

Icon



**MARKET
LEADERSHIP**

**Australia & New Zealand
Conference**

**Ovolo Woolloomooloo, Sydney
Thursday 18 – Friday 19 October 2018**

Program Snapshot

in *ICON APAC*
@*ICONAPAC*
#*ICONXQ18*

ICON AUSTRALIA & NEW ZEALAND CONFERENCE 2018

Five intelligence (Q) streams, each an important component of the market leadership puzzle. We aim to arm you with the insight and knowledge to master leadership in the ever evolving B2B landscape.



the neXt intelligence

Sessions that answer what's next? What our experts see happening now and on the horizon for us as an industry and as professionals. Topics will see audiences treated to an understanding of what's making new waves and a glimpse into the future of B2B marketing, communication and business development.



customer intelligence

Sessions focused on engaging with, and better understanding, clients and customers. Session topics include: how to cultivate a team of relationship builders, identifying and capturing your target audience, best-in-market client engagement strategy and programs AND MORE.



market intelligence

Sessions built around mastering the evolving market and B2B landscape. Sessions topics include: how to better understand your organisation's identity and offering, discovering and defining the sales landscape in your organisation, product and solution differentiation AND MORE.



business intelligence

Sessions addressing strategy, planning and organisation know how. Session topics include: leading and inspiring your team to achieve greater success, programs and campaign strategy, stakeholder management AND MORE.



technology intelligence

Sessions covering the latest technology and digital tools, trends and strategies. Session topics include: measurement and data, social media, emerging technology AND MORE.

Agenda Snapshot

DAY ONE | Thursday 18 October 2018

Practitioner Sessions		CMO Sessions
8:00 am - 8:30 am		CMO Registration Opens
8:30 am - 9:30 am	Practitioner Registration Opens	CMO Breakfast CQ - Matt Johns, Humankind
9:30 am - 10:20 am	Keynote XQ - Introduction	
10:20 am - 10:50 am	Morning break and networking	
10:50 am - 11:50 am	Keynote TQ - Technology Intelligence	
11:50 am - 12:40 pm	Keynote XQ - The neXt Intelligence	
12:40 pm - 1:40 pm	Lunch and networking	
1:40 pm - 2:30 pm	Practitioner Breakout Sessions BQ - Anna Cramer, RPS Group	CMO Breakout Session CQ - Grant Herbert, People Builders
2:40 pm - 3:30 pm	Practitioner Breakout Sessions BQ - Anna Cramer, RPS Group (Repeat 1) XQ - Mark McInnes, ITV	CMO Breakout Session BQ - Vanessa McCamley, Link Success
3:30 pm - 4:00 pm	Afternoon break and networking	
4:00 pm - 4:50 pm	Practitioner Breakout Sessions BQ - Anna Cramer, RPS Group (Repeat 2) XQ - Mark McInnes, ITV (Repeat 1)	<i>CMOs are welcome to join Practitioner Sessions</i>
5:00 pm - 6:00 pm	Free Time	
6:00 pm - 9:00 pm	Cocktail Party @ Manta, Woolloomooloo Wharf	



the neXt
intelligence



customer
intelligence



market
intelligence



business
intelligence



technology
intelligence

Agenda Snapshot

DAY TWO | Friday 19 October 2018

Practitioner Sessions		CMO Sessions
8:40 am - 9:30 am	Registration and networking	<p><i>CMOs are welcome to join Practitioner Breakout Sessions</i></p>
9:30 am - 10:20 am	Breakout Sessions TQ – Jason McKenzie, Katanya CQ – Grant Herbert, People Builders BQ – Vannessa McCamley, Link Success MQ – Bob Murray, Fortinberry Murray	
10:30 am - 11:20 am	Breakout Sessions TQ – Jason McKenzie, Katanya (Repeat 1) CQ – Grant Herbert, People Builders (Repeat 1) BQ – Vannessa McCamley, Link Success (Repeat 1) MQ – Bob Murray, Fortinberry Murray (Repeat 1)	
11:20 am - 11:50 am	Morning Tea and Networking	
11:50 am - 12:40 pm	Breakout Sessions TQ – Jason McKenzie, Katanya (Repeat 2) CQ – Grant Herbert People, Builders (Repeat 2) BQ – Vannessa McCamley, Link Success (Repeat 2) MQ – Bob Murray, Fortinberry Murray (Repeat 2)	
12:40 pm - 1:40 pm	Lunch and Networking	
1:40 pm - 2:40 pm	Keynote TQ – Michelle Mahoney, KWM	
2:40 pm – 3:30 pm	Keynote BQ – Trisca Scott-Branagan, ANZ	
3:30 pm - 4:00 pm	Conference Wrap-up	



