



## WELCOME

**Welcome to our Future 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 program is designed to recognise and support our industry's next-generation leaders with practical tools and inspiration that emerging 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 6 MARCH 2024

12:00pm	Registration opens	Cross and Paddo Conference Room.
12:30 - 1:00pm	Networking Lunch	Buffet lunch served
1:00pm	<b>Welcome Address</b> <b>Katie Ferro</b>	<b>Chair</b> ADIA Leaders Forum Committee
<b>1:00 - 1:45pm</b> <b>Marketing and Strategy</b>	<b>Lucy Davison</b> Founder & Managing Director, Keen as Mustard Marketing	<b>Salience and Staying Power.</b> Researchers face an uphill battle. Decades of data have proven that companies that listen to customers and markets have the greatest chance of success. But to build a customer-focused organisation means going beyond projects and influencing broad groups of stakeholders over time. Lucy's session covers what it takes to achieve this level of success.
<b>1:45 - 2:30pm</b> <b>Workplace Relations HR &amp; Privacy Law</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 human resources law and the proposed changes to privacy legislation. Andrew's session covers how leaders can minimise organisational risk by developing sound professional relationships in a safe workplace environment.
<b>2:30 - 3:15pm</b> <b>Health &amp; Wellness</b>	<b>Thea O'Connor</b> Wellbeing and Productivity Advisor, Speaker & Coach	<b>Personal sustainability - managing energy and attention in the digital age.</b> You've heard of IQ, EQ and possibly SQ (spiritual intelligence). Underpinning all that intelligence is body intelligence (BQ). The body is the fundamental foundation of our lives and when health suffers, every aspect of our life is affected. Thea presents how to connect with our body's sensations or cues, listen to them and respond in a way that enhances our overall function and quality of life.
3:15 - 3:45pm	Afternoon tea	Hotel
<b>3:45 - 4:45pm</b> <b>Leadership</b>	<b>Kammeron Cran</b> Founder and MD, The Team Space	<b>Leading through complexity and intellectual humility.</b> Emerging leaders can look forward to hearing from Kamm on developing a mindset to lean into problem-solving rather than be derailed by complexity and building exceptional team, client, and stakeholder relationships.
4:45pm	Sarah Campbell CEO, ADIA	Industry update and close.
5:00 - 6.30pm	<b>LEADERS FORUM WELCOME DRINKS</b> <b>Sponsored by Forsta</b>	<b>The Tilbury Hotel</b> <b>12 Nicholson Street, Woolloomooloo</b>

\*Program subject to change

# FUTURE LEADERS - SPEAKERS

## Lucy Davison

Founder & MD, Keen as Mustard Marketing



Lucy Davison is a strategy and communication expert with over 30 years' experience in B2B marketing. She founded Keen as Mustard Marketing in 2006 to provide communications for clients in data, research and insight. Mustard helps researchers from global companies such as Adobe, Bic, JPMC, and Purina get long-term impact from their insights. Lucy started out in insights in 2000 as global marketing director of Research International. She has judged the MRS Market Research Awards, helped launch the Design Effectiveness Awards, founded Women in Marketing and Design, is a Council member of ESOMAR and a member of The MRS.

## Andrew Maher

Founding Partner, CIE Legal



Andrew Maher is a founding Partner of CIE Legal and a long-term legal advisor to ADIA and industry. 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 was involved in the drafting, and ratification by the Office of the Australian Information Commissioner, of the Privacy (Market and Social Research) Code 2014 and 2021, the first (and currently the only) enforceable code registered under the post-reform Commonwealth Privacy Act and has been pivotal in the recent UWU - ADIA Enterprise Agreement negotiations.

## Thea O'Connor

Wellbeing and Productivity Advisor, Speaker, Coach



Thea is a health and wellbeing expert who has pioneered ground-breaking approaches to health in clinical, public health and workplace settings. Throughout her career, Thea has been at the forefront of changing personal and cultural mindsets for the sake of our wellbeing. She helped change public health messages about weight management to prevent stigmatisation of larger people, well before diversity and inclusion was 'a thing'.

As a Naptivist she works to make the power nap the new coffee break to protect our personal sustainability. Thea is also a TEDx speaker, qualified health professional (dietitian), science graduate and winner of Adelaide University's Prize in Genetics.

## Kammeron Cran

Founder & MD, The Team Space



Kammeron Cran is an executive, organisational and team coach, trainer and facilitator, and managing director of The Team Space, a boutique leadership and team development consultancy founded in 2020.

With a corporate background as an executive leader of large teams and involvement in organisational redesigns and transformation programs; Kammeron's coaching, leadership development and facilitation work is underpinned by strong commercial acumen.

Working in marketing and business development for close to 25 years in the media sector, Kammeron's trademark has been her capacity to enable leaders and teams to make important shifts in the way they work, directly impacting performance, engagement, and wellbeing outcomes.

**Please tell us what you think.**  
Complete the Leaders Forum survey here.

