

Times	Name	Topic
Social Media		
09.20- 09.35	Katharine Crawford – Company Owner, Cosmopolitan Communications and Events	Introduction to Social Media for Small and Medium businesses
09.35. - 09.50	Robert Farrell – Digital Marketing Program Director, The Digital Marketing Academy of Ireland	The Evolving Social Media Landscape
09.50 - 10.05	Lorcan Bannon – Head of Client Strategy, Olytico	Hi @AllBrandsEver, Are you listening?
10.05- 10.20	Denise Whitmore – Social Geek Girl, The Social Media Department	How to Learn from the Mistakes of Others; Get the Best Results From Social Media
10.20 - 10.35	Jamie White – Founder and MD of Leading Social	Social Media, Its An Opportunity Not An Obligation!
10.35- 10.50	Colm Hanratty – CEO, Sixtwo Digital	15 minutes – 15 practical social media tips
10.50 - 11.05	Christine Spies – Social Media Consultant, C.A.F	Growth hacking – Twitter for business
11.05 - 11.20	Sharon Tighe – Head of Social Media & Community Strategy, Eumedia Ltd	How to Boost Your Social Media Campaigns with Micro-Influencer Marketing
11.20 - 11.35	Sarah Sheeran – Digital Producer / Director, Agtel	The power of social video: creating online videos with impact
11.35 -11.50	Samantha Magee – Founder and CLO, Symposium Learning	Social Media & People Management: Do's and Don'ts
11.50 - 12.05	Charlie Byrne – CEO Co-Founder, Engager	Is Social Media finally shaping TV content?
Content Creation and Marketing		
12.05 - 12.20	Patrick McHugh – Creative Director, Patrick McHugh Digital	Building engagement online with the use of strong visual content
12.20 - 12.35	Rodolfo Melogli – Owner, Business Bloomer	From 0 to 274,843 website visitors: the laws of Content Marketing
12.35 - 12.50	Jack Murray – Founder & CEO, All Good Tales	Mastering the Art of Storytelling in Business
12.50 - 1.05	Francis Fitzgibbon – CEO and Founder, Storystock.com	How technology is completely changing the media landscape
1.05 - 1.20	Gina Miltiadou – Co-founder & Managing Director, Zahra Media Group	Making the Case for Content Marketing: Getting Buy-in from the Higher-ups
1.20 - 1.35	Avril Crotty – Digital Marketer, BranCREATIVE	Opposites Attract - A Tinder Date for Creatives & Analysts
1.35 - 2.00	Lunch Break and Networking	
2.00 - 2.15	Angelo Paolillo – Founder and CEO, Cleerup Ltd.	D&D Digital and Dragons - Engaging the audience and evaluating results through digital story-marketing and gamification
Branding and Design		
2.15 - 2.30	Ray Sheerin – Managing Director, Chemistry	Rules Are For Breaking: In the most crowded media landscape there has ever been, how do you make your brand stand out?
2.30 - 2.45	Naomh McElhatten – Director of Digital Education / Founder, Education at House of Comms /DANI Awards NI	Empowering YOUR professional brand online
2.45 - 3.00	Kerry Manning – Personal Branding Specialist, KerryManning.net	How to Figure out your Personal Brand and leverage it to Get More Sales
3.00 - 3.15	Jane Manzor – CEO, Manzor Marketing	Discover Your 10% Difference and Bring Your Brand Alive
3.15 - 3.40	Coffee Break and Networking	
3.40 - 3.55	Lorraine Carter – Branding Maven, International Speaker, Multi-Award Winner, Mentor, Writer & Designer, Persona Branding & Design	Transform Your Brand and Increase Your Sales
4.10 - 4.25	Paul McCann – Chairman of the Board, CDG Brand	4 ways to differentiate your brand

All presentations/timetables are subject to change. Please check with onsite event timetable on the day.