the neXt
intelligence



customer
intelligence



market
intelligence



business
intelligence



technology
intelligence

Session Overview

Keynote Sessions

Session	Q	Learning Outcomes
DAY ONE 9:30 am – 10:20 am		Introduction Discover what's next. Find out what our experts see on the horizon for us as an industry and as professionals.
DAY ONE 10:50 am – 11:50 am		Understand the latest industry developments in emerging technologies and how to create a client-centric technology innovation agenda.
DAY ONE 11:50 am – 12:40 pm		Discover what's next. Find out what our experts see on the horizon for us as an industry and as professionals.
DAY TWO 2:00 pm – 2:50 pm		Michelle Mahoney – ED of Innovation, KWM   Understand the latest industry developments in emerging technologies and how to create a client-centric technology innovation agenda.
DAY TWO 2:50 pm – 3:20 pm		Trisca Scott-Branagan - Head of Marketing, ANZ   Explore how to effectively lead, inspire and motivate your team to achieve greater individual and collective success, including best practice case studies and practical tips.

CMO Sessions

Session	Q	Learning Outcomes
DAY ONE (Breakfast) 8:30 am – 9:30 am		Matt Johns - ED Strategy & Experience, Humankind   How to cultivate a team of relationship builders – ensuring your team retains, nurtures and grows the business by leveraging clients and existing relationships, including best practice case studies and practical tips.
DAY ONE 1:40 pm – 2:30 pm		Grant Herbert – CEO, People Builders   Explore how to effectively lead, inspire and motivate your team to achieve greater individual and collective success, including best practice case studies and practical tips.
DAY ONE 2:40 pm – 3:30 pm		Vannessa McCamley - Principal Consultant, Link Success  Insight into stakeholder management using best practice case studies and practical tips. How to best assess your internal landscape, manage difficult stakeholders by turning them into supporters, and leverage supporters to turn them into your champions.

Session Overview

Practitioner Sessions

Session	Q	Learning Outcomes
DAY ONE 1:40 pm– 2:30 pm 2:40 pm – 3:30 pm 4:00 pm – 4:50 pm		Anna Crameri – GM Strategy and Operation, RPS Group  Shift happens - How to inspire and activate people with your strategy This session is a must-attend for anyone involved in preparing strategic, client or marketing plans or any initiative in your organisation that involves new ways of working. Time and time again, people have amazing ideas and strategies – only for them to fall flat after launch. You can make a big impact on the way you activate and inspire people with your strategy. This session will give you practical tools to do just that.
DAY ONE 1:40 pm– 2:30 pm 2:40 pm – 3:30 pm 4:00 pm – 4:50 pm		How to better understand your organisation’s identity and offering and leverage this understanding to achieve more for your brand, people and clients, including best practice case studies and practical tips.
DAY ONE 1:40 pm– 2:30 pm 4:00 pm – 4:50 pm		Explore best-in-market client engagement strategies and programs and how you can apply these to your business including practical tools and tips you can bring back and use.
DAY ONE 2:40 pm– 3:30 pm 4:00 pm – 4:50 pm		Mark McInnes - Sales ITV   Understand the best way to present solutions, close difficult sales and grow your client base including practical examples and tips.
DAY TWO 9:30 am – 10:20 am 10:30 am – 11:20 am 11:50 am – 12:40 pm		Jason McKenzie - Director, Katanya  Understand the latest industry developments in emerging technologies and how to create a client-centric technology innovation agenda.
DAY TWO 9:30 am – 10:20 am 10:30 am – 11:20 am 11:50 am – 12:40 pm		Grant Herbert – CEO, People Builders   Explore how to effectively lead, inspire and motivate your team to achieve greater individual and collective success, including best practice case studies and practical tips.
DAY TWO 9:30 am – 10:20 am 10:30 am – 11:20 am 11:50 am – 12:40 pm		Vannessa McCamley - Principal Consultant, Link Success  Insight into stakeholder management using best practice case studies and practical tips. How to best assess your internal landscape, manage difficult stakeholders by turning them into supporters and leverage supporters to turn them into your champions.
DAY TWO 9:30 am – 10:20 am 10:30 am – 11:20 am 11:50 am – 12:40 pm		Bob Murray - Co-founder, Fortinberry Murray  How to better understand your organisation’s identity and offering and leverage this understanding to achieve more for your brand, people and clients, including best practice case studies and practical tips.