



PROGRAMME

Communicating Sustainability Masterclass 2026

31 MARCH

8:30am – 5:00pm

Sustainable Business Network
Online & in-person:
Level 5 / 48 Emily Place
Auckland Central, 1010

8.30am
Coffee and registration

9am
Mihi & welcome

9.10am
Table discussion
INTRODUCTIONS

Please note programme is subject to change.

9.20am
Global trends: what's shaping sustainability communications worldwide
Suzy Giles

9.50am
Rangatahi Māori perspective: what sustainability communicators need to know about working in Aotearoa in 2026
Chantelle Conroy

10.15am
Table discussion
REFLECTION & APPLICATION

10.25am
Morning Tea

10.45am
WORKSHOP
Wash, hush or impact? Leading strategy with confidence and managing risk
Kath Dewar
Gabrielle Pritchard

12.45pm
Lunch

1.35pm
Building trust: authentic sustainability storytelling
Fiona Stephenson

2pm
The hidden footprint: reducing the carbon cost of digital communications
Jennifer Gunn

2.25pm
Table discussion
REFLECTION & APPLICATION

2.35pm
WORKSHOP
AI for good: practical and ethical use in sustainability communications
Maeghan Pratt-Rink
Phil Crawford

3.35pm
Afternoon tea

3.50pm
Beyond awareness: getting cut through for commercial success
Matt Headland

4.15pm
Table discussion
REFLECTION & APPLICATION

4.25pm
Wrap up

4.30pm
Networking drinks

Speakers

Chantelle Conroy
Associate
GoodSense

Fiona Stephenson
Head of Communications & Marketing
Sustainable Business Network

Gabrielle Pritchard
Associate
GoodSense

Jennifer Gunn
Head of Sustainability
Ad Net Zero

Kath Dewar
Founder & Managing Director
GoodSense

Maeghan Pratt-Rink
Projects & Channels Manager
Sustainable Business Network

Matt Headland
Chief Digital Officer
MediaWorks

Phil Crawford
Senior Communications Advisor
Sustainable Business Network

Suzy Giles
Managing Director
Giles Global