

DayBreak 2025 Wednesday 5th March

8:00 **Mihi Whakatau and Festival Introduction**

8:30 **Tangata Whenua Innovation and Tauranga Moana's Future**
 Te Horipo Karaitiana Chief Executive, Te Awanui / Awhina Ngātuere Chief Executive, Toi Kai Rawa
 Additional speaker to be confirmed soon

9:20 **Ten Types of Innovation – How Innovation is About Much (Much) More Than Product**
 Jono Jones Chief Executive, Bluelab

9:40 **Supporting Global Success Through Creating Great Employee Experiences**
 Karly Boast Vice President of People, Lawvu

10:00 **Morning tea on the waterfront**

10:30 **Blue2Green: Marine Sciences Securing the Future for and From the Ocean**
 Professor Chris Battershill University of Waikato / Associate Professor Marie Magnusson University of Waikato

11:00 **Spark Your Future: Uniting Marketing and Innovation for Business Growth**
 Brett Hewlett Chief Executive, Comvita / Jen Liddle Chief Executive, Aeroplanned / Viv Brownrigg Chief Executive, The Gap / Jeff Vollebregt Chief Executive, ImpacTex Textile Recycling / Lia Carruthers NZ Marketer of the Future 2024, Farrah's

12:00 **DayBreak Downtown Lunch**
 (Spend your voucher at a participating city centre eatery of your choice)

DayBreakout sessions at various venues around the city centre

	Marketing	Investing	Sci/Tech	Humans!	Toolkit
13:30	WORKSHOP <i>The New Rules of Effective Marketing (for everyone)</i> Using global best practice, learn how to market successfully – whether you're a small business or experienced marketer. Carolyn Schofield Food Marketing	PANEL <i>Unlocking Capital: Funding Pathways for Business Growth</i> Explore and understand funding options with insights from industry leaders in VC, banking and more. Richard Hoare Sharp Tudhope / Nina Le Lievre Enterprise Angels / David Booth Blackbird / Tim Wixon BNZ / Chris Carrington KPMG	PANEL <i>Anything but AI!</i> Essential emerging science and technology that's impacting our lives, and people working on them Panellists to be confirmed soon.	WORKSHOP <i>Empathy in Action</i> Learn about, and practice, understanding people (customers, staff, users, stakeholders), before jumping into solution mode. Clare Swallow Mulberry St	PANEL Part One <i>Rapid Learning Cycles</i> A new approach for managing projects with risk and complexity. Jason Low Solid Consulting <i>Principles of Product Innovation & Management</i> Overview of the NZ PDMA Framework. William Fisher Oasis Engineering
14:45	Afternoon break and transition to your final breakout session (choose to stay put or change venue).				
15:00	WORKSHOP <i>Unlocking IP Assets Through Unleashing Design</i> "Design can help make a good business great." In this workshop, attendees will learn how they can unlock valuable IP assets by unleashing the power of design. Ben Cain James & Wells	PANEL <i>Investing for the Future</i> A discussion on strategy, risk, trends and considerations for building a resilient portfolio in our evolving world. Panellists from Quayside Holdings. Derek Janssen / Tania Cutfield / Sam Newbury	WORKSHOP To be confirmed soon.	WORKSHOP <i>Managing adaptability</i> Adaptability is essential for all innovators. This session focuses on how you and your team can become more adaptable and better manage change. Jules Simpson Thrive People	PANEL Part Two To be confirmed soon.

16:15 **Travel back to The Cargo Shed**

16:30 **The Sundowner – Festival Finale**