



**Elevate Your Leadership Amidst Uncertainty: Join Us at the ADIA Leaders Forum 2024!**

Navigating the complexities of today's world requires leaders who rise above challenges, innovate amidst uncertainty, and build a path to success. In the face of inflationary pressures, a cost-of-living crisis, and global turbulence, it's easy to feel isolated at the top.

Immerse yourself in a day of strategic preparation and visionary thinking surrounded by a community of like-minded leaders at Australia's exclusive Data, Insights, and Research conference for ADIA leaders.

**Note:** The Leaders Forum is spread across two days. Day one is for Future Leaders (open to ADIA members and non-members), and Day Two is for industry leaders (members and invited guests only).

		<b>Wednesday 6 March</b>
DAY 1	FUTURE LEADERS PROGRAM	
WEDNESDAY	6 MARCH 2024	THE OVOLO HOTEL
12:00pm	Future Leaders program	Registration opens
12:30 - 1:00pm	<b>Networking</b>	Buffet lunch served
1:00pm	<b>Welcome Address</b> <b>Katie Ferro</b> CEO, CRNRSTONE	Chair Leaders Forum Committee
1:00 - 1:45pm <b>Marketing and Strategy</b>	<b>Lucy Davison</b> Founder and Managing Director Keen as Mustard Marketing	<b>Salience and Staying Power</b> Researchers face an uphill battle. Decades of data have proven that companies which listen to customers and markets have the greatest chance of success. But to build a customer focused organisation means going beyond projects, influencing broad groups of

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		<p>stakeholders over time. To achieve this, researchers must be more than good storytellers or compelling presenters. They must be culture and community builders, creating the fabric and rituals that drive informed decisions, even when they aren't in the room.</p> <p>Lucy shares guidance from global clients at Haleon, DeBeers and Pearson as to how they are building customer-centric cultures and will include powerful examples of insights communications from Sanofi, Coca-Cola and Southwest Airlines that have created salience and staying power.</p>
1:45 - 2:30pm <b>Workplace Relations/Legal</b>	<b>Andrew Maher</b> Partner CIE Legal and ADIA Legal	<b>Preparing to Lead - the do's and don'ts of managing people.</b> Andrew Maher presents a topical, practical and fundamental industry perspective on Workplace Relations/HR Law. Andrew will cover how young leaders can minimise organisational risk by developing sound professional relationships in a safe workplace environment. The session includes a Q&A.
2:30 - 3:15pm <b>Health &amp; Wellness</b>	<i>Speaker (TBA)</i>	<b>Please place your oxygen mask on first before helping others.</b> Bringing your best true self to work.
3:15 - 3:45pm	<b>Afternoon tea</b>	<i>Ovolo Hotel</i>
3:45 - 4:30pm <b>Leadership</b>	<b>Nicola Hepenstall GAICD</b> C-Suite leader, Executive Director and Non-Executive Director.  <b>Martin O'Shannessy AM</b> Partner, Omnipoll	<b>What I would tell my 25-year-old self – stories and guidance from the top.</b> Industry leaders (and former AMSRO/ADIA Presidents) return to inspire and excite our next-gen leaders. Nicola and Martin will share their take on leadership. Their journey to career success, what it means to lead others, and what set the fire in their belly to land in market research.
4:30pm	<b>Sarah Campbell</b> CEO, ADIA	Industry update from ADIA.
5:00 – 6.30pm	<b>LEADERS FORUM WELCOME DRINKS</b> <i>Kindly sponsored by Forsta</i>	The Tilbury Hotel
7:00pm	<b>LEADERS FORUM ARRIVAL DINNER</b> <i>Kindly sponsored by CRNRSTONE</i>	The Tilbury Hotel

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DAY 2	ELEVATE	CONFERENCE PROGRAM
THURSDAY	7 MARCH 2024	THE OVOLO HOTEL
8:00am	Registration opens	The Alto Room. <i>Allow more time for COVID safe practices if required.</i>
8:45am	<b>Welcome to Country</b>	
8:50am	<b>George Zdanowicz</b> ADIA President   CEO, Enhance Research	<b>Welcome Address</b>
9:00 – 10:00am	<b>Michael McQueen</b> Trend Forecaster, Business Strategist, Author and Media Commentator	<b>The New Now – Preparing for the trends that will dominate a post-COVID world.</b> It's been rightly said that the pace of change has never been this fast, but it will never again be this slow. We are living in a transformative era and smart leaders are turning their attention to where opportunity now lies and how to gear up for the future.
10:00 – 10:45am	<b>Lucy Davison</b> Founder and Managing Director Keen as Mustard Marketing	<b>Human vs Machine AI Storytelling Experiment</b> How can we in insights take advantage of AI rather than have it take advantage of us? How much can it amplify our capabilities? The challenge for the 'humans' at RedC Research + Keen as Mustard and the 'machines' at Inspirient was to use data from the Worldwide Independent Network of MR (39 countries) to pit the power of the human mind against the computational prowess of AI to create insightful and engaging stories. In this presentation Lucy reveals the findings of the experiment and suggests next steps for organisations hungry to use AI.
10:45 - 11:15am	MORNING TEA	Hotel
11:15 – 12:00pm	<b>Cherelle Murphy</b> EY Oceania Chief Economist	<b>“The macroeconomy is to business what the ocean is to a sailor. One eye must be on prevailing conditions and the other on the horizon to reach the desired destination in the smoothest possible way.”</b> Back by popular demand, Cherelle uses her commercial acumen, public sector experience and analytical skills to see through the noise and help leaders identify risks and recognise opportunities that the changing phases of the business cycle will bring.

