

MILLENNIAL 2020

AUSTRALIA SUMMIT 2017

Carriageworks, Sydney

November 14 & 15

POST-SHOW REPORT



CONTENTS

- 03 Attendee Feedback
- 04 Visitor Statistics
- 05 Sample Attendee List
- 06 Who Attended?
- 07 Event Highlights: Program
- 08 Event Highlights: Speakers
- 09 Event Highlights: Showfloor
- 10 Media Attendance & Coverage
- 11 Photo Gallery
- 12 Sponsors, Exhibitors & Partners
- 13 M20/20 Global Series + Contact



Attendee Feedback



« It was a cool event to be a part of, met some great people and had some great convos! «

Director of Brand and Community
LULULEMON



« M2020 is THE place to meet brands, prospective partners, and thought leaders in the space. «

Associate Marketing
Manager, DYNAMIC
YIELD



« It was such a good event, I would love to be involved again next year! «

Managing Director
CONTIKI



« The majority of speakers were spot on and in most cases exceeded expectations. «

Senior Marketing
Manager, ANZ Bank



« It truly was a fantastic event! «

Head of Marketing
POWERSHOP



« I was really pleased with the people that I met with. They were great connections. «

Senior Manager - Customer Journey
SUNCORP



« The calibre of speakers was great and incredibly professional. «

Marketing Partnerships
Manager, TFE HOTELS



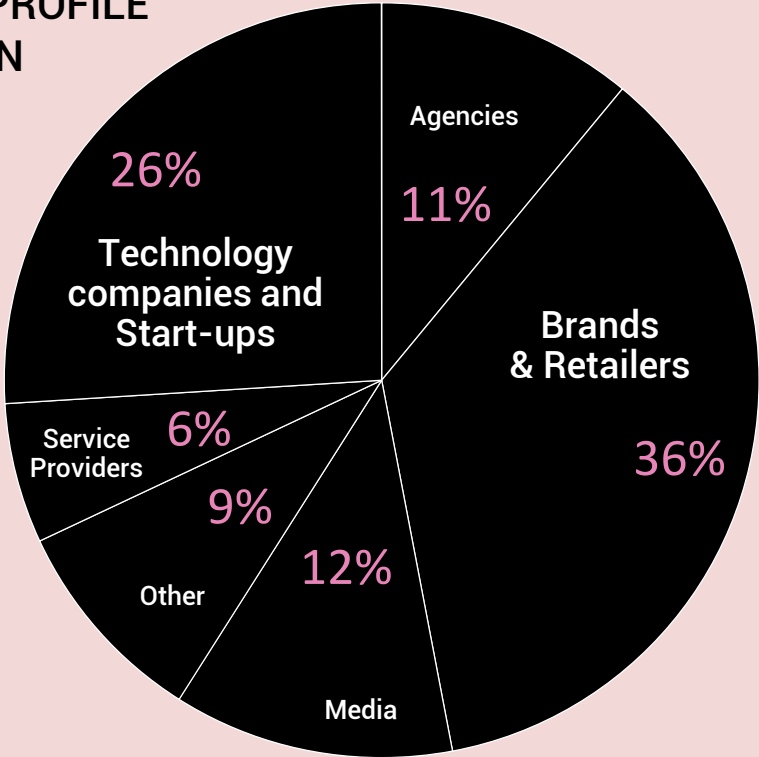
« Great inaugural event; hope it will be repeated next year. «

