

Content Creation, SEO, Social Media & Media

Times	Name	Topic
9.30 - 9.45	Sasha Kinch - Creators	How to work with influencers, bloggers and creators
9.45 - 10.00	Mario Gheghici - Founder, Federation of Marketing	Forget about SEO, optimise your website for people
10.00 - 10.15	Dr Léon McCarthy - Second-Screen Design at The Factory of Thought, University of Limerick	The next wave in content creation & consumption: intelligent, contextual, ephemeral
10.15 - 10.30	Patrick Haughey - MD, Haughey Media	Why your business needs a Podcast
10.30 - 10.45	Lorraine Larkin - Digital Student of the Year 2018, Christmas FM	Capturing Attention on Social Media
10.45 - 11.00	Niamh Guckian - Director, Go Motion Academy	Thinking Of Going Live With Facebook? Think Again!
11.00 - 11.30	Coffee Break & Networking	
11.30 - 11.45	Andrew Parle - Digital Marketing Executive, Irish Red Cross	Strategic content
11.45 - 12.00	Damien Fegan - Owner, Beacon Internet