

Icon



**MARKET
LEADERSHIP**

**Australia & New Zealand
Conference**

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

Program Snapshot

 **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. Session 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
7:45 am – 8:00am Registration Opens		
8:00 am - 9:30 am IBM Watson Breakfast and Keynote		
9:30 am - 10:20 am Keynote XQ – Dr Simon Longstaff, The Ethics Centre		
10:20 am - 10:50 am Morning break and networking		
10:50 am - 11:50 am Keynote XQ – Russel Howcroft, PwC		
11:50 am – 12:40 pm Keynote XQ – Dawn Denton, Cisco		
12:40 pm - 1:40 pm Lunch and networking		
1:40 pm - 2:30 pm	Practitioner Breakout Sessions BQ – Vanessa McCamley, Link Success 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 CQ – John Kilkenny, QBE	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 CQ – John Kilkenny, QBE (Repeat 1) BQ – Vanessa McCamley, Link Success (Repeat 1)	CMO Breakout Session CQ - Matt Johns, Deliberat
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	<i>CMOs are welcome to join Practitioner Breakout Sessions</i>
9:30 am - 10:20 am	Breakout Sessions CQ – Grant Herbert, People Builders TQ – Jason McKenzie, Katanya	
10:30 am - 11:20 am	Breakout Sessions CQ – Grant Herbert, People Builders (Repeat 1) CQ – Mark McInnes, ITV	
11:20 am - 11:50 am	Morning Tea and Networking	
11:50 am - 12:40 pm	Breakout Sessions CQ – Mark McInnes, ITV (Repeat 1) MQ – Bob Murray, Fortinberry Murray	
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 8:00 am – 9:30 am		IBM Watson Using AI to deliver a standout B2B Experience
DAY ONE 9:30 am – 10:20 am		Dr Simon Longstaff AO FCPA - Executive Director, The Ethics Centre  
DAY ONE 10:50 am – 11:50 am		Russel Howcroft – Partner/Chief Creative Officer, PwC   Australia's Creativity Deficit
DAY ONE 11:50 am – 12:40 pm		Dawn Denton – Head of Service Provider Marketing – Asia Pacific & Japan, Cisco   Understand the latest industry developments in emerging technologies and how to create a client-centric technology innovation agenda.
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 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
DAY ONE 4:00 pm – 4:50 pm		Matt Johns - Deliberat   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.

Session Overview

Practitioner Sessions

Session	Q	Learning Outcomes
DAY ONE 1:40 pm – 2:30 pm 2:40 pm – 3:30 pm		<p>Anna Crameri – GM Strategy and Operation, RPS Group </p> <p>Shift happens - How to inspire and activate people with your strategy</p> <p>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.</p> <p>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.</p>
DAY ONE 2:40 pm – 3:30 pm 4:00 pm – 4:50 pm		<p>John Kilkenny – Head of B2B Marketing and Strategic Sales, QBE </p> <p>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.</p>
DAY TWO 10:30 am – 11:20 am 11:50 am – 12:40 pm		<p>Mark McInnes - Sales ITV  </p> <p>Understand the best way to present solutions, close difficult sales and grow your client base including practical examples and tips.</p>
DAY TWO 9:30 am – 10:20 am		<p>Jason McKenzie - Director, Katanya </p> <p>Understand the latest industry developments in emerging technologies and how to create a client-centric technology innovation agenda.</p>
DAY TWO 9:30 am – 10:20 am 10:30 am – 11:20 am		<p>Grant Herbert – CEO, People Builders  </p> <p>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.</p>
DAY ONE 1:40 pm – 2:30 pm 4:00 pm – 4:50 pm		<p>Vannessa McCamley - Principal Consultant, Link Success </p> <p>Insight into stakeholder management using best practice case studies and practical tips.</p> <p>How to best assess your internal landscape, manage difficult stakeholders by turning them into supporters and leverage supporters to turn them into your champions.</p>
DAY TWO 11:50 am – 12:40 pm		<p>Bob Murray - Co-founder, Fortinberry Murray </p> <p>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.</p>