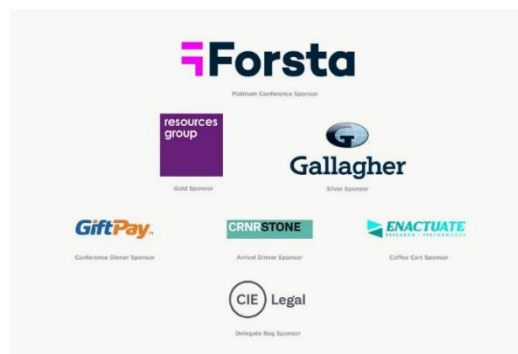
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	New Industry Session	A Seat at the Table
12:00 – 12:30pm	<b>George Zdanowicz</b> CEO, Enhance Research and President, ADIA	<b>ADIA Investigation of Fraud, Bots and Duplication of Online Panels in Australia – Study Results</b>  International research findings produced by CASE – the <i>Coalition for Advancing Sampling Excellence</i> - into online data sample, highlighted a growing concern about the impact of fraud on online data quality.  To investigate the matter further and produce evidence-based figures for the Australian market, ADIA, with the support of members, FORSTA, Enhance Research and four international fraud software providers, undertook an Australian first study (one of two globally) to discover if there is a problem and, if so, what we can do support members and the wider industry.  George presents the Online Fraud Study findings and recommendations followed by a Q&A.
12:30 – 1:00pm	<b>Lee Tonitto</b> B. Com, MBA, GAICD B Consultant & <b>Mei Ling</b> CEO Social Change HQ	<b>Why using business as a force for good makes perfect sense.</b> Lee Tonitto and Mei Ling step through the B Corp certification process and the latest mandatory reporting requirements.  Build credibility for your business, earn trust and loyalty from conscious customers and implement a powerful tool for attracting the right talent as potential employees increasingly prioritise social responsibility from their employers.  ADIA welcomes a new partner to support members on their B Corp Journey.
1:00 - 2:00pm	<b>LUNCH</b>	<b>Hotel</b>
2:00 – 2:15pm	<b>Sally Joubert</b> ESOMAR Representative for Research Got Talent & MD Luma Research	<b>Celebrating Research Got Talent (RGT)</b> Australian 2023 Winner presentation <b>Introducing RGT for 2024</b>
2.15 – 3.00pm	<b>Office of the Australian Information Commissioner (OAIC)</b> Representative	<b>Bringing the Privacy Act into the Digital Age.</b> The federal government has committed to overhauling Australia’s privacy laws to make the statute ‘fit-for-purpose’ in the digital age. The bill to amend the <i>Privacy Act 1988</i> is

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		anticipated mid-2024. Discover how the changes impact your business as ADIA prepares members for what's ahead.
3:00 – 3:30pm	AFTERNOON TEA	Ovolo Hotel
3:30 – 4:30pm	<b>Adam Spencer</b> Comedian, Author & Math's Geek	<b>Winning the Numbers Game in our digital world.</b> Adam Spencer demonstrates how factors like AI, Cyber Security and ChatGPT are disrupting business. <ul style="list-style-type: none"> <li>• How AI will impact every industry and how to harness its potential</li> <li>• The business potential of holding a supercomputer in your hands</li> <li>• How to keep up if the pace of digital disruption feels overwhelming</li> <li>• Be alert but not alarmed - a cybercrime happens in Australia every 7 minutes – the crucial role every worker plays in your cyber security (and beware the cat video!).</li> </ul>
4:30 – 5:00pm	Closer	TBC
5:00pm	Sarah Campbell CEO, ADIA	VOTE OF THANKS
5:00 - 6:30pm	CONFERENCE NETWORKING DRINKS <i>Kindly sponsored by</i>	The Ovolo Hotel
6:30 - 7:00pm	Break	Dress for dinner
7:00pm	Transfer from Hotel to Restaurant	Travel time – water taxi to Pyrmont
7:30pm – late	OFFICIAL LEADERS' FORUM DINNER <i>Kindly sponsored by GiftPay</i>	SALA <i>Pyrmont wharf</i>

With thanks to our sponsors for 2024



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