



GROW

with **HubSpot**

August 6, 2019 | Sydney



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OUR PARTNERS



KEYNOTE & BREAKOUT AGENDA

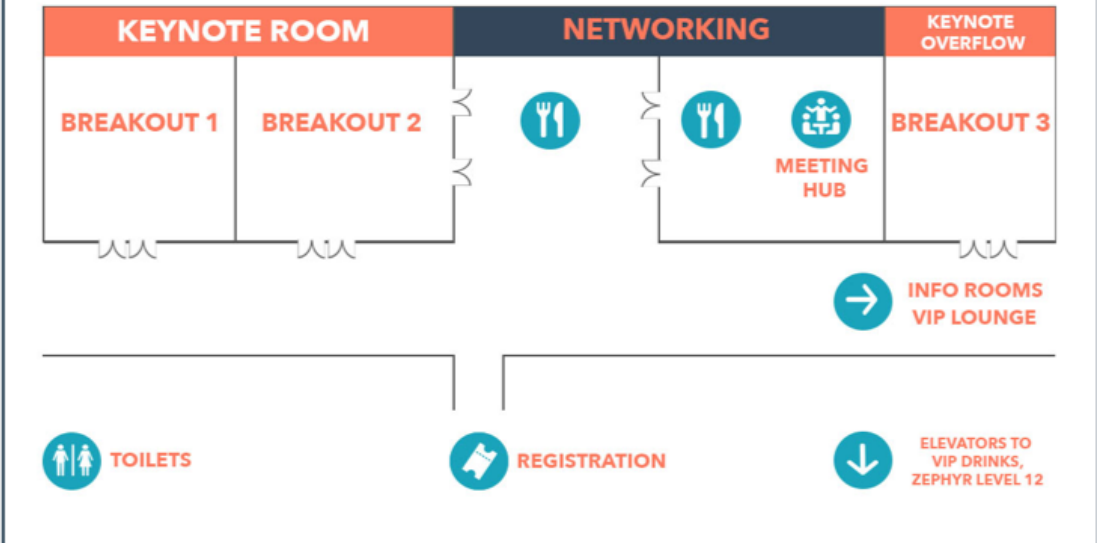
| | | |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 7.30AM | Registration opens, networking breakfast and barista-made coffee | |
| 8.45AM | Grab a coffee from the Coffee On Cue barista carts, and make your way to the Grand Ballroom for the Opening Keynote | |
| 9.00AM - 10.00AM | Event Open & Welcome Kat Warboys, HubSpot | Keynote Room |
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| | Closing the Loop on Customer Data: A Conversation with Chief Martec and Xero Scott Brinker, HubSpot and Nick Houldsworth, Xero | |
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| | How To Stand Out with Video on Social Media Melissa De Coster, Shootsta | Breakout 3 |
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| | Social Selling: Stop Spamming Your Audience and Start Driving Conversions Graham Hawkins, SalesTribe | Breakout 2 |
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| 1.20PM - 1.50PM | Grow Better Panel Attract, Engage, Delight: Building an (Employer) Brand People Love Shahid Nizami, HubSpot; Ben Eatwell, Weploy; Carrie Kwan, Mums & Co; Lionel Beraldi, WeWork | Keynote Room |
| | A Model for Success: Atlassian's Research on Building High Performing Teams Jamie McCollough, Atlassian | Breakout 3 |
| 2.00PM - 2.30PM | HubSpot Customer of the Year Award James Gilbert, HubSpot | Keynote Room |
| 2.30PM - 3.15PM | Closing Keynote A Conversation with Female Founders: Lessons in Leadership, Resilience, and Forging Your Own Path with Ronni Kahn AO and Sabrina Bethunin Host: Olivia Ruello, Business Chicks; Ronni Kahn AO, OzHarvest; Sabrina Bethunin, MadeComfy | Keynote Room |

WORKSHOPS & INFO SESSIONS

| | | |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 10.10AM - 10.40AM | HubSpot Product Demo (Marketing Hub and Sales Hub) | Info Room 1 |
| | Quick Wins with HubSpot Marketing Free: Attract Strangers to Your Brand and Convert Them Into Prospects Casey McGaw, HubSpot | Info Room 2 |
| | Grow Your Agency with the HubSpot Partner Program Imanol Ortiz and Brian Sexton, HubSpot | Info Room 3 |
| | Quick Wins with Asana - From Chaos to Clarity: How to Manage Your Marketing Campaigns More Effectively with Asana | Info Room 4 |
| | | |
| 10.45AM - 11.15AM | HubSpot Product Demo (Marketing Hub and Sales Hub) | Info Room 1 |
| | Quick Wins with HubSpot CRM: Engage Prospects More Effectively and Close Deals Faster Rebecca Collins, HubSpot | Info Room 2 |
| | HubSpot for Startups Kartike Day, HubSpot | Info Room 3 |
| | Quick Wins with Asana - From Chaos to Clarity: How to Manage Your Marketing Campaigns More Effectively with Asana | Info Room 4 |
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| | Quick Wins with HubSpot Service Hub: Delight Your Customers Casey McGaw, HubSpot | Info Room 2 |
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| | | |
| 1.20PM - 1.50PM | Quick Wins with Asana - From Chaos to Clarity: How to Manage Your Marketing Campaigns More Effectively with Asana | Info Room 4 |

