

TUESDAY 3 SEPTEMBER 2019

COCKLE BAY ROOM

8.30am–8.45am **Introduction**
Misha Schubert Director, Strategic Communications, Universities Australia

Welcome to Country
Aunty Ann Weldon

8.45am–9.30am **PLENARY: CONTENT MARKETING IN AN ERA OF SATURATION**

SPEAKER**Lauren Quaintance**

Co-founder and Head of Content, Storyation

CHAIR**Johanna Lowe**

Director, Marketing and Communications, The University of Sydney

9.30am–9.35am **Welcome & housekeeping**
Catriona Jackson Chief Executive, Universities Australia

9.35am–9.40am **Welcome Video**
Professor Deborah Terry AO Chair, Universities Australia

9.40am – 10.00am **Setting the scene**
Misha Schubert Director, Strategic Communications, Universities Australia

10.00am–10.45am **PLENARY: GREAT STORYTELLING DONE WELL**

SPEAKER**Leigh Sales**

ABC 7.30 host, broadcaster, author and podcaster

CHAIR**Misha Schubert**

Director, Strategic Communications, Universities Australia

10.45am MORNING TEA

DARLING ROOM

11.15am–12.00pm **CONCURRENT STREAMS A-B**

STREAM A**Terrace Room****STREAM B****Gold Room****Martech for the student life cycle****SPEAKERS****Sofia Lloyd-Jones**

Chief Marketing Officer, UNSW, Sydney

Scott Nichols

Director, Student Connect, University of Canberra

CHAIR**Alan Brideson**Chief Marketing & Communications Officer,
University of South Australia**Uncovering Atlantis - a deep dive into data-driven and visual storytelling****SPEAKER****Cameron Pegg**

Content and storytelling strategist

CHAIR**Andrew Herring**Media and Public Relations Manager,
University of Wollongong

12.00pm– 12.45pm	CONCURRENT STREAMS D–E	
	STREAM D Terrace Room	STREAM E Gold Room
	Building new audiences and markets: lessons from trailblazing women's sports SPEAKER Karina Keisler Executive General Manager of Communication and Stakeholder Engagement, Cricket Australia Tamisine Heath Executive Manager Brand and Social Communications, Commonwealth Bank CHAIR Justin Laing Senior Manager, Strategic Marketing & Communications, Faculty of Medicine, The University of Queensland	Look before you leap: pro tips in proactive comms SPEAKERS Kara Douglas Director, Corporate Communications and Public Relations, Federation University Australia Shehana Darda-Teixeira Head of Media and PR, The University of Sydney Richard Davis Director, Communications, James Cook University Patrick Pantano Director, Media and Corporate Communications, Victoria University CHAIR Ed O'Daly Director, Strategic Communications and Public Affairs, The Australian National University
12.45pm	LUNCH DARLING ROOM	
1.30pm– 2.15pm	CONCURRENT STREAMS G–H	
	STREAM G Terrace Room	STREAM H Gold Room
	Top tips for CMOs and their teams SPEAKER Sweta Mehra Chief Marketing Officer, ANZ CHAIR Xavier Amouroux Executive Director, Marketing & Communications, Queensland University of Technology	How to 'Marie Kondo' your writing SPEAKER Misha Schubert Long-time journalist, speechwriter and Universities Australia Director, Strategic Communications CHAIR Darren Goodsir Chief Communications Officer, UNSW, Sydney
2.15pm– 3.00pm	CONCURRENT STREAMS J–K	
	STREAM J Terrace Room	STREAM K Gold Room
	Data as a driver: using AI and machine learning to drive audience-first decision making in both content and engagement SPEAKER Alicia Olson-Keating Head of data and insights, ABC CHAIR Dean Gould Chief Marketing Officer, Southern Cross University	Crowdsorcery: using a crowdsourcing or ideas platform to engage staff, alumni and industry to develop a long-term strategic plan; tactics used and how the platform enabled best practice comms SPEAKER Georgia Nielsen Internal Communications Manager, University of Technology Sydney CHAIR Jen Rosenberg National Manager, Strategic Communications, Australian Catholic University

3.00pm	AFTERNOON TEA	DARLING ROOM	COCKLE BAY ROOM
3.30pm–4.15pm	PLENARY: DEADLY CONTENT: STORYTELLING BY, TO, WITH AND ABOUT INDIGENOUS PEOPLES AND CULTURE		
	SPEAKERS Professor Larissa Behrendt Eualeyai/Kamillaroi woman, Professor of Law and Director of Research at the Jumbunna Indigenous House of Learning at the University of Technology Sydney, filmmaker and author Yatu Widders-Hunt Dunghutti and Anaiwan woman, Director, Cox Inall Ridgeway, longtime communications adviser to public service, NITV, Koori Mail, NCIE CHAIR Shannan Dodson Yaruwu woman, Communications manager, Office of the PVC-I, University of Technology Sydney		
4.15pm–5.00pm	PLENARY: INSIGHTS INTO THE POST-MILLENNIAL MIND		
	SPEAKER Howard Parry-Husbands CEO, Pollinate CHAIR Johanna Lowe Director, Marketing and Communications, The University of Sydney		
5.00pm	CLOSE		
5.15pm–7.00pm	WELCOME RECEPTION		

