

# SN SPONSORSHIP NEWS

## FULL-DAY SUMMIT - SYDNEY 2019

@SponsorshipNews  
Linkedin: Sponsorship News  
sponsorshipnews.com.au

Lighthouse Gallery, Australian National Maritime Museum  
Thursday, 21st March 2019

10.00 - 10.10 : [Conference welcome]

10.10 **The Big Picture: *The state of play in the sponsorship industry***

10.50 > Presentation: Monique Perry and Glenn Channell [Nielsen]

10.50 **Why brands sponsor: *An inside look at Australia's biggest recent partnerships***

Alison Keller [Alinta Energy], Haylee Felton [Bankwest], Zara Cobb [Lendi]

11.30 > Q&A panel moderator: Max Weber [Sponsorship News]

11.30 **Creating partnership culture: *How building better teams can boost ROI***

12.20 > Workshop with Adrian Baillargeon

12.20 - 1.20: [Lunch]

1.20 **Game Changers: *How digital is altering fan experience***

Antonia Beggs [Cricket Australia], Andrew Stark [World Surf League],  
Todd Hewitt [NRL], Carly Loder [Kayo]

2.00 > Q&A panel moderator: Francis Coady [Havas Sport & Entertainment]

2.00 **Sports marketing and neuroscience: *The emotional connection of live sport***

2.40 > Presentation: Mark Pejic [QMS Sport], Casey Kudrenko [Neuro-Insight]

2.40 **Creative value: *Sponsorship in arts and culture***

Leigh Brezler [Australian Chamber Orchestra], Adrian Mills [Deloitte],  
Anna Burgdorf [Travel Associates]

3.20 > Q&A panel moderator: Max Weber [Sponsorship News]

3.20 - 3.40: [Afternoon Tea]

3.40 **The age of experience: *Driving value in the new era of sponsorship***

Geraldine Davys [Nissan], Jason Fielding [WME/IMG], Stuart Boag [Coca-Cola Amatil]

4.20 > Q&A panel moderator: Vinny Panchal [Jack Morton]

4.20 **Partnerships for purpose: *Sponsorship as a tool for social impact***

Kate Dezarnaulds, Patrick Kidd [Invictus Games], Malcolm Moir [Maritime Museum]

5.00 > Q&A panel moderator: Max Weber [Sponsorship News]

5.00 - 7.00: [Post-event drinks]