



WELCOME

Welcome to our inaugural Tomorrow's Leaders session. As the peak industry body dedicated to data, insights and research organisations, ADIA is delighted to deliver this new program that builds on our well-established and successful Leaders Forum conference.

Today's session is designed to recognise and support our industry's next-generation leaders with practical tools and inspiration that tomorrow's leaders can apply in their day-to-day operations to help organisations and teams thrive.

We hope you enjoy it and look forward to your continued involvement with ADIA.

Sarah Campbell | CEO | ADIA

PROGRAM - WEDNESDAY 3 MAY

	TOMORROW'S LEADERS SESSION	The Langham Hotel, Melbourne
12:15pm	Registration opens	The Yarra Room
12:45pm	Katie Ferro CEO, CRNRSTONE Chair, Leaders Forum Committee	Welcome address Acknowledgement of Country
12:50 - 1:30pm	Andrew Maher Partner, CIE Legal Ines Balint Associate, CIE Legal	Practical leadership in the post-COVID workplace. Andrew and Ines cover contemporary challenges faced by frontline managers including: remote work vs attending the workplace; increases in mental health issues and conflict in the workplace; new statutory obligations for employers; managing staff; coaching and feedback; and dealing with difficult employees.
1:30 - 2:15pm	Sally Joubert Australian Representative, ESOMAR Chair, Research Got Talent (RGT) committee CEO, Luma Research	Tomorrow's Leaders RGT winners from 2021 and 2022. May Chantra, Roger Kong, Samantha Liew and Marissa Tsioutsis share their experiences and explore the pathways and opportunities for future leaders in the research, data and insights industry.
2:15 - 3:15pm	Tim O'Halloran Founding Director, The Shape Agency	Strategy and vision setting in fast moving environments. Tim covers how the various elements of a corporate strategy sit together and guide organisational planning. He explores the role of purpose and values-to-culture in an overheated labour market and the emerging issues in strategic planning pertinent to our industry. He also discusses why embracing strategic planning is critical to career progression.
3:15 - 3:45pm	Afternoon tea	Hotel
3:45 - 4:45pm	Katie Rigg-Smith Chief Strategy Officer, WPP AuNZ	Lessons from the top. One of Australia's first and longest standing female media agency CEOs, Katie built her career at Mindshare before becoming the Chief Strategy Officer for WPP AuNZ. A keen student of human behaviour, Katie shares her journey (client side), and the lessons learnt along the way and the importance of respect.
4:45pm	Sarah Campbell CEO, ADIA	Close
5:00 - 6:30pm	LEADERS FORUM WELCOME DRINKS Kindly sponsored by Forsta	Yarra Botanica Southbank Promenade, Southbank

TOMORROW'S LEADERS - SPEAKERS

Katie Ferro

CEO, CRNRSTONE | Chair, Leaders Forum Committee



Katie Ferro is CEO of CRNRSTONE (previously Stable Research). Katie has more than 20 years' experience in senior management roles in data, analytics and research with a track record of delivering high quality, dependable insights for her clients. She is a passionate leader dedicated to the development of her team and the improvement of

quality of participants and respondents to market research projects in the industry. Katie has served on the ADIA Advisory Committee and Leaders Forum Committee for three years, and is chairing the Leaders Forum Committee for the 2023 event.

Andrew Maher

Partner, CIE Legal



Andrew Maher is a founding Partner of CIE Legal and long-term legal advisor to industry/ADIA (and before that AMSRO). Andrew advises both domestic and global clients on all aspects of Australian workplace relations and advises members on a range of human resources law and privacy law issues. Andrew is ADIA's legal representative

on the Privacy Compliance Committee and lead negotiator for the UWU - ADIA Enterprise Agreement.