VENUE MAPS

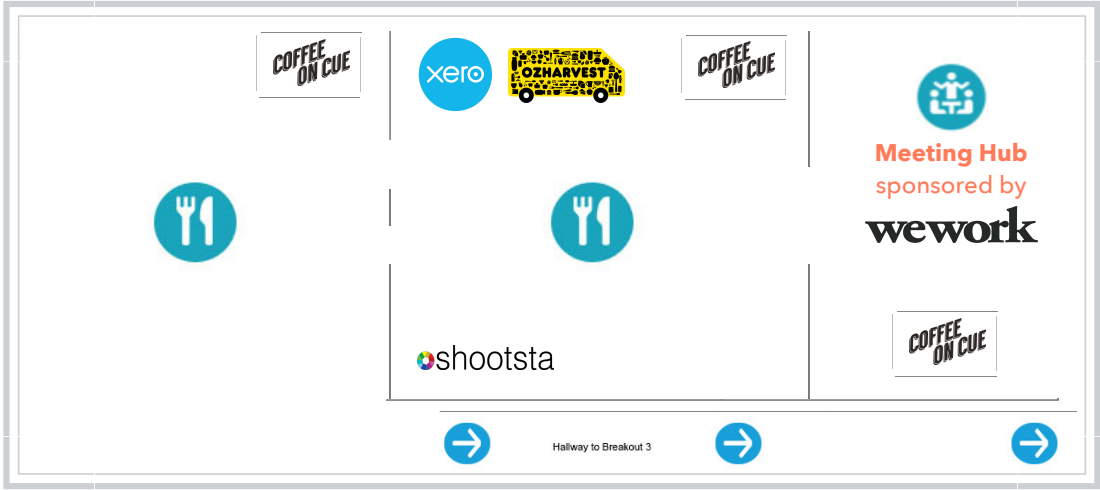
MEZZANINE LEVEL



GROUND LEVEL



NETWORKING AREA & MEETING HUB



SESSION DESCRIPTIONS

OPENING KEYNOTE

9.00AM - 10.00AM

Event Open & Welcome

Kat Warboys - Head of Marketing ANZ, HubSpot

Technology has undoubtedly changed, but more importantly, so have your customers. Expectations have never been higher and trust has never been lower. Yet, most organisations have done little to respond. The answer? Change the way you attract, convert and delight your customers. Kat will open GROW 2019 by sharing a new framework that will enable you to adapt to meet your customers needs and regain their trust, setting the scene for the day's event.

How Disjointed Tech Stacks are Damaging Your Customer Experience

Scott Brinker - VP Platform Ecosystem, HubSpot

"Damn it, Jim, I'm a marketer, not a systems integrator!" Dr. McCoy from Star Trek might have protested. Yet in today's digital business environment, marketing leaders find themselves often managing a "stack" of dozens of different apps across their organisation. How do you select which tools to use? How do you get them to work well together? How do you empower the full marketing team – and for that matter, the rest of the organisation – to take advantage of this toolbox? Who manages your stack as a whole? We'll address all of these questions to get you on the right path to harnessing the best of the marketing and sales technology landscape in your business.

Closing the Loop on Customer Data: A Conversation with Chief Martec and Xero

Scott Brinker - (aka @ChiefMartec), VP of Platform Ecosystem, HubSpot and Nick Houldsworth - Executive General Manager, Ecosystem, Xero

In the past decade, there has been an explosion of tools for growing businesses -- whatever your role, there's an app for everything. But most businesses aren't connecting them, and are losing crucial customer insights in the process. Nick Houldsworth, GM of Ecosystem at Xero, is an expert in back-office software -- accounting and bookkeeping tools, and every other behind-the-scenes function that keep a business running. Scott Brinker (aka @ChiefMartec) is a leading expert in front-office tools -- there's likely not a marketing, sales, or customer service software he hasn't heard of.

In this session, they'll share their deep expertise on how to use technology across all functions to create a delightful end-to-end customer experience from marketing, right through to invoicing.

[Keynote Room, Mezzanine Level](#)

CLOSING KEYNOTE

2.30PM - 3.15PM

A Conversation with Female Founders: Lessons in Leadership, Resilience, and Forging Your Own Path with Ronni Kahn AO and Sabrina Bethunin

Host: Olivia Ruello - CEO, Business Chicks; Ronni Kahn AO - Founder & CEO, OzHarvest; Sabrina Bethunin - CEO and Co-Founder MadeComfy

When Sabrina Bethunin immigrated to Australia seven years ago, she couldn't speak a word of English. Now, she's CEO and Co-Founder of MadeComfy, an end-to-end property management solution which raised \$6m in funding last year, and recently announced a partnership with Airbnb.

Ronni Kahn AO didn't intend to start a charity, but as the owner of a successful event business, she saw the huge volume of food going to waste each day. Realising this had to be fixed, OzHarvest was born. Since then, she's built a team of nearly 200 staff and 2,000 volunteers. She's a leading voice on the topic of fighting food waste, both in the media, and in an advisory capacity to the government.

Join your host Olivia Ruello, CEO at Business Chicks, for a conversation with these remarkable leaders and leave feeling inspired to effect change and find purpose in your own career.

[Keynote Room, Mezzanine Level](#)

SESSION DESCRIPTIONS

BREAKOUTS

10.40AM - 11.10AM

BREAKOUT 1
THE HUBSPOT TRACK - ATTRACT

Doing More with Less: How to Grow Organic Traffic with Limited Resources
Matthew Howells-Barby - Director of Acquisition, HubSpot and Co-Founder, Traffic Think Tank

Growing a business online is almost always reliant on generating traffic to your website. Whilst a SEO-focused content strategy is usually a sure-fire way to grow organic traffic, creating new content is incredibly time-consuming. But there are other things you could be doing to boost the traffic you're getting from Google. In this session, you'll learn different tactics for optimising your existing content and website structure to drive more organic traffic, without creating extra content.

