

ACAM
Australian Centre for AI in Marketing

Workshop

ALL LEVELS · WORKSHOP · SYDNEY · 18 NOVEMBER 2026

The Indispensable Marketer 2027

Become the Indispensable Marketer for your organisation in 2027.

WHEN	WHERE	INVESTMENT	PLACES
Wed 18 Nov 2026 9am to 5pm AEDT	LinkedIn Sydney Offices	$1,299 inc GST early bird to 31 Oct	30 only closes 11 Nov

Everyone is asking whether your organisation is AI-ready. Almost nobody is asking whether you are.

Is this for you?

- ✓ You're a mid-to-senior marketing manager, marketing lead or head of function
- ✓ You decide how the work actually gets done
- ✓ You're being asked to deliver more with AI, without being told what your role becomes or which skills matter

How this day is different

- → You build and test an AI workflow on your own laptop
- → You leave with a plan for your year, built on ACAM's research on Australian marketing
- → Thirty places means everyone builds, everyone gets feedback, and everyone is heard

What You'll Walk Out With

1. **Your readiness view** against the ACAM AI Readiness Benchmark, and what's holding progress back
2. **A Meltwater visibility report on your own brand** (opt-in)
3. **The skills to bring people with you:** presence and voice for leading AI conversations with your team and your managers, with NIDA
4. **A tested AI workflow** you build and test on your own laptop, with the tools you already use, plus a plan for bringing it into your team
5. **Three value moves for the next 90 days:** one for customers, one for how work gets done, one for your own contribution. Each with a first action, a measure and a date

How the Day Runs

Four sessions, one question: where will I create value, and how do I get ready?

9am start — **5pm finish**

1 — ACAM Benchmark

Where are we now, and what's holding progress back?

2 — Customer Journey: Where to Next, with Meltwater

How will AI change the way customers discover, choose and buy?

3 — Marketing Team of the Future, with NIDA

How do I bring my team and my managers with me?

4 — Agentic AI Lab

What will I build, and what will I do in the next 90 days?

Making the case to your manager

Return to work with:

- ✓ A tested AI workflow
- ✓ A 90-day plan your manager can measure
- ✓ A visibility report on your own brand

We've written the approval email for you. It covers the cost, the five outputs and how you'll report back. Download it from the event page.

Who's in the room

Up to 30 mid-to-senior marketing managers, marketing leads and heads of function.

This is a working day, not a conference. It's also the only date this year.

Can't make 18 November? We're bringing this to Melbourne, Brisbane and Sydney round 2 in February 2027. Join the waitlist on the event page.

Who's Involved

Meltwater
Leading the session on how AI is changing customer discovery, and providing your personalised brand visibility report.

NIDA
The National Institute of Dramatic Art, bringing its expertise in presence, voice and communication to the room.

AMI
The Australian Marketing Institute, supporting participant recruitment.

Bring
A laptop with your work AI tools, and a real task from your job

Technical skills?
Not needed. The lab is designed for marketers, not developers

Can't make it?
Non-refundable, but transferable to someone else in your team

Pay by invoice?
Yes. Email info@acam.ai

30 places. One day. A plan for your year.

Early bird $1,299 inc GST until 31 October, then $1,499 inc GST. Registrations close Wednesday 11 November. We'd love to have you in the room.

Reserve your place →

acam.ai/indispensable-marketer-2027