Brand and
Communications
Manager, PHILLIPS

Visitor Statistics: AUDIENCE BREAKDOWN

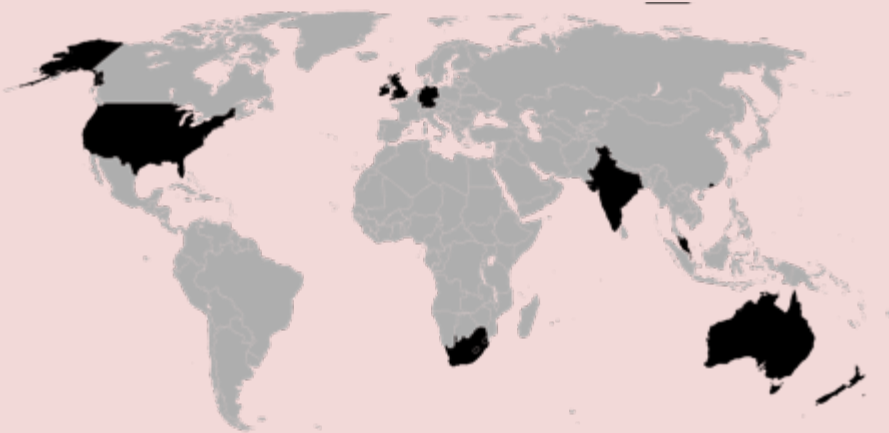
764 attendees over 2 days

COMPANY PROFILE
BREAKDOWN



SOCIAL SHARES : 4.02K

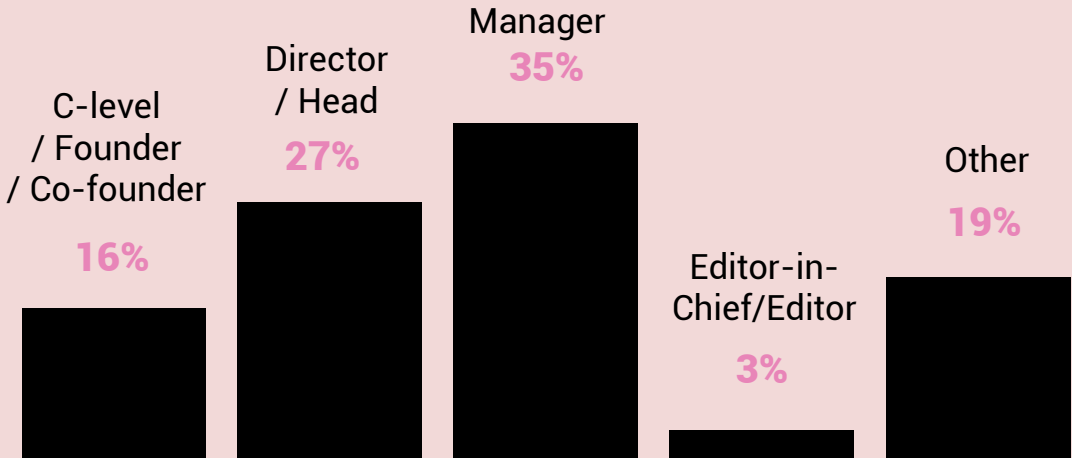
GEOGRAPHIC BREAKDOWN



Visitors from 10 countries:

- Australia
- Germany
- Hong Kong
- India
- Malaysia
- New Zealand
- Singapore
- South Africa
- United Kingdom
- United States

SENIORITY BREAKDOWN



Sample Attendee list

Accenture, Managing Director - Products Mgt Consulting
Accor Hotels & Resorts Australia, Director of Accor Hotels, Economy & Midscale Brands
Accor Hotels Australia, Vice President of Marketing and Communications
Afterpay, Co-founder & CEO
Airbnb, Country Manager Australia & New Zealand
Airbnb, Head of Marketing, Australia and New Zealand
Airlines Technology, Co-founder
AirTree Ventures, Partner
Altspc, Co-founder and Managing Director
American Express, Brand Manager
Ansell, Brand manager
ANZ, Senior Marketing Manager
ANZ Banking Corporation, Wholesale Digital Director
App Annie, Regional Director
Atlas Trend, Co-Founder
Atlassian, Graduate Developer
Bank of Queensland (BOQ), Senior Manager, Customer Analytics
BBC Advertising and World News Distribution, Regional Director ANZ
BBC Worldwide, Content Solutions Manager
Benefit Cosmetics Australia, General Manager
Big Mobile, Chief Marketing Officer
BRICKX, CEO
Brisbane Airport Corporation, Business Development Manager, Strategic Planning & Development
BT Financial Group, Direct Channel Manager
Busabout, General Manager
Buzzfeed, Editor-in-Chief and General Manager
Canon, AGM Digital
Canva, Head of Communications
Cellarmasters, Marketing Manager
ChannelAdvisor, Managing Director, Australia
Cognitives, Co-founder & Head of Services
Colgate Palmolive P/L, Marketing Senior Brand Manager
Commonwealth Bank, General Manager Innovation Labs
Commonwealth Bank, CommSec, Senior Manager, Digital Customer Experience
Contiki, Head of Marketing
Contiki, Managing Director
Cosmopolitan, Acting Editor