[Breakout 1, Mezzanine Level](#)

BREAKOUT 2
Walk the Talk: Becoming an Innovative Leader in a Digital Age

Stephen Scheeler, CEBIT Australia, The Digital CEO, and Former Facebook CEO for ANZ

Stephen shares his personal insights into the secrets of innovative leadership in the 21st century, drawing on his unparalleled leadership experience to offer a provocative prescription for leaders of businesses large and small, including how they will need to master data, analytics and AI in order to dominate the business battlegrounds of the future. From humility and curiosity, to speed, transparency, data dexterity and customer obsession, Stephen offers practical advice for every business leader on how to remake themselves from corporate also-rans into innovative leadership rock stars!

[Breakout 2, Mezzanine Level](#)

BREAKOUT 3
How to Stand out with Video on Social Media

Melissa De Coster - Creative Services Manager, Shootsta

By 2020, more than 80% of internet traffic will be video. That is a huge amount of video content brands will be competing with, whether it is cat videos or videos from other brands. So just making a video, publishing it and hoping for the best isn't going to cut it anymore. With the oversaturation of video online, how can YOU stand out on social media? In this 30-minute session, Melissa De Coster, Creative Services Manager from Shootsta, will share insights on how to beat two of the biggest video challenges brands deal with today:

1. How to get video served to your audience. Or in other words; how to get social platforms to actually show your video to your entire target audience by understanding algorithms.
2. And once served, how to get your audience to actually watch your video. How to optimise your video to get people to start and keep watching until the end.

[Breakout 3, Mezzanine Level](#)

11.20AM - 11.50AM

BREAKOUT 1
THE HUBSPOT TRACK - ENGAGE

Prospect Like a Pro: How to Future Proof Your Sales Process
David Shepherd - ANZ Country Manager and Director of Sales, HubSpot

Modern sales enablement technology remains a largely untapped resource that can give today's sales representative an unprecedented advantage. The question is: how do you best leverage this technology to create a seamless sales process that will help you prospect more effectively and close more deals, faster? David Shepherd, HubSpot's Director of Sales ANZ, will share tried and tested tactics and tools to help you work smarter.

[Breakout 1, Mezzanine Level](#)

SESSION DESCRIPTIONS

BREAKOUTS

11.20AM - 11.50AM - CONTINUED

BREAKOUT 2

Grow Better Panel - How Today's Marketers are Shaping the Customer Experience

Susanne Ronnqvist Ahmadi - VP International Marketing, HubSpot; Nina Jung - CMO, MadeComfy; Priscila Bernardes - Head of Marketing and Sales, Lancome Technology; Melle Staelenberg - Director of Customer Marketing, THE ICONIC

"Customer First" is a phrase that's often thrown around by many businesses today. It is, after all, a hot topic as we move into a more customer-centric world. But the reality is that most businesses are "Customer Eventually". They don't truly own the customer experience and as a result, don't realise the full potential of being "Customer First".

This panel will discuss the importance of marketers in shaping the customer experience, from championing cross-team alignment, removing customer friction points, and the technology they use. They'll also share the pitfalls and challenges they've overcome on the road to turning their customers into their best growth channel.

Breakout 2, Mezzanine Level

BREAKOUT 3

Future Proofing Your Brand

Erik Newcomb - Merchant Lead Success, Shopify Plus, APAC

It's hard to believe that some of today's million-dollar brands, didn't even exist five years ago. Today's fast-changing environment is affecting your customer's behaviour. And it's the brands that are willing to adapt that continue to thrive; and those that don't, shut down. We can't predict the future, but we can help you prepare for unforeseen challenges. In this session, we'll share strategies to future-proof your brand that will increase your chance of survival and help you stay relevant to your customers.

Breakout 3, Mezzanine Level

12.00PM - 12.30PM

BREAKOUT 1

THE HUBSPOT TRACK - DELIGHT

How to Turn Your Customers into Your Best Marketing Channel

Varun Bhandarkar - Customer Success Manager, HubSpot

The hard truth is, consumers don't respond to marketing like they used to. Today, people trust the recommendations from their friends, family and your existing customers more than they trust your sales and marketing. It isn't easy to adapt, but there are opportunities for huge growth for those that do. Find out how to turn your happy customers into your next big marketing channel.

Breakout 1, Mezzanine Level

BREAKOUT 2

Social Selling: Stop Spamming Your Audience and Start Driving Conversions

Graham Hawkins - CEO & Founder, SalesTribe

The best salespeople are engaging customers where and how they learn, and they focus on adding value before they extract it. Used correctly, social media allows sales professionals to connect with prospective buyers in a personalised, value-adding way. However, too many salespeople are using social media as an additional channel to spam their target market with impersonal mass-messaging. It's not only ineffective, it does more harm than good. Success on social is the opposite of scale and amplification. In this session, you'll learn why increased personalisation equals decreased rejection, and how to use social media as a way to add value to your prospects, and in turn, close more customers.

