

ICUR's Traction Two event



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Interested in “Driving consumer engagement through data driven marketing”?

Find out more

- Hear 3 industry thought leaders share how to achieve astounding results
- See case studies and real world campaigns showcasing exceptional success
- Discuss issues with the panel and senior industry peers

An information packed session for senior executives with 3 unique perspectives on this highly topical and complex topic. View Traction One event highlights by clicking [here](#).

Clint Bratton — GM, Affinity ID



Clint has a rich history of harnessing data for outstanding results; an industry authority, he has previously held senior roles with Clemenger and M&C Saatchi advising Australia's most prominent brands. Clint will lift the lid on what's possible with data capture, analytics and subsequent personalisation. He'll also expose the consequences of poor data handling including brand erosion, revenue loss and penalties for non compliance.



JESSE FOGARTY
Senior Consultant



BELINDA KERR
Managing Director



Kerry has a successful leadership background spanning digital and traditional media. Prior to RadiumOne he was the Director of Advertising and Online at Microsoft across APAC. His local responsibilities included representing Microsoft on the Mi9 board and managing the company's shareholding in a portfolio of companies including ninemsn. Kerry also ran his own consultancy, Integral Dynamics and alongside his professional achievements is an active leader in the not-for-profit sector as Founder of UN LTD. His presentation will focus on The Light and Dark of Social Data – how consumers share content and the implications and opportunities for brands.

Thursday 16th October

- 7.00am reg/breakfast

- 7.30am start

- 9.00am finish

Hilton Hotel, Sydney

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Michael has over 15 years global experience in marketing with companies such as Virgin Australia, Tourism Australia and Destination NSW. He joined the Wotif Group a year ago with one clear mission in mind; to put the customer at the centre of marketing strategy and in the process to reinvigorate the Group's collection of well-known travel brands (Wotif.com, Lastminute.com.au andTravel.com.au) while leveraging data, mobile and technology. Michael's presentation focuses on how their latest campaign, "Wonderful Wotifia", was conceived, how it has performed and where to next.

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