

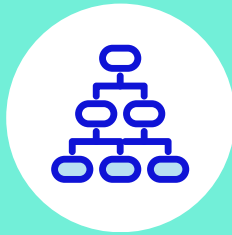
AI-ADVANTAGE

Strategic AI Leadership

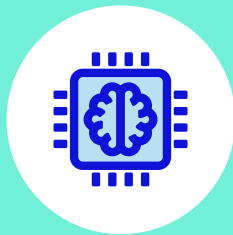
1-day workshop | Executive Level



Leadership
blueprint



Team
of the
future map



Neuroscience
based
leadership



Roundtable
conversations
with peers



Executive
confidence &
community

In a business landscape transformed by AI, leadership has never mattered more. The pace of change is accelerating across every area of marketing - from strategy and creativity to customer experience, media, and measurement.

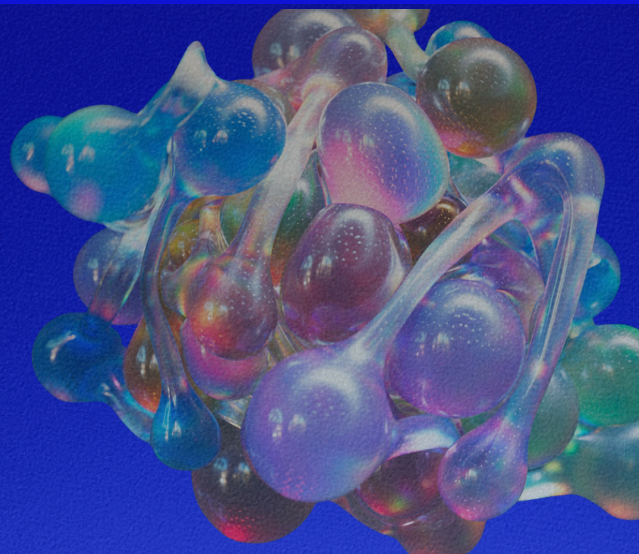
AI is rewriting how brands connect, how teams operate, and how leaders make decisions.

AI-Advantage is a one-day, in person workshop designed specifically for a small group of Marketing Executives and Business Leaders. It is designed to help senior marketing and business leaders lead with confidence in this new era - combining human intelligence with artificial intelligence to create clarity, performance, and purpose at scale.

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SYDNEY



JOIN IN
MELBOURNE



AI-ADVANTAGE

What We'll Cover

- The five forces shaping marketing and business leadership in 2026.
- Global and local AI trends transforming marketing, media, and customer engagement.
- How to lead AI adoption with confidence - from pilot to scale.
- The Marketing Team of the Future framework - what Australia's most adaptive teams are doing differently.
- A guided Strategic Planning Lab - build your AI strategy, blueprint and Leadership plan.

What You'll Learn

- How to apply AI to every stage of marketing: from strategy and insights, to creative, media, CX, measurement, and workflow.
- Hands-on experience with leading AI tools, shown in action. Not just theory.

Why Attend

This is not another conference or panel - it's a **high-performance leadership reset**.

You'll gain:

- Deep insight into how AI is reshaping marketing and leadership.
- A personalised AI-Strategy and blueprint and Leadership plan to take away.
- Confidence to lead transformation without losing your team's creativity or humanity.
- Shared learnings, insights, practical examples and use cases from across various industries and organisations of what's worked and not worked
- Connect and build a network of peers across different industries and organisations
- Access to resources, use cases, best practice examples and webinars via the AIR-Hub, as part of the ACAM community
- A renewed sense of purpose and direction.

acam.ai | info@acam.ai

KEY INFORMATION

Sydney

Thursday 29th of April

9am - 4pm

\$1,499

JOIN IN
SYDNEY →

Melbourne

Wednesday 13th of May

9am - 4pm

\$1,499

JOIN IN
MELBOURNE →

YOUR FACILITATORS



Louise Cummins
Co-Founder



Kathryn Illy
Senior Industry Advisor