Breakout 2, Mezzanine Level

SESSION DESCRIPTIONS

BREAKOUTS

12.00PM - 12.30PM - CONTINUED

BREAKOUT 3
How to Actually Build a Conversational Marketing Strategy
Elissa Hudson - Senior Marketing Manager, HubSpot

What you sell isn't enough anymore. It's how you sell that will determine your success. Consumers are less patient and more demanding than ever. Technology has moved the goalposts, and businesses are expected to be always on, and always ready to help. Conversational marketing is the way to meet these ever-rising expectations at scale. But how do you do it? In this session we'll explore how you can implement a conversational growth strategy across marketing, sales, and customer services, and the technology you'll need to make it successful.

Breakout 3, Mezzanine Level

1.20PM - 1.50PM

PANEL DISCUSSION
Grow Better Panel - Attract, Engage, Delight: Building an (Employer) Brand That People Love
Shahid Nizami - Managing Director APAC, HubSpot; Ben Eatwell - COO, Weploy; Carrie Kwan - Co-Founder/Managing Director, Mums & Co; Lionel Beraldi - Head of Growth - Australia & New Zealand, WeWork

Jeff Bezos said it best: "your brand is what people say about you when you're not in the room." The same is true for your employer brand. It used to be difficult to find out what a company was really like to work for, but thanks to Glassdoor, LinkedIn, and social media, that's changed. Talented people can afford to be picky, and what your future candidates hear from their peers or read online can make or break whether they choose to work for you, or take a job with the competition instead. As a result, it's never been more important to be deliberate about creating a culture and employer brand that your current employees are proud of, and that will attract the best future talent. It's time recruiting took a leaf out of marketing's book. During this panel, four passionate leaders share their thoughts on why workplace culture, employer branding, and business success are irrevocably linked. You'll hear their advice on what you should be doing as an employer to attract and retain remarkable people, including how to help your employees build their work around their lives by offering more flexibility, and how to motivate your team to do their best work.

Keynote Room, Mezzanine Level

BREAKOUT
A Model for Success: Atlassian's Research on Building High Performing Teams
Jamie McCollough - Head of Performance Development, Atlassian

After two years of internal and external research to understand what drives high performance across teams, Atlassian have established a model that's now being used across 50 teams internally to further explore and improve team performance. Join this session to learn more about the research that was completed and how Atlassian's teams are using its findings to be more healthy and effective.

Breakout 3, Mezzanine Level

2.00PM - 2.30PM

HubSpot Customer of the Year Award
James Gilbert - APAC Director of Marketing and Business Development, HubSpot

The HubSpot Customer of the Year Award is a chance to celebrate our customers' initiatives and achievements in growing their business through the adoption of the inbound methodology. In 2019, we wanted to see stories of innovation and the subsequent learnings that pushed the boundaries of what the organisation has previously achieved when it comes to marketing, sales or customer service. Join us as we reveal the winner for 2019 and learn from their success in a short Q&A with HubSpot's APAC Marketing Director, James Gilbert.

Keynote Room, Mezzanine Level

SESSION DESCRIPTIONS

WORKSHOP & INFO ROOMS

Quick Wins with Asana

From Chaos to Clarity: How to Manage Your Marketing Campaigns More Effectively with Asana



No matter how great your ideas are, even the most promising marketing campaigns will fail without proper planning. Aligning stakeholders, sticking to timelines, and assigning roles and responsibilities for an endless list of tasks is no easy feat. Yet all of this behind-the-scenes management is crucial to the success of your campaigns. Join the experts at Asana to learn how to streamline your team's work, freeing you up to create more experiences your customers will love.

This workshop is designed to help you:

- * Learn about and navigate Asana with ease
- * Create projects and tasks to organise and track your team's work, especially deadlines
- * Simplify team collaboration
- * Understand the different types of projects and processes you can manage in Asana, including content calendars and marketing campaigns.

SESSION TIMES

10.10AM- 10.40AM | 10.45AM - 11.15AM
11.20AM - 11.50AM | 12.00PM - 12.30PM
12.40PM - 1.10PM | 1.20PM - 1.50PM

[Info Room 4, Ground Floor](#)

SESSION DESCRIPTIONS

WORKSHOP & INFO ROOMS

HubSpot Product Demo (Marketing Hub and Sales Hub)

See the HubSpot marketing hub and sales hub in action as we demo the software live. This is your chance to ask questions about how HubSpot's tools and features can help your business grow better.

SESSION TIMES

10.10AM - 10.40AM | 10.45AM - 11.15AM
11.20AM - 11.50AM | 12.00PM - 12.30PM
12.40PM - 1.10PM

Info Room 1, Ground Floor



Grow Your Agency with the HubSpot Partner Program

Imanol Ortiz - Channel Consultant, HubSpot and Brian Sexton - Channel Account Manager, HubSpot

HubSpot's Partner Program is for agencies of all sizes that want to grow their businesses by providing clients with exceptional inbound marketing and sales services. This session will show you how you can get started and how you can make the program work for you.

SESSION TIMES

10.10AM - 10.40AM | 12.40PM - 1.10PM

Info Room 3, Ground Floor



Agency Partner Spotlight: How to Grow a Retainer-Based Business

Kieran Krohn - Principal Channel Account Manager, HubSpot and Chris Bryne - Founder & MD, Klyp

Join this session and hear how some of our top agency partners were able to prove the ROI of their client's marketing spend and drive more retainer contracts. Ultimately, you'll learn how you can attract and close new clients, retain existing clients for longer, and grow your team with the HubSpot Partner Program.

