

Thursday April 16

8.00am Registration

8.45am **Prof. Rob Allen** Welcome

Deputy Vice Chancellor, AUT University

USA Representative

US Embassy in NZ

Michelle Dickinson

Nanogirl

MC introduction

KEYNOTE

9.00am **David Schiff** The art of disruption: Marketing upheaval in our information age
Made Movement

9.30am **Session with Vincent Heeringa** Marketing innovatively means thinking differently
Dr Jane Cherrington, String Theory
Malcolm Rands, Eco Store
James Hurman, Previously Unavailable

10.30am **Ideabytes #1**
Kaila Colbin, Ministry of Awesome
Will Palmer, Movio

11.00am Morning Tea

KEYNOTE

11.30am **Steve Sammartino** Finding innovation in the most unexpected places
Start-Up Wizard

12.00pm **Session with Dan Khan** Lessons learned from taking NZ innovation global
Mark Thomas, Right Hemisphere
Chip Dawson, SnapComms
Melissa Clark-Reynolds, Entrepreneur

1.00pm Lunch

1.45pm **Beat Box** Afternoon wake up call
King Homeboy

KEYNOTE

2.00pm **James Whittaker** Inspiration for innovation: "Come out swinging!"
Microsoft

2.30pm **Ideabytes #2**
Josh Daniell, SnowBall Effect
Tim Pointer, UpRise

3.00pm **Session with Shayne Currie** Growing global: Challenges and solutions
Dr Claire McGowan, Soda
Vaughan Rowsell, Vend
Simon Mowatt, Intl. Business, AUT

3.30pm Afternoon Tea

4.00pm **Ideabytes #3**
Dan Khan, Lightning Lab
Greg Sheehan, RightWay

KEYNOTE

4.30pm **David Smith** The realities of licensing your innovative IP in foreign markets
Tynax, Silicon Valley Business School

5.00pm **Ben Kenobi** Conference summation
Colab, AUT University

5.10pm **Hal Josephson** Closing remarks
Project 15 Programme Chair

5.15pm **Cocktail Function & Networking**

Friday April 17

8.00am Registration

8.55am **Prof. Desna Jury**
Dean and Pro Vice Chancellor, AUT University **Welcome**

KEYNOTE

9.00am **Dion Nash**
Triumph & Disaster **Growing global distribution channels**

Stream 1

9.30am **Innovative global marketing strategies**
David Schiff and James Hurman

SEMINAR A

Stream 2

9.30am **Growing global from day one**
Melissa Clark-Reynolds and Dan Khan

SEMINAR A

10.15am **Growing global from day one**
Melissa Clark-Reynolds and Dan Khan

SEMINAR B

10.15am **Innovative global marketing strategies**
David Schiff and James Hurman

SEMINAR B

11.00am Morning Tea

Stream 1

11.30am **IP innovation: Marketing via licensing**
David Smith and Paul Davies

SEMINAR C

Stream 2

11.30am **Overcoming foreign market challenges**
Mark Thomas and Chip Dawson

SEMINAR C

12.15pm **Overcoming foreign market challenges**
Mark Thomas and Chip Dawson

SEMINAR D

12.15pm **IP innovation: Marketing via licensing**
David Smith and Paul Davies

SEMINAR D

1.00pm Closing Conversations