Ines Balint

Associate, CIE Legal



Ines brings business savvy and an international perspective to her work. With nine years previous experience as an HR Business Partner in manufacturing and retail environments in Australia and the UK, she understands the particular nuances and pressures HR departments face, and this is reflected in the advice she gives clients. Ines is an

accomplished workplace investigator and has completed both internal and external investigations within a myriad of HR/OH&S areas including bullying and harassment, cultural team reviews and investigations into serious misconduct (including OH&S incidents).

Sally Joubert

CEO, Luma Research



Sally is a leading figure in advertising research worldwide. She co-founded Luma (formerly Advertising Development Solutions), a specialist brand, advertising and communications research agency in 1991.

Luma developed a unique advertising pre-testing technique called add+impact® which is used in over 60 countries worldwide. Over the past 25 years, Luma has pioneered evolving approaches to consumer research, providing its clients with a powerful combination of new technology and a wealth of experience. She is a fellow of TRS and the current Australian Representative for ESOMAR. Sally is also the Chair of the Research Got Talent Award committee.

May Chantra

Customer Research & Insights Specialist, Aesop



May is the customer insights specialist who in 2021 represented Australia in the global young researchers' competition Research Got Talent by ADIA and ESOMAR as the National winner.

In addition to having worked both client and agency side, May is also a provisional psychologist. Understanding the constant rate of acceleration and evolution across markets, May enjoys understanding people and their "why", challenging norms and balancing views of convention and change to ensure clients remain ahead of their game.

Roger Kong

Senior Consultant, Fiftyfive5



Roger has worked in the market research industry for eight years and enjoys tackling strategic business problems and delivering insights in an impactful way to clients. He is primarily a quantitative researcher with experience managing large-scale projects and ongoing tracking monitors across a variety of industries.

He currently leads Fiftyfive5's Graduate Program and has also mentored 70+ students as part of the internship program. Roger has most recently been named in Significant Insights 2022 Global 30 Under 30 and won the Global ESOMAR Research Got Talent competition 2022.

Samantha Liew

Senior Adviser, Strategic Insights | Emergency Recovery Victoria



Samantha is currently the Senior Adviser for Strategic Insights at Emergency Recovery Victoria (ERV) - the state's dedicated coordination agency for community recovery after major emergencies. At ERV, her main focus is building the data and insights culture and capability of the organisation.

Prior to that, Samantha worked in the social and market research industry for a decade across government, not for profit and commercial clients and was the winner of the ADIA and ESOMAR Australian Research Got Talent 2021 competition.

Marissa Tsioutsis

Consultant, Fiftyfive5



Working in the market research industry for seven years, Marissa is a quantitative and qualitative researcher with experience across a broad range of methodologies and industries, particularly retail, services and FMCG sectors.

Marissa extended her studies by completing a Post Graduate micro credential in Data Science. She currently leads Fiftyfive5's Melbourne Internship program, along with co-leading their culture club, striving for inclusiveness in the workplace.

She was recognised as The Research Society Young Researcher of the Year for 2020-21, and won the Global ESOMAR Research Got Talent competition in 2022.

Tim O'Halloran

Founding Director, The Shape Agency



Tim is a strategy expert with a passion for communications, brand and public affairs. He founded The Shape Agency in 2018 and established a research business known as The Insight Centre in 2021. Both businesses work exclusively for organisations with a social interest purpose.

Tim's background includes 10 years working as a policy and strategy advisor in state and federal politics, culminating in three years as a Chief of Staff to government ministers in NSW and Canberra. He has also been a non-Executive Director on the Board of a social and disability services provider and an impact investment vehicle.

Katie Rigg Smith

Chief Strategy Officer, WPP AuNZ



Katie Rigg-Smith is the Chief Strategy Officer for WPP in Australia and New Zealand. WPP is a creative transformation company, using the power of creativity to build better futures for our people, planet, clients and communities.

Katie is a keen student of human behaviour and a futurist. Katie delivers strategic expertise across WPP's network of agencies in service of their clients. This includes an emphasis on how cultural, social, economic and geographic trends influence behaviour, and in turn, how these behaviours will shape the future of marketing.