SESSION TIME

11.20AM - 11.50AM

Info Room 3, Ground Floor



HubSpot for Startups Info Session

Kartike Day - Hubspot for Startups Program Manager, HubSpot

It's never been easier to start a business, but it's also never been harder to grow it. You've built a great product, now you just need customers! Discover how HubSpot can help your startup grow with our marketing, sales and CRM software, plus education and support. You'll also learn how eligible startups can receive a 90% discount with our HubSpot for Startups Program.

SESSION TIMES

10.45AM - 11.15AM | 12.00PM - 12.30PM

Info Room 3, Ground Floor

SESSION DESCRIPTIONS

WORKSHOP & INFO ROOMS

Quick Wins with HubSpot Marketing Free: Attract Strangers to Your Brand and Convert Them Into Prospects

Casey McGaw - Senior Customer Success Manager, HubSpot

Our resident HubSpot experts will show you how to start generating and converting leads today, using our free tools. Set up tracking on your site while learning best practices on how you can turn your website into an engine for new business without spending a cent.

SESSION TIMES

10.10AM - 10.40AM | 12.00PM - 12.30PM

[Info Room 2, Ground Floor](#)

Quick Wins with HubSpot CRM: Engage Prospects More Effectively and Close Deals Faster

Rebecca Collins - Customer Success Manager, HubSpot

Your sales team wants to sell - not fight with messy spreadsheets, cluttered inboxes, or clunky tools that slow them down. HubSpot CRM automates the tasks salespeople hate and takes minutes to learn - not months. And it's 100% free. Forever. In this workshop, you'll learn how to get started with HubSpot CRM, and how to use it alongside HubSpot's sales and marketing software.

SESSION TIMES

10.45AM - 11.15AM | 12.40PM - 1.10PM

[Info Room 2, Ground Floor](#)

Quick Wins with HubSpot Service Hub: Delight Your Customers

Casey McGaw - Senior Customer Success Manager, HubSpot

Your customers are your best marketing channel, but is your customer delight program set up to help you successfully build a base of happy promoters? We'll dive into the tools and strategies that will help you turn your customers into your best growth engine.

SESSION TIME

11.20AM - 11.50AM

[Info Room 2, Ground Floor](#)

SPEAKERS

KEYNOTE SPEAKERS



Scott Brinker
VP Platform Ecosystem, HubSpot

Scott serves as Vice President of Platform Ecosystem at HubSpot, helping the company create more synergy with the rest of the marketing technology landscape. Previously, he was the Co-Founder and CTO of software company, ion interactive. He has broad experience at the intersection of technology and marketing, including a strong background in digital marketing, marketing technology, web development, software-as-a-service (SaaS), and product management.



Nick Houldsworth
Executive GM, Ecosystem, Xero

Nick is Executive General Manager, Ecosystem & Xero Learn. A self-described "app-a-holic" and co-host of the Xero Developer Podcast, Nick leads the team responsible for Xero's Developer API and app marketplace. Before joining Xero, Nick was the first employee and CMO at Vend, a Xero partner, where he helped scale the business, and also led partnerships with companies including Apple, PayPal and Shopify. He holds a Bachelor of Science from Auckland University of Technology, has owned several small businesses, and briefly played guitar in Scotland's 2nd most popular folk band.



Olivia Ruello
CEO, Business Chicks

Starting her career in Industrial Relations, HR and Recruitment, at just 24 years old, Olivia was appointed General Manager of a recruitment firm, leading her team to win multiple awards. Before her role as CEO, Olivia led the Partnerships and Brand team at Business Chicks for four years from 2009, and spent time at the Commonwealth Bank driving a unique leadership and culture agenda. Re-joining Business Chicks in 2016 as CEO. Olivia has a deep passion for women stepping into and realising their own power and potential. As CEO, she aims to help women harness their strengths as females - empathy, kindness, collaboration and connection - to create a generation of leaders who care.



Sabrina Bethunin
CEO and Co-Founder, MadeComfy

Co-Founder and CEO of fast growing start-up MadeComfy, Sabrina was recognised as a Rising Star in Travel Weekly, in 2017. MadeComfy has won numerous awards including: Australasian Start-Up of the Year 2019, the City of Sydney's Excellence in Innovation Award in 2018, and was listed among the 200 Businesses of Tomorrow by Westpac in 2018. Sabrina's background before founding MadeComfy was in finance working for large FMCGs like Colgate-Palmolive and Kellogg's.



Ronni Kahn AO
CEO and Founder, OzHarvest

Ronni didn't intend to start a charity, but as the owner of a successful event business, she saw the huge volume of food going to waste each day. Realising this had to be fixed, OzHarvest was born. Ronni is a leading voice on the topic of fighting food waste, both in the media, and in an advisory capacity to the government. She has received numerous accolades recognising her achievements. Most notably, her recent appointment as Officer of the Order of Australia (AO) in 2019 and previously Boss Magazine Top 21 True Leaders, Gourmet Traveller's Outstanding Contribution to Hospitality, Griffith University's Doctor of the University (honoris causa) and Australian Local Hero of the Year. You can follow Ronni's crusade in the independent documentary "Food Fighter".

SPEAKERS

GUEST SPEAKERS



Ben Eatwell
Chief Operating Officer, Weploy

Ben is a product-focused COO at Weploy, an on-demand staffing platform shaking up the traditional recruitment model. Ben believes that talent is the most critical growth lever available to any organisation, and that to thrive in the future of work businesses need to adapt to the evolving nature of 'knowledge workers' - those who seek transparency, empowerment, and purpose to feel successful.



