



## 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.

<b>DAY 1</b>	<b>6 MARCH 2024</b>	
5:00 – 6.30pm	<b>LEADERS FORUM WELCOME DRINKS</b> <i>Kindly sponsored by Forsta</i>	The Tilbury Hotel 12 Nicholson Street, Woolloomooloo
7:00pm	<b>LEADERS FORUM ARRIVAL DINNER</b> <i>Kindly sponsored by CRNRSTONE</i>	The Tilbury Hotel
<b>DAY 2</b>	<b>ELEVATE</b>	<b>CONFERENCE PROGRAM</b>
<b>THURSDAY</b>	<b>7 MARCH 2024</b>	<b>THE OVOLO HOTEL</b>
8:00am	Registration opens	The Burbs Rooms. <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?

*Program is subject to late change*

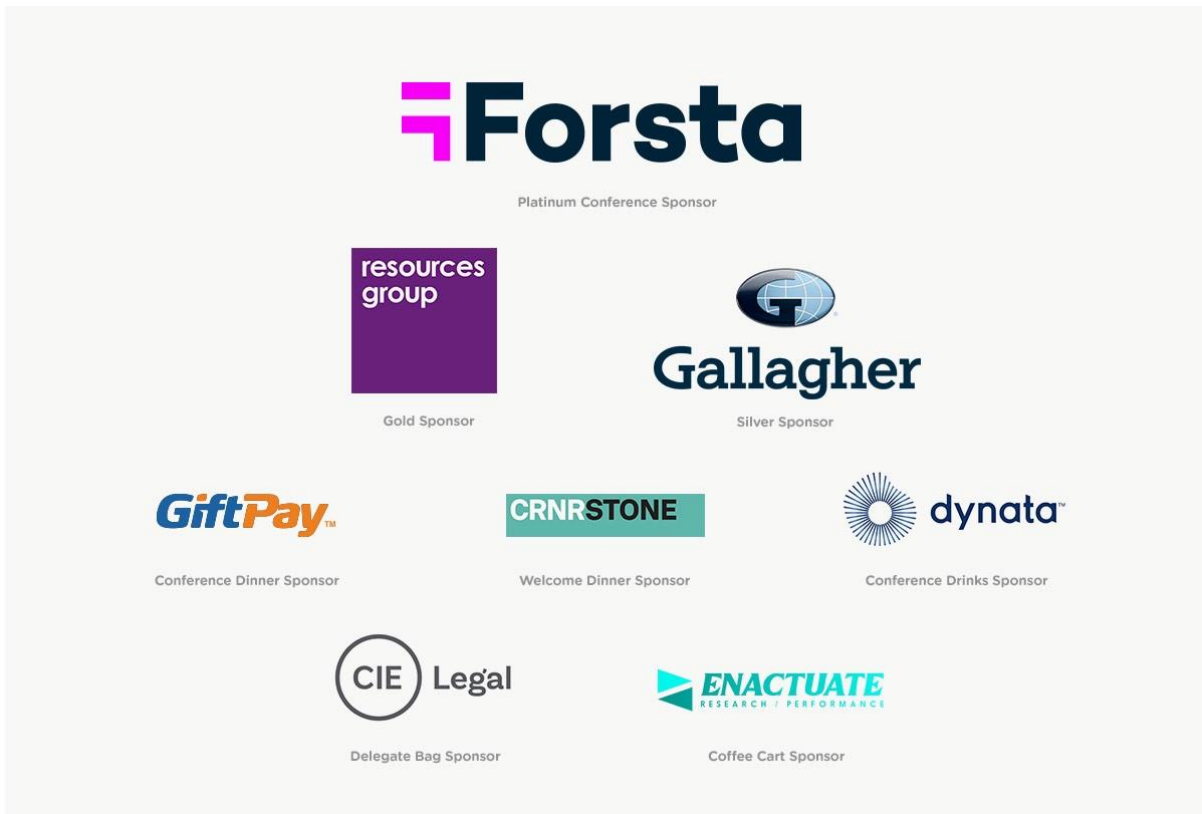
		How much can it amplify our capabilities? The challenge for the ‘humans’ at RedC Research + Keen as Mustard and the ‘machines’ at Inspirient was to use data from the Worldwide Independent Network of MR (39 countries) to pit the power of the human mind against the computational prowess of AI to create 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	<p><b>Angelene Falk</b>  Australian information Commissioner (and outgoing Privacy Commissioner).  Office of the Australian Information Commission (OAIC)</p>	<p><b>Bringing the Privacy Act into the Digital Age - A fireside chat with Angelene Falk, Australian Information Commissioner.</b></p> <p>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 anticipated this year. Discover how the changes impact your business as ADIA prepares members for what’s ahead.</p>
	<b>New Industry Session</b>	<b>A Seat at the Table</b>
12:00 – 12:30pm	<p><b>George Zdanowicz</b>  CEO, Enhance Research and President, ADIA</p>	<p><b>ADIA Investigation of Fraud, Bots and Duplication of Online Panels in Australia – Study Results</b></p> <p>During 2022-2023, ADIA spearheaded an investigative study into data quality and the prevalence of fraud within Australian research panels. This pioneering research was supported by FORSTA and samples from seven of Australia’s leading research panel firms and mirrored international research produced by CASE, the <i>Coalition for Advancing Sampling Excellence</i>. To ensure a comprehensive analysis, the study harnessed the capabilities of four cutting-edge fraud detection software platforms alongside traditional manual data verification methods.</p> <p>George presents the Online Fraud Study findings and recommendations, followed by a Q&amp;A.</p>

12:30 – 1:00pm	<b>Mei Ling Ho</b> CEO, Social Change Headquarters & <b>Lee Tonitto</b> Senior Advisor, Social Change Headquarters	<b>Why using business as a force for good makes perfect sense.</b> Mei Ling Ho and Lee Tonitto 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 Introducing RGT for 2024
2.15 – 3.00pm	<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.
3:00 – 3:30pm	<b>AFTERNOON TEA</b>	<b>Ovolo Hotel</b>
3:30 – 4:30pm	<b>Adam Spencer</b> Comedian, Author & Maths 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	<b>Isabella GiaVulva</b> Market Research Drag Queen Data Consultant Extraordinaire	<b>A Roaring Research Recital</b> Armed with original musical numbers and melodramatic monologues, Isabella is creating a new space for market research and insights professionals to learn with her hilarious educational extravaganza!
5:00pm	Sarah Campbell CEO, ADIA	<b>VOTE OF THANKS</b>

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5:20 - 6:45pm	<b>CONFERENCE NETWORKING DRINKS</b> <i>Kindly sponsored by Dynata</i>	The Ovolo Hotel
6:45 - 7:00pm	Break	Dress for dinner
7:00pm	Transfer from Hotel to Restaurant	Travel time – water taxi to Pymont
7:30pm – late	<b>OFFICIAL LEADERS' FORUM DINNER</b> <i>Kindly sponsored by GiftPay</i>	<b>SALA</b> <i>Pymont wharf</i>

With thanks to our sponsors for 2024



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