CyberSource, Snr Director Specialized Sales and Partnerships – Australia, NZ & South Pacific
David Jones, Content Lead
Deliveroo, Country Manager, Australia
Deloitte, Head of Sponsorship
Diligent, Marketing Director
Divipay, Founder and CEO
Dynamic Yield, General Manager APAC
Dyson, former Marketing Director
eBay, Head of Brand & Communications
eBay, Head of SMB Acquisition & Channel Partnerships
Edgewell Personal Care, Senior Manager - Insights APAC
Electrolux, Digital Marketing Manager
Emirates Leisure Travel, National Operations Manager – Corporate
Estée Lauder, Corporate Digital & Social Media Marketing Lead, Oceania
Expedia, Global Communications Manager
Expedia, ANZ Managing Director
Facebook, Communication Manager
Facebook, Head of Marketing, Australia & New Zealand
FinTech Australia, CEO
Flight Centre Travel Group, Digital Marketing Manager
Forever New, Head of eCommerce
Foxtel, Director, Brand & Marketing
Future Business Council, CEO
Gage Roads Brewing Co., Partnerships & Events Manager
Genero, Managing Director
GetYourGuide, Country Manager Australia & New Zealand
GlamCorner, Co-founder and CEO
Goodments, CEO and Founder
Grill'd Healthy Burgers, Brand Manager
GWS Giants, Director
Harris Farm, Head of Marketing & Ecommerce
Honeywell, Customer Marketing Director
Huffington Post, Head of Audience Development
ING, Strategic Innovation Lead, Emerging Channels
Inside Retail, Manager
Insurance Australia Group, Innovation and Operations Manager
Kimberly-Clark Corporation, Snr Director & Sector Leader
Lagardere Travel Retail, Marketing Manager
LinkedIn, Customer Success Manager

Lion Unleashed, Director
Lion, Strategy & Corporate Development Analyst
lululemon, Director of Brand and Community
M&C Saatchi, Retail Strategist
M&C Saatchi Mobile, ANZ Director
Macquarie Bank Limited, Business Improvement Manager
Mad Mex, Managing Director and CEO
Mantra Group, Director of Marketing
Marie Claire, Deputy Editor
Mastercard, Director Product Sales
Menulog, Senior Account Director
Microsoft Australia, Internet of Things Lead
Mondelēz International, eCommerce India
Mondelēz International, Head of eCommerce ANZ
MTV, Comedy Central and Spike, Marketing Director
NAB, GM Transformation
NCR, Regional Director APAC Small Business
Nespresso, General Manager, Australia and Oceania
Nickelodeon Australia & New Zealand, Director of Marketing, Communications and Creative
Nine, Creative Director
Nude by Nature, Global Head of Digital
Officeworks, Head of eCommerce
OnDeck Australia, Head of Marketing
Optus, Enterprise Architect
Pandora, Digital Marketing & eCommerce Manager
Paypal Australia, Head of Business Marketing
Pedestrian.tv, Co-founder
Philips Australia and New Zealand, Brand and Communications Manager
Powerade (Coca Cola), Brand Manager
Powershop Australia, Head of Marketing
Prospa, Joint CEO
PwC Australia, Director M&A Advisory/Lead of China Deals
Qantas, Marketing Manager
Qantas, Manager- Member Proposition & Strategy
Red Bull, Head of Digital
Reebok Australia, Sports Marketing Manager SEAPAC
Reinventure, General Partner
ResMed, Digital Marketing and eCommerce Manager
Salesforce, Marketing Manager, Commerce Cloud
Sendle, Co-founder and CMO
Seven Network, Content Development Producer