Carrie Kwan
Co-Founder/ Managing Director, Mums & Co

Deeply passionate about inspiring women to realise success, Carrie advocates for more investment in women-led ventures. She commissioned the first Australian Mums in Business Report; hosts MPowered; launched an annual national pitch competition in 2018; and founded DailyAddict.com.au in 2008. A finalist in the 2018 Women's Agenda Leadership Awards; included in Kochie's Business Builders Power List 2019; and featured in the book #IFSHECAN. Carrie spent 10+ years in corporate marketing roles at State Street, Ernst & Young, and Cap Gemini Ernst & Young.



Erik Newcomb
Merchant Success Lead, Shopify Plus APAC

Erik is a leader and innovator, with a track record of a strong people and culture focus and functional results across some of the most progressive customer experience-based and values-led brands in the global retail industry. As a Lead of Merchant Success in APAC, Erik's team works with some of the highest growth, highest volume Shopify Plus merchants to strategically advise them on their use of the platform and their business growth and development needs



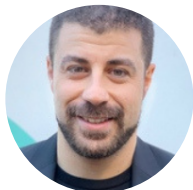
Graham Hawkins
CEO & Founder, SalesTribe

Graham is the Founder and CEO of SalesTribe, the world's first career transition management company designed specifically to assist B2B sales people who require career guidance. He is a B2B sales specialist, author and keynote speaker, and has worked across a number of industries in the UK, Australia, and across Asia Pacific.



Jamie McCollough
Head of Performance Development, Atlassian

As Head of Performance Development, Jamie leads the team responsible for delivering programs and embedding practices that help engage individuals and drive performance across Atlassian. In addition to recently redesigning Atlassian's performance management approach to promote their team culture, she also completed research to help Atlassian teams better understand what key factors predict team performance.



Lionel Beraldi
Head of Growth - Australia & New Zealand, WeWork

Lionel is the Head of Growth at WeWork ANZ and has over 15 years leading sales and marketing teams in the tech sector. Lionel's ability to anticipate business disruptors in order to future-proof and improve business resilience allows him to connect performance and people, while empowering his team to find purpose and fulfilment.



Melissa De Coster
Creative Services Manager, Shootsta

Melissa is an experienced content strategist and producer for TV, radio and digital. Having a Masters in Journalism and Business Communications, Melissa is specialised in formulating a powerful message using storytelling. She has produced strategic content for brands such as BauerMedia Group Australia, SBS, Nickelodeon, MTV, SAP, KPMG, Philips, and Palmolive. Melissa leads Shootsta's creative team in Sydney, helping over 3,000 users and 140 blue chip clients including: PwC, Salesforce, HaperCollins, Atlassian, Amazon, Samsung, American Express, AstraZeneca, Bupa, LinkedIn and many more.

SPEAKERS

GUEST SPEAKERS



Melle Staelenberg
Director of Customer Marketing, THE ICONIC

Melle is Director of Customer Marketing at Australia's largest online fashion and sports retailer, THE ICONIC. In his role, Melle looks after the CRM, search, paid advertising and affiliate marketing teams. The customer is at the heart of how THE ICONIC operates, from the products the team who buys, to the products the teams build, measured through its Net Promoter Score and constant online and in-person customer feedback sessions. Before joining THE ICONIC, Melle worked agency-side at Salmat Digital as their Business Manager for lifecycle marketing. Melle has been working for and with retailers for the last 10 years, bridging the gap between offline and online marketing.



Nina Jung
Chief Marketing Officer, MadeComfy

As Chief Marketing Officer at MadeComfy, Nina's experience covers fast-paced, high-growth multinational organisations such as HotelsCombined and DeliveryHero using a performance-driven marketing approach. Originally from South Korea, Nina is a keen traveller who has visited over 45 countries and her recent biggest travel achievement was to set foot on the summit of Mt. Kilimanjaro.



Priscila Bernardes
Head of Marketing and Sales, Lancom Technology

Priscila knew she wanted to be in business from an early age when she founded her first business - selling candy in Brazil at the age of 10! Fast forward to today and Priscila leads Lancom's growth vision as the Head of Sales and Marketing. With an Executive MBA and a decade of IT experience, Priscila loves challenging the status quo and finding innovative ways to leverage technology to accelerate business growth. An active voice in the community, Priscila loves sharing what she's learning through digital content and is a passionate proponent for the power of customer advocacy.



Stephen Scheeler
Chairperson & Founder, CEBIT Australia; The Digital CEO; Former Facebook CEO for ANZ

Stephen is the former Facebook CEO for Australia and New Zealand, where he guided Facebook's rise from quirky startup to media and technology titan. Now the Founder of The Digital CEO and Chairman of CEBIT 2019, Stephen helps companies build world-beating strategies, capabilities, culture and leadership.

HUBSPOT SPEAKERS



David Shepherd
ANZ Country Manager & Director of Sales, HubSpot

David Shepherd is Country Manager and Director of Sales for HubSpot in Australia and New Zealand. He is passionate about growth, having helped HubSpot grow from \$15M to \$600M over the last nine years. In particular, he loves seeing entrepreneurs and small business owners transform their companies to not only grow bigger, but also to grow better.



Elissa Hudson
Senior Marketing Manager, HubSpot

Elissa has a background in content strategy, SEO and influencer marketing, and ran demand generation and partnerships for HubSpot in APAC for over two years. She led HubSpot's first experiments with Facebook Messenger as a marketing channel and built the company's first ever Messenger chatbots. Her findings resulted in the acquisition of chatbot building platform, Motion.ai, and the creation of HubSpot's Chatbot Builder, which launched in 2018. Now, she is responsible for building HubSpot's brand presence in the region, focusing on PR across Australia, Singapore, and India.

