

CONFERENCE AT-A-GLANCE

DAY 1: FRIDAY 27TH OCTOBER 2017

MAIN THEATRE

BREAK OUT THEATRE

12PM ONWARDS

REGISTRATION

1:15 - 1:30PM

CONFERENCE OPENEDJens Hertzum
PromaxBDA ANZ 2017 Chairman

1:30 - 2:30PM

OPENING KEYNOTE: STORYTELLING IN THE DIGITAL AGEBy Kareem Taylor
Proudly Brought to you by Foxtel Now

2:30 - 3:30PM

BE A MEMORY MAKERBy Bex Schwartz
SBS "TV Worth Talking About"**A ROADMAP - HOW TO CREATE
A FUN WORK ENVIRONMENT
THAT FUELS SUCCESS**

By Carly Heaton

3:30 - 4:00PM

AFTERNOON TEA

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4:00 - 5:00PM

1 MOVIE, 5 PROMOS

By Guy Sawrey-Cookson

WHO WANTS TO RE-BRAND?

By Liz Dunning

5:00 - 6:00PM

SBS "TV WORTH TALKING ABOUT"

Angus Kingsmill

6:00 - 8:00PM

CONTINUE THE CONVERSATION

OPENING NIGHT DRINKS

CONFERENCE AT-A-GLANCE

DAY 2: SATURDAY 28TH OCTOBER 2017

MAIN THEATRE

BREAK OUT THEATRE

8:00AM - 3:00PM

REGISTRATION

9:00 - 10:00AM

WORLD GOLD 2017
By Nads Spencer

10:00 - 10:30AM

MORNING TEA

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10:30 - 11:30AM

**IDEA DRIVEN DESIGN
& TYPOGRAPHY**
By Luca Ionescu**DIRECTING VOICE OVER**By Kareem Taylor
Proudly Brought to you by Foxtel Now

11:30AM - 12:30PM

A CRISIS IN CREATIVITY
By Carl Ratcliff

12:30 - 1:30PM

LUNCH

Proudly Sponsored by NBCUniversal

1:30 - 2:30PM

**"WHAT THEY WANT IS NOT
WHAT THEY EXPECT"**
By Jens Hertzum**HATE THE IDEA OF 'SELLING'?**

By Liz Dunning

2:30 - 3:30PM

**GIVING 'EM SOMETHING
THEY CAN FEEL (CONNECTING
WITH YOUR AUDIENCE)**
By Bex Schwartz
SBS "TV Worth Talking About"**WORLD GOLD 2017...ENCORE!**

By Nads Spencer

3:30 - 4:30PM

CLOSING KEYNOTE: THE ART OF INTERRUPTION
By James Dive

4:30 - 5:15PM

THE PRE-AWARDS DRINKS

PROUDLY SPONSORED BY AMBER & AVID

5:30 - 7:00PM

PROMAXBDA ANZ 2017 AWARDS SHOW

PROUDLY SPONSORED BY NETWORK TEN

8:00 - 9:00PM

**THE AWARDS AFTER PARTY
THE SUNROOM @ THE IVY**

PROUDLY SPONSORED BY CHANNEL ELEVEN