

Agencies, it's time to burn the old playbook

By AdNews | 5 May 2026

0 Comments

Agencies are under sustained pressure as legacy models strain, client demands rise and the disruptive force of AI accelerates change across the sector.

Yet despite these challenges, a clear divide is emerging—while some agencies are being left behind, others are accelerating through smarter structures, new commercial models and more adaptive ways of working.

AdNews LIVE Sydney returns with a hard-hitting new agenda, *Agencies: Burn the Old Playbook*, examining how leading agencies are navigating this reset and where future growth is being created.



Attendees are encouraged to register early, with strong demand expected as the industry converges on the sector's most pressing issues.

Speakers include **Accenture** media managing director Sam Geer, **Accenture** media strategy MD Chris Colter, **Publicis Group** chief media officer Imogen Hewitt, **Optus** senior director media, operations & performance Lauren Dawber, **WPP Media** CEO Aimee Buchanan, **Squad M&A** chief executive officer Virginia Hyland, **Howatson+Company** chief executive officer Chris Howatson, **Omnicom Media Group** chief executive officer Kristiaan Kroon, **RyanCap** chief executive Simon Ryan and **TrinityP3** global CEO Darren Woolley.

Over multiple sessions, the program will explore how the economics of media buying are shifting, how convergence is redefining agency structures and how group models are evolving to balance scale with efficiency.

It will also examine how client-agency relationships are being reshaped, from the evolution of the agency of record model to the rise of more modular, multi-partner ecosystems.

AdNews publisher Assia Benmedjdoub said this year's event reflects the scale of change underway across the agency landscape.

"What we're seeing is a sector undergoing significant transformation, with a clear divergence between those evolving quickly and those still adapting. This event brings together leaders who are reshaping the model and unpacks what's working now."

The half-day conference will be staged at Saltbox Sydney on June 18.

Thanks to our supporting partners Blis, Perion, RivalMedia, associate partner Teads and Friend of AdNews IMAA.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at adnews@yaffa.com.au

Sign up to the AdNews newsletter, like us on Facebook or follow us on Twitter for breaking stories and campaigns throughout the day.

0 Comments 1 Login

G Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS



Name

Share Best Newest Oldest

Be the first to comment.

Subscribe Privacy Do Not Sell My Data

DISQUS



AdNews Newsletter
The AdNews newsletter, brings you the latest advertising and media news direct to your inbox! Become a member and get the weekly newsletter free!
Subscribe

AdNews Magazine
Subscribe

- Editor's Picks
- AdNews Agency Of The Year Awards: The 2025 Winners
 - The best of April Fool's Day 2026
 - Slop till you drop: How AI Junk is hijacking ad dollars

AUSTRALIAN MADE
YOU MAKE IT LOCAL. THE LOGO MAKES IT TRUSTED
APPLY NOW

PubMatic
THE CO-VIEWING EFFECT IN APAC
How Shared Screens Are Redefining Attention, Emotion, and Brand Impact Across 7 Markets
DOWNLOAD REPORT

emerging leaders. 2026

enter now.

entries close
Friday
22 May 2026



powered by AdNews

AdNews Social



Latest Comments

- 9:21 AM** The push by TNSW to convert more roadside sites into digital formats is not healthy for the out-of-...
Andrew Tyquin on **TNSW opens tender for 96 roadside billboards**
- 6:41 PM** They're also selling pedestrian!
Curious George on **Nine to retain ad revenue share after regional TV sale to WIN**
- 2:22 PM** Was no agency willing to put their name to this?
Devolution on **Federal Government launch \$20 million fuel saving campaign**
- 10:37 AM** So well said - nice one Stu
Rob Lowe on **From Reach to Resonance - Why earned will dominate in 2026**
- 10:07 AM** Great article Bonnie!
Robat, Marcus (MEB) on **If your story doesn't live in audio, it's not reaching its full power**

[About AdNews](#) [Advertise](#) [Contact Us](#) [Privacy Policy](#) [Site Map](#) [Newsletter](#) [Terms & Conditions](#) [Yaffa Media](#) [Web Advertising Specs](#) [Print Advertising Specs](#)
[Mobile Site](#)

We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