WEDNESDAY 4 SEPTEMBER 2019

8.30am-9.15am	PLENARY: DIALLING UP THE DIASPORA: BUILDING LIFELONG LINKS WITH YOUR ALUMNI AND ENGAGING THEM AT EACH STAGE OF THEIR LIVES			COCKLE BAY ROOM		
	SPEAKER Trina Middleton Director, Premier Donor Services, National Philanthropic Trust CHAIR Brigette Sancho Executive Manager, Engagement, Office of PVC - I, University of Technology Sydney					
9.15am-10.00am	PLENARY: INSPIRATION BUILDS ASPIRATION: BRINGING A UNIVERSITY TOGETHER TO SUPPORT INDIGENOUS OPPORTUNITY					
	SPEAKER Brigette Sancho Executive Manager, Engagement, Office of PVC - I, University of Technology Sydney Shannan Dodson Yaruwu woman, Communications manager, Office of the PVC-I, University of Technology Sydney CHAIR Callista Thillou Executive Director, Communications, Marketing and Engagement, Flinders University					
10.00am-10.30am	PLENARY: SPEEDY SPOTLIGHT: GETTING THE SOCIAL STRATEGY FUNDAMENTALS RIGHT					
	SPEAKER Jack Breen Digital Lead: Social Media, Global Profile & Reputation, UNSW, Sydney CHAIR Bella Counihan Strategic Communications Manager, Universities Australia					
10.30am	MORNING TEA			DARLING ROOM		
11.00am-11.45pm	CONCURRENT STREAMS M-O					
	STREAM M	Terrace Room	STREAM N	Gold Room	STREAM O	Quay 1
	Tribal brand loyalty: how to build and keep it. SPEAKER Claire Kimball Founder of The Squiz, former Woolworths Communications Director and former press secretary to Tony Abbott CHAIR Kathy Vozella Director, Marketing and External Relations, Australian Catholic University		A picture tells a thousand words: top ten tips on taking iPhone pix that travel SPEAKER Andrew Meares Long-time former Fairfax photographer, senior fellow, 3Ai - the Autonomy, Agency and Assurance Innovation Institute, The Australian National University CHAIR Erin Dale Associate Director, Strategic Communications, The University of Melbourne		Is launching a comprehensive campaign always the best approach? Latest international developments in philanthropic campaigns SPEAKER Siôn Lutley Partner, More Partnership & former Director of Development, The University of Melbourne CHAIR Byron Barnes Director, Advancement and Alumni, The University of Notre Dame Australia	

11.45am–12.30pm	CONCURRENT STREAMS P–R		
	STREAM P Terrace Room	STREAM Q Gold Room	STREAM R Quay 1
	What's in a name? The Charles Sturt University Brand Transformation Project SPEAKER Shawn Walker Executive Director and Chief Marketing Officer, Charles Sturt University CHAIR Sara Pratt Social Media Strategist, Universities Australia	Prepping your talent to face the cameras/Inside the mind of a journalist SPEAKER Julia Scott Director, Communications & Media, Swinburne University of Technology Peter Fray Former Fairfax editor and Director, Centre for Media Transition, University of Technology Sydney Associate Professor Alan Duffy Associate Professor in Astrophysics, Swinburne University of Technology and Lead Scientist, RiAus - Australia's Science Channel CHAIR Rhys Stackner Corporate Relations Manager, Edith Cowan University	Cracking development comms and creative: the QUT giving day campaign and video content SPEAKERS Kim Hellberg Communications Officer, Queensland University of Technology Ben Nicoll Development Officer Annual Giving, Queensland University of Technology CHAIR Russell Ousley Director, Development Office, University of the Sunshine Coast
12.30pm–2.30pm	UAMCD AWARDS LUNCH COCKLE BAY ROOM AWARDS PRESENTER Catriona Jackson Chief Executive, Universities Australia		
2.30pm–3.15pm	CONCURRENT STREAMS S–U		
	STREAM S Terrace Room	STREAM T Gold Room	STREAM U Quay 1
	Leveraging your brand's distinctive assets. SPEAKER Professor Magda Nenycz-Thiel Industry Growth Professor, Ehrenberg-Bass Institute for Marketing Science, University of South Australia CHAIR Angelo Kourtis Vice-President – People and Advancement, Western Sydney University	Takedowns and trolls: allies in building safe, respectful online communities SPEAKERS Kellie Britnell Senior Education Advisor, the Office of the eSafety Commissioner Joanna Brislane Manager, Practice Systems, Our Watch CHAIR Dr Renee Hamilton Policy Director - Safety and Wellbeing, Universities Australia	Data governance: look after your data, so it can look after you SPEAKER Sue Birch Senior Consultant & Head of Operations (Australia), Global Philanthropic CHAIR Celia Hurley Vice-President Advancement, University of Technology Sydney

3.15pm– 4.00pm	CONCURRENT STREAMS V-X		
	STREAM V/W	Cockle Bay Room	STREAM X Quay 1
	You chat, they chat, WeChat: WeChat content and media strategy		
	SPEAKERS		
	Cara Zhu		
	International Marketing Coordinator, Monash University		
	Emma Paolucci		
	Media Communications Adviser, Monash University		
	CHAIR		
	Bella Counihan		
	Strategic Communications Manager, Universities Australia		
	Raising the dough: how partnerships can open opportunity		
	SPEAKERS		
	Alice Walter		
	Associate Director, Advancement, La Trobe University		
	Alisia Romanin		
	Senior Manager External Engagement, La Trobe University		
	CHAIR		
	Hannah Wooller		
	Strategic Communications Adviser, Universities Australia		
4.00pm– 4.05pm	REVIEW AND CLOSE		
	Misha Schubert Director, Strategic Communications, Universities Australia		
4.05pm– 4.20pm	AFTERNOON TEA		DARLING ROOM