SPEAKERS

HUBSPOT SPEAKERS



James Gilbert

APAC Director of Marketing and Business Development, HubSpot

James leads the inbound movement in Asia, India, Australia and New Zealand with a mission of helping businesses grow better by transforming the way they market and sell to match the way modern humans want to buy. He regularly speaks at industry events around Asia Pacific, and is often approached to share his expertise on small business growth. His happy place, however, is deep in a spreadsheet, coming up with insights that will drive growth for HubSpot.



Kat Warboys

Head of Marketing ANZ, HubSpot

Kat is responsible for growing HubSpot's business in Australia and New Zealand, managing everything from demand generation to sales enablement and customer advocacy. Kat's personal mission is to help other marketers realise the importance of their role in the customer experience, by championing cross-team alignment to help organisations grow better, not just bigger, through word-of-mouth. With over 6 years' experience with marketing automation and CRM platforms, Kat's experience spans across both B2B and B2C organisations where she worked with globally recognised brands including The North Face, Lacoste and Speedo.



Matthew Howells-Barby

Director of Acquisition, HubSpot and Co-Founder, Traffic Think Tank

Matthew is the Director of Acquisition at HubSpot, and Co-Founder of Traffic Think Tank, a private-member SEO community. He's also an advisor to a number of startups and large SaaS businesses, an investor, lecturer, and global speaker, as well as the co-host of The Decrypting Crypto Podcast.



Shahid Nizami

Managing Director APAC, HubSpot

Shahid Nizami is the Managing Director for Asia Pacific at HubSpot. He is responsible for HubSpot's performance across Southeast Asia, Australia, New Zealand and India, and is based in HubSpot's Asia Pacific headquarters in Singapore. He has two decades of experience in the technology sector. Before joining HubSpot, Shahid held leadership positions at Google Cloud, Oracle, and Xerox and has developed a remarkably deep understanding of the APAC market. He is particularly passionate about HubSpot's culture. HubSpot's renowned Culture Code was a huge influence in his decision to join the company, and his personal mission as Managing Director in APAC is to make HubSpot the best place to work in the region.



Susanne Ronnqvist Ahmadi

VP International Marketing, HubSpot

With a career in marketing that spans 20 years, Susanne has a varied and international-focussed background with high growth companies including Klarna and VMware. Today, Susanne is responsible for HubSpot's international marketing organisation, where she advocates for regional excellence and world class marketing.



Varun Bhandarkar

Customer Success Manager, HubSpot

Varun currently manages HubSpot's Customer Success team for Australia and New Zealand that aims to drive an exceptional experience and sustained value for customers to help them grow better. Over the past three years, he helped grow HubSpot's Partner Network where he experienced first-hand the power of customer-advocacy and the impact it has on a businesses growth. Having worked in customer centric-roles since the age of 14, he is a staunch advocate of creating a positive and authentic experience from the first interaction. Varun's past experience includes advertising, marketing and sales in organisations like Saatchi & Saatchi, the Sydney Opera House and Meltwater. Varun is passionate about business, technology nature and sustainability.

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CONTENT PARTNERS



Asana helps teams organise and manage all of their work, from small projects to strategic initiatives. Headquartered in San Francisco, CA, Asana has more than 60,000 paying organisations and millions of free organisations across 195 countries. Customers such as Airbnb, Uber, Sonic Healthcare, Samsung and BHP rely on Asana to manage everything from company objectives and digital transformation, to product launches and marketing campaigns.

W | www.asana.com/



Shootsta's unique video production subscription model provides the tools and resources to enable our clients to create quality video content to inspire and engage their audiences. Our four key offerings include a purpose-built camera kit and training, an intuitive cloud-based video management platform, professional editing service with a 24-hour turnaround and a team of on-demand camera operators by request. With our tools and training, our clients are producing consistent video content for sales, internal and external communications, social and so much more at a scale and frequency never before achievable.

E | hello@shootsta.com

W | <https://shootsta.com/>

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COMMUNITY PARTNERS



Business Chicks is Australia's largest community of women in business. Our powerful network is brought together by a shared passion for our work, vision for the future, and most importantly, support for each other.

E | info@businesschicks.com

W | www.businesschicks.com



CEBIT 2019 - for the first time since its launch in Australia in 2001, CEBIT will be held in October as the new 'festival of business technology'. The event will reflect how digitisation now impacts everyone in work and technology, buying is no longer centralised to one department. CEBIT will be about celebrating the innovation of technology that has disrupted many industries and showcasing new ideas to a new more diverse audience who are looking for inspiration.

W | <https://cebit.com.au/>



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OUR PARTNERS

COMMUNITY PARTNERS CONTINUED



Fishburners is more than a co-working space. We are here to inspire and help startups get started, grow and succeed. We do this by providing the facilities, resources, learning and development, mentoring, and connections that you need to bring your idea to life.

E | team@fishburners.org

W | www.fishburners.org



Interactive Minds events are designed to enable marketing professionals to learn from experts, connect with others and be inspired by the opportunities of the digital marketing industry.

E | sydney@interactiveminds.com

W | www.interactiveminds.com



Mums & Co prides itself on being the co-founder its members' never had, a think tank to help business growth and a network to support entrepreneurial growth and wellbeing. Co-founded by MD Carrie Kwan, the Australian community of 20,000 female founders has grown since 2016 and provides essential support online, through meet-ups around the country and with tailored business services.