Shippit, Marketing Coordinator
Shop You, Founder & CEO
Shopify Plus, Team Lead APAC
Showdown, Managing Director
Showpo, Chief Marketing Officer
Singapore Tourism Board, Area, Director Oceania
Skyscanner, VP, Growth
Slingshot, CEO
Stackla, Founder and Chief Marketing Officer
Student Flights, General Manager
Subway, Chief Business Development Officer
Suncorp, Senior Manager, Customer Journey
Sunnylife, Head of Marketing
Swarovski, Head of Marketing & Communications
Symantec, Senior Director, Product Marketing
Taboola, Head of Media Sales - Australia and New Zealand
Tank Stream Labs, Events Partnerships Manager
TEG Analytics (Ticketek), General Manager
Telstra, Director Innovation
Telstra Labs, Community Manager, Engagement and Operations
TFE Hotels, PR, Comms & Content Manager
The Economist, Partnership Marketing Manager
The Guardian, Brand Partnerships Director
The Iconic, Buyer - Women's Accessories
TOMS Australia, Sole Saver - Managing Director
Topdeck Travel, Regional Manager
Tourism Australia, General Manager Global Media, PR & Social
TRIBE, Founder
UBank, CEO
Unilever, Marketing Director
Universal Sony, Marketing Director
Virgin Australia Airlines, Strategy & Innovation Lead
VISA, Business Development Leader, Merchant Sales and Solutions
Vogue Australia, Editor in Chief
Warner Music Australia, Head of Digital & Brand Development
Westpac, Senior Manager Distribution & Strategic Payments
Westpac, Senior Marketing Manager
WeWork, Community Lead
Yum Restaurants International, Marketing Director
zipMoney, B2B Marketing Manager

WHO ATTENDED?



EVENT HIGHLIGHTS / PROGRAM

« The content was very exciting and the speakers were engaging. »

**Business Improvement Manager
MACQUARIE BANK**

Over a jam-packed two days we hosted 110+ of the brightest minds in travel & hospitality, finance, food & beverage, innovation, marketing & lifestyle and retail representing some of the biggest Australian and global brands.



EVENT HIGHLIGHTS / speakers

« I thought that the calibre of speakers was very high. They were very engaging and informative. »

Trade Marketing Manager, SWAROVSKI

[See the full list of speakers here](#)



Alexandra Sloane, Head of Marketing Australia & New Zealand, **Facebook**



Trevor Haynes, Chief Business Development Officer, **Subway**



Katrina Barry, Managing Director, **Contiki**



Sam McDonagh, Country Manager Australia & NZ, **Airbnb**



Jules Lund, Founder, **TRIBE**



Tiziana Bianco, General Manager Innovation Labs, **CommBank**



Michael Pearson, ANZ Managing Director, **Expedia**



Yara Paoli, VP Growth, **Skyscanner**



John Elliott, Sole Saver – Managing Director, **TOMS Australia**



Edwina McCann, Editor-in-Chief, **Vogue Australia**



Casey Bosward, Social and Content Lead, **eBay**



Loïc Réthoré, General Manager – Australia & Oceania, **Nespresso**



Craig Davis, Co-Founder and CMO, **Sendle**



Ayala Domani, Director Innovation, **Telstra**



Levi Aron, Country Manager, Australia, **Deliveroo**



Ben Hallam, Head of Marketing Australia & New Zealand, **Airbnb**



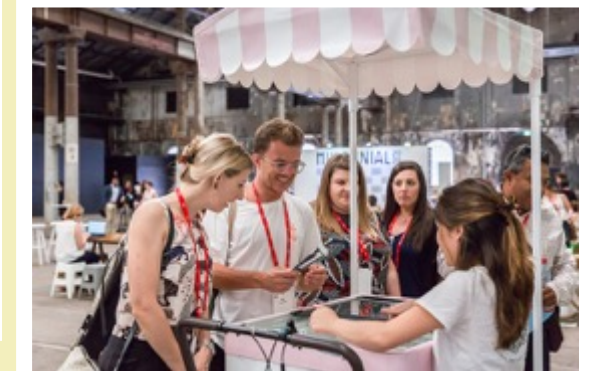
Catherine Anderson, Head of Marketing, **Powershop**



Clovis Young, Managing Director & CEO, **MadMex**

EVENT HIGHLIGHTS / Showfloor

Our exhibitors, sponsors and partners showcased solutions that are changing the way we do business, challenged us and helped us have some fun.



