioural science company that specialises in the design, delivery and evaluation of behaviour change programs, including one of Australia's largest environmental behaviour change initiatives, Project Cane Changer, which involved the modification of farming practices in order to improve water quality entering the Great Barrier Reef.

John will explore the findings of this program and show how learnings from it can be adapted to the marketing, advertising and communications industries. Followed by Adnews Q&A

1:50pm Exclusive Research Presentation

The Lab Strategy & Insight, Strategy Director Amanda Windus and Great Northern Beer Co Senior Marketing Manager Antonia Ciorciari

Great Northern Beer Co is one of Australia's fastest growing beer brands, which has found national success while embracing their far-north Queensland roots. This has relied on a strategy that harnesses a deep understanding of what connects and divides metro and regional Australia.

There are big issues facing Australians, particularly those in regional communities, who are disenfranchised by the growing divide with metro cities. They feel they've been left behind without the support or investment needed for survival. This "us vs them" mindset highlights the need for marketers to re-think communication, as there has never been a stronger argument against a 'one-size-fits-all' approach. AdNews has partnered with Great Northern Beer Co & The Lab insight & strategy will share insights that challenge misconceptions and provides practical learnings marketers can adopt.

2:15pm Interview: Ikon's Lesley Edwards on building flexible, national workforces

Lesley operates a national and flexible workforce. She has a truly unique approach to how Ikon best delivers work for clients, relying on workforces with different specialties all over the country. In this interview with AdNews assoc. publisher Nicola Riches she will reveal what this takes and tackle why this approach isn't adopted by all agency groups.

2:30pm Panel: Brisbane's Coming Of Age

Ikon CEO Lesley Edwards, National Head of TV Sales & Head of Sales - Brisbane Will Allen, Youngbloods and The Trenches Co-Founder/Organiser Matt Gardener and MediaCom Brisbane MD Katherine Williams

Brisbane has been referred to as a tier-2 market in the past. This tag has finally been shaken off. But, is there an argument that agency holding groups could restructure their workforces to make greater use of Brisbane talent? And could this help stem the mid-tier exodus of talent that tends to happen in QLD? How is the local business combating this and what needs to be done to promote flexible workforces across the whole country?

3:00pm Afternoon Tea**3:30pm The Brisbane Creative Showcase Video & Panel**

ECD at Publicis Worldwide Ryan Petrie, VMLY&R Brisbane MD Adam Kennedy, Kirsten Read, Senior Marketing Manager on Lotto at Tabcorp

VMLY&R and the Brisbane Advertising and Design Club are working behind the scenes to bring together a showreel of the best work that has come out of Brisbane in recent decades. We're trying to reach as far back into the city's ad video archive as possible. We'll be tracking past ads, current ads and look to the future via a panel.

3:55pm Panel: How Does An Agency Embrace Martech?

Budget Direct Associate Director - Marketing, Media and Acquisition Tom Johns, BCM Director of Media & Engagement Chris Platt, Aimee Gossage State Sales Manager, Quantcast

How do you cope when the CMO you work for is running Adobe, Google, Salesforce, Marketo and you are having to strategise around those? This poses tricky problems for media and creative agencies alike. We'll bring together several local and interstate names to discuss how this is best tackled.

4:20pm Fireside chat: Sam Viney

Amart Furniture General Manager - Customer

Sam Viney will join AdNews senior journalist Josh McDonnell, for a one-on-one fireside chat, wrapping up proceedings for the day. A former Westpac marketer, Viney was customer interaction lead for ALDI South at the global headquarters in Germany, and before that marketing director for ALDI Australia. Under Viney's lead, ALDI Australia won several effectiveness awards, helped to deliver strong sales growth and market share for the supermarket chain. He also spent four years with BMF Australia on the Aldi account. Amart Furniture has been building its brand successfully over the past few years by engaging in clever marketing tactics, expanding its product range and opening new stores. Viney will reveal the scope of his work and some of the plans the brand has for the future.

4:50pm close - drinks and networking