This Way Up™

Australia's Advertising Festival of Creativity

16.08.22 - 18.08.22
Ovolo Woolloomooloo

Join ad industry leaders and creatives from across the country as AWARD rallies the best minds in the business for This Way Up - three days of thought-provoking conversation tied to the power of creativity.

An exciting mix of speaker, networking, panel and award events will push creative boundaries and celebrate the best in creative thinking here and abroad.

LEARN MORE AND REGISTER HERE

Schedule

	MORNING	AFTERNOON	EVENING
Aug 16 Tuesday			AWARD School NSW Graduation Night 6:30pm to 10:30pm
Aug 17 Wednesday	Speaker Event 9.00am to 1.00pm	AWARD Craft 1:30pm to 5:00pm	The Growth Agenda 6:00pm to 8:30pm
		Cultural Capability Training 2:00pm to 5:00pm	
Aug 18 Thursday	Speaker Event 9.00am to 1.00pm	AWARD Craft 1:30pm to 5:00pm	AWARD Pencil Bar + National AWARD School Winner Announcement 7:00pm to 11:30pm
	AWARD and CPC 'Producer Workshop' 9:30am to 12:30pm	Cultural Capability Training 2:00pm to 5:00pm	

VENUE KEY: ◥ Ovolo, 6 Cowper Wharf Roadway, Woolloomooloo ■ Juanita Nielsen Centre, 31 Nicholson St, Woolloomooloo

Presented by the Australasian Writers and Art Directors (AWARD)

Education, Inspiration and Festivities

This Way Up™

Festival Events

AWARD School NSW Graduation Night

Tuesday 16 August, 6:30pm
Ovolo, Woolloomooloo
$70 (members only) ex gst

This event brings together the NSW industry to celebrate and showcase the best creative talent.

AWARD Craft 'Pitch Craft' Workshop

1:30pm – 5:00pm daily
Wednesday 17 August and Thursday 18 August
Juanita Nielsen Centre, Woolloomooloo
$1,000 (members only) ex gst

A specially curated workshop to inspire and foster the core creative skills of midweight creative teams and individuals, encouraging all participants to find their authentic creative voice and make their mark as pitch winners.

AWARD 'Great work needs a great producer' Workshop by CPC

Thursday 18 August, 9:30am – 12:30pm
Juanita Nielsen Centre, Woolloomooloo
$300 (members only) ex gst

Commercial Producers Council Co-Chairs Martin Box (Airbag) and Pip Smart (Revolver) will present an informative, insightful and practical session for junior producers.

Cultural Capability Training

2:00pm – 5:00pm daily
Wednesday 17 August and Thursday 18 August
Ovolo and Juanita Nielsen Centre, Woolloomooloo
$500 (members only) ex gst

Develop the necessary skills to work effectively with Aboriginal people, businesses and communities.

AWARD Awards Pencil Bar + AWARD School National Announcement

Thursday 18 August, 7:00pm
Ovolo, Woolloomooloo
Tickets Member $275 Non Member $350 ex gst

The specially created AWARD Pencil Bar will come alive at This Way Up on the evening of Thursday 18 August - the place to meet up with industry mates, creative greats and catch all the AWARD announcements as they happen.

Amid great food, drinks and entertainment, AWARD will announce the winners of the 43rd AWARD Awards Grand and Special categories.

Awards presented include The Grand Award, Strategic Leap, Individual Agency of the Year, Individual Creative or Team of the Year, Individual Director of the Year, Emerging Director of the Year, Emerging Creative or Team of the Year and Emerging Indigenous Creative Talent.

Additionally the 2022 AWARD School national winner will be announced!

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Speaker Events

9:00am – 1:00pm daily
Wednesday 17 - Thursday 18 August
Ovolo, Woolloomooloo
Tickets: Member $100 ex gst
Non Member $150 ex gst

Day 1

REGISTER FOR DAY ONE

9:00am - 9:15am	Welcome	
9:15am - 10:00am	My Boss Hates Advertising and Now I make Dildos for a Living	Robbie Brammell & Jardin Anderson, MONA
10:00am - 10:45am	The power of “Good Worry”	James McGrath, Creative Director-at- Large, Clemenger Group, in conversation with Lea Walker
11:15am - 12:00pm	Do ex-agency marketers do it differently?	CMO panel moderated by Paul McIntyre, Executive Editor, Mi3
12:00pm - 12:45pm	Here comes The Aunties!	The Aunties Founders Phoebe Sloane & Sarah McGregor. Hosted by Special Australia Partner and Co-CEO Lindsey Evans

Day 2

REGISTER FOR DAY TWO

9:00am - 9:15am	Welcome	
9:15am - 10:00am	The Future of Creativity and Connection in the Metaverse	Karen Maurice-O’Leary, Creative Product Lead, Emerging Technology, Global Meta and Jay Morgan Creative Director & Strategist, Meta
10:00am - 10:45am	Leadership Songlines: Embedding Aboriginal knowledge in your leadership style	Mundanara Bayles, Co-Founder and Managing Director, Blackcard
11:15am - 12:00pm	Work Behind the Work with Google One House to Save Many (Suncorp) & The Ad Break Championship (GTI Hijack)	Panel session hosted by Dave Bowman, APAC Creative Chief, Google
12:00pm - 12:45pm	The Evolving Art of Persuasion - How to build teams and sell work in an ever-changing creative industry	Keynote Speaker: Neil Heymann, Global Chief Creative Officer, Accenture Song

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