Media Attendance & Coverage

50+ media in attendance including:

Refraction Media
Sydney Social 101
The Guardian
Marie Claire
The Grace Tales
Pinstripe Media
Bizinet
Zadro
David Jones
Huffington Post
Fairfax Media
Style Magazines
Food Companion International
CHOICE

Breakfast with Audrey
BeautyDirectory
Banking Day
Mortgage Professional
Australian Broker
Cosmopolitan
Qantas Travel Insider
Jones Magazine
Pacific Magazines
Inside Retail
Koshies Business Builders
RetailBiz
Hunter and Bligh
5Why

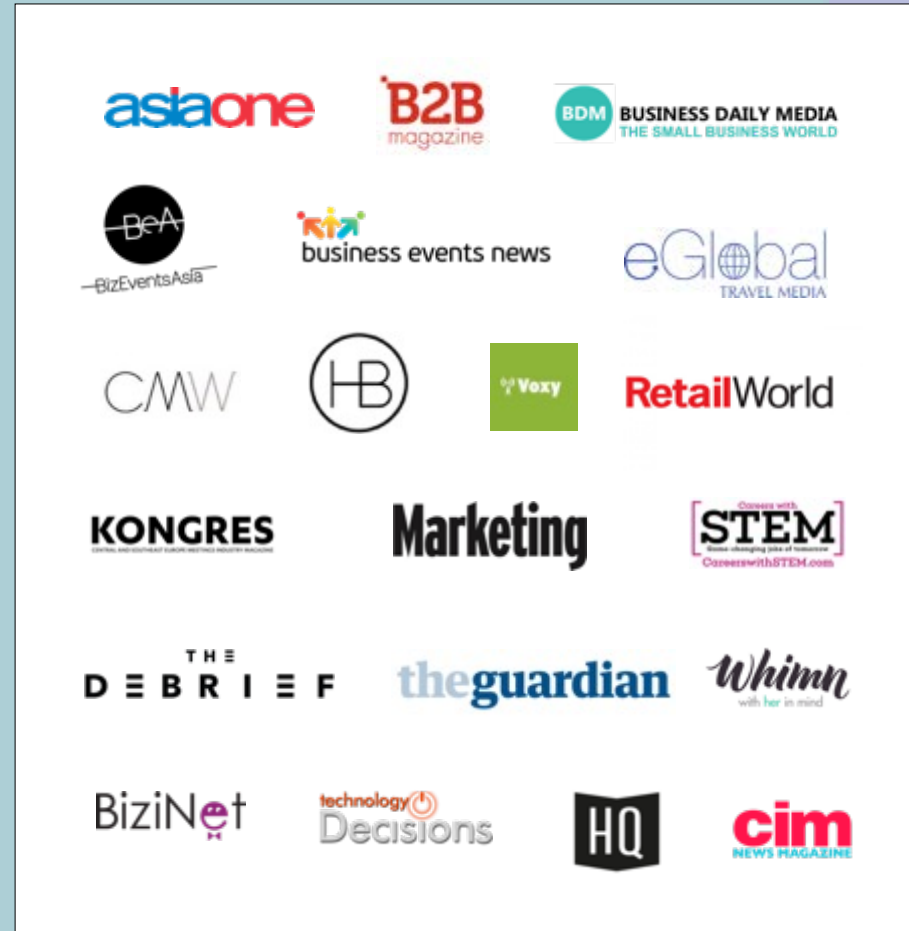


PHOTO GALLERY

SEE ALL PHOTOS HERE



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