W | www.mumsandco.com.au

Be MPowered - presented by Mums & Co

Be MPowered is a leading business event and Australia's first child-friendly pitch competition, which empowers, engages and enables women to reach new personal heights with their business. Held at Sydney's Ovolo Hotel, 23rd August 2019, it provides networking opportunities, strategies and insights from global business leaders, as well as workshops and the Be MPowered Pitch Competition. Childcare is provided onsite by Crechendo for children aged 12 months to 6 years. Babes in arms welcome. If you prefer to leave your little ones at home, take a look at our partner, Motherhood, to book your child care.

W | be-mpowered.com



OzHarvest is Australia's leading food rescue organisation collecting quality excess food from more than 3,700 food donors and delivering it, direct and free of charge, to 1,300 charities across the country. Every \$1 donated allows OzHarvest to deliver two meals to people in need.

W | www.ozharvest.org

Meet the OzHarvest team, and check out their stand inside the networking area.



WeWork is the platform for creators, providing hundreds of thousands of members around the world with space, community, and services that enable them to do what they love and create their life's work. Our mission is to create a world where people work to make a life, not just a living, and our own team members are central to that goal.

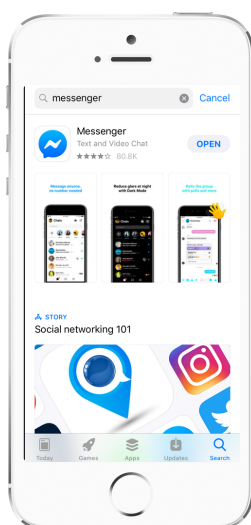
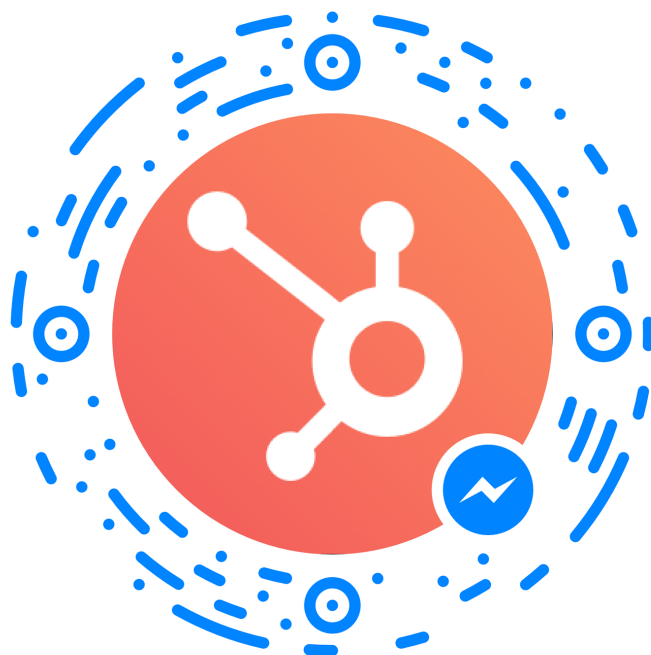
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Check out the Meeting Hub in the networking area, sponsored and decked out by WeWork. You can meet other event attendees, the HubSpot team and chat with the WeWork team.

SPECIAL THANK YOU TO OUR SPEAKERS

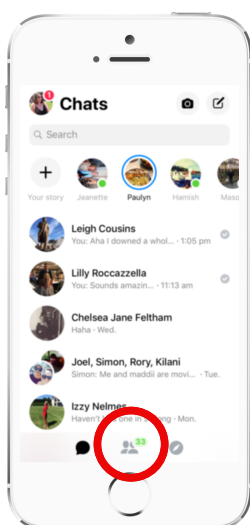


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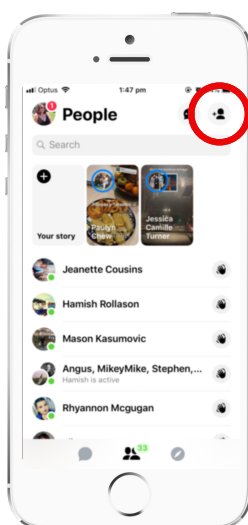
STEP 1

Download and open
the Facebook
Messenger App



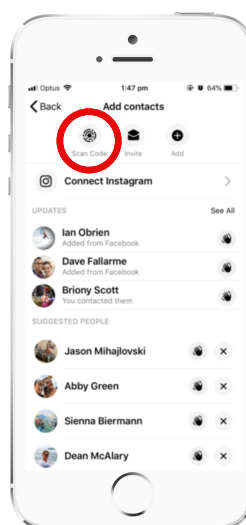
STEP 2

Select the "People"
icon, on the menu
bar at the bottom of
your screen



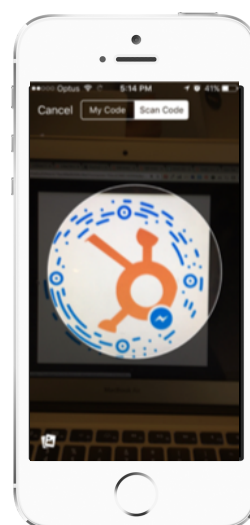
STEP 3

Select the "Add
Contacts" option



STEP 4

Select the "Scan
Code" option



STEP 5

Hold your camera up
to the Messenger
Code above, wait a
few seconds for it to
scan & you're all set