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# **Techmix to co-locate at CeBIT Australia, with international speakers from adidas and NET-A-PORTER confirmed**

The third annual Techmix event has joined forces for the first time with CeBIT Australia, Asia Pacific's largest and longest running business technology event, to co-host Australia's premier marketing, customer experience and product technology event on Wednesday, 24 May 2017 at the International Convention Centre Sydney.

Hosted by the Association for Data-driven Marketing & Advertising (ADMA) and AIMIA, Digital Industry Association of Australia, the one-day event goes beyond traditional marketing parameters to embrace elements of customer experience, product innovation and implementation and more. Three targeted event streams will delve deep into technology and how it has transformed customer reach, marketing performance and customer experience.

Attendees will include senior professionals from across marketing and advertising, digital, product, social media, data and analytics, UX and UI, as well as a broad range of technologist functions.

In a major coup for Australian digital leaders, international headline speakers include Florian Reichelsdorfer, Global Director Entertainment & Influencer Marketing (EIM) at adidas who will share his insights into holistic EIM strategies, and Andres Sosa, Co-president – Sales, Marketing & Creative at THE OUTNET.COM (YOOX NET-A-PORTER GROUP) who will share their digital content strategies for high-performance growth.

Ahead of his keynote at Techmix, Reichelsdorfer provided insight into his presentation which will draw from his experiences at adidas over the past decade.

“In addition to talking about digital and social marketing amplification through entertainment and influencer marketing, I will give holistic insight on where online and offline meets, and how entertainment and influencer marketing is positioned within the adidas brand.

“adidas has a long history with influencer marketing that can be traced back to founder, Adi Dassler and the brand's relationship with athletes and pop culture icons, including Muhammad Ali and Bob Marley. Since the beginning, adidas has proudly embraced cultural influencers and consumer behavior to inspire brand engagement,” said Reichelsdorfer.

With a diverse background, Sosa will have valuable cross appeal for both ADMA and AIMIA

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members. As a proven high-performance growth marketer and brand builder, he is responsible for revenue, customer acquisition, satisfaction, and retention. Sosa also oversees creative, content and marketing strategies to differentiate and position THE OUTNET and develop new markets.

Jodie Sangster, CEO of ADMA and AIMIA commented on the growth of Techmix over the last two years and what it means to partner with Asia Pacific's largest business technology event.

"Techmix 2017 is set to be bigger and better than ever, with myriad leading local and international experts from adidas and NET-A-PORTER to IAG and eBay. Our partnership with CeBIT Australia, represents the event's growth and the increased influence technology has, and will continue to have on marketing strategy and implementation, along with our dedication to remaining Australia's premier marketing, customer experience and product technology event," said Sangster.

Showcasing the very best from the industry, additional Techmix speakers include:

- Harriet Wakelam, Director – Human Centred Design, IAG
- Mitchell Mackey, Asia-Pacific Marketing Director, Ansell Healthcare
- Yunyeong Kim, Director Categories & Strategic Partnerships, eBay
- Renae Smith, Chief Marketing Officer, AIA Australia
- Peter Carr, Director, Future Tech Industries Accelerator and President, Australian Mobile Industry Association
- Stephen Rodway, Marketing Automation & Customer Journey Leader, ANZ Digital Marketing & eCommerce, 3M
- Carolyn Bendall, Head of Marketing – Australia Division, ANZ Bank

Co-locating with CeBIT Australia for the first time, Techmix is an industry-leading one day program that brings together professionals from all corners of the customer experience world – including marketing and creative technologists, growth hackers, digital strategists and designers to learn, network and share best practice. The event includes three event streams and will showcase over 25 live technology demonstrations.

[www.cebit.com.au](http://www.cebit.com.au) | [www.techmix.com.au](http://www.techmix.com.au)

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Images: ([download hi-res images](#))

1. Florian Reichelsdorfer, Global Director Entertainment & Influencer Marketing , adidas



2. Andres Sosa, Co-president - Sales, Marketing & Creative at THE OUTNET.COM (YOOX NET-A-PORTER GROUP)



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3. Jodie Sangster, CEO, Association for Data-driven Marketing and Advertising (ADMA)



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**Notes to Editors:**

- Early bird tickets to Techmix are available until 31 March 2017, for ADMA members (\$195 + GST, save \$55) and non-members (\$250 + GST, save \$100.) Tickets include free entry to the CeBIT Australia exhibition.
- Register your interest for a media pass to CeBIT Black by emailing [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)
- Secure your media pass to CeBIT Australia now by emailing name, position and publication/s title to [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)
- CeBIT Australia 2017 program: <http://www.cebit.com.au/program>
- CeBIT Australia online media room: <http://www.cebit.com.au/who-are-you/press>

**Interviews available with:**

- Florian Reichelsdorfer, Global Director Entertainment & Influencer Marketing at adidas

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- Andres Sosa, Co-president- Sales, Marketing & Creative at THE OUTNET.COM at YOOX NET-A-PORTER GROUP
- Jodie Sangster, CEO, Association for Data-driven Marketing & Advertising (ADMA)
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia

**About CeBIT Australia:****23 – 25 May 2017, International Convention Centre Sydney**CeBIT Australia – shaping the business technology landscape. [www.cebit.com.au](http://www.cebit.com.au)

**CeBIT Australia is Asia Pacific's largest and longest running business technology event.** It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

**CeBIT Australia showcases the innovation of NSW.** Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

**CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment.** NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports. NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

**The NSW Government is proud to be the Official Partner of CeBIT Australia 2017.****CeBIT's supporting partner is the City of Sydney.****CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.****About Techmix:**

The 3rd annual Techmix event will focus on customer reach, marketing performance and customer experience. Speakers will be international and local industry leaders presenting market leading insights, case studies, and PowerPoint free 'Tech Spotlight' demonstrations. Techmix attracts 400+ Chief Digital Officers and senior digital and marketing executives focused on customer marketing, digital, mobile, content, CRM, customer insights and data. In 2017 the

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delegate audience will also see growth in marketing technologists, creative technologists, growth hackers, and digital strategists attending.

In 2017 ADMA (the Association for Data-Driven Marketing & Advertising) and AIMIA, Australia's industry body for interactive content and digital media, have joined forces with CeBIT to grow the event further and align Techmix with the largest business technology exhibition in the country.

### **About ADMA:**

The Association for Data-driven Marketing & Advertising (ADMA) is the principal industry body for information-based marketing and advertising. The largest marketing and advertising association in Australia, ADMA has over 600 corporate members. ADMA is also the ultimate authority and go-to resource for creative and effective data-driven marketing across all channels and platforms, providing insight, ideas and innovation to advance responsible and enlightened marketing.

### **About AIMIA:**

AIMIA is the Digital Industry Association of Australia, representing companies that have embraced the digital world and organisations that provide digital services and solutions in the online, social, mobile, cloud and Internet of Things space.

As the hub for the Australian digital industry, our focus is on customer outcomes, through the modernisation of business technology.

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