



Sustainable
Business
Network

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

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 Headlead
Chief Digital Officer
MediaWorks

Phil Crawford
Senior Communications Advisor
Sustainable Business Network

Suzy Giles
Managing Director
Giles Global

Please note programme is subject to change.