

8:30 AM	Registration and networking
9:00 AM	Opening remarks from our MC
9:10 AM	Account-Based Marketing Lisa Dennis, Marketing and Sales Strategist - Knowledge Associates
10:05 AM	Emerging digital marketing tech trends in 2021 Ben Reid, NZTE Beachhead Advisor
10:45 AM	Networking break - connect with 'everyone' and meet the sponsors
11:15 AM	Community Matt Snodgrass, Marketing Profs
12:00 PM	Why influencers? <i>Sommer Kapitan, Senior Lecturer, AUT</i>
12:30 PM	Sponsor Presentation Concentrate
12:50 PM	Lunch plus time to connect with our amazing exhibitors and speakers
1:45 PM	Panel Discussion Aligning Sales, Product and Marketing – the how, why and the benefits.
2:30 PM	Developing a Prospect Acquisition Strategy Alex McNaughten, SalesLeaders
3:00 PM	Sponsor Presentation Salesforce
3:20 PM	Take a break; caffeine up for the last stretch
3:40 PM	Panel Discussion Marketing Operations
4:25 PM	Mastering Customer Experience Caroline Maillols, Senior CX Strategist – Customer Insights, Atlassian
5:20 PM	Sponsor Presentation Fisher & Paykel Healthcare
5:30 PM	Networking time - Stay and have a drink, some nibbles and reflect on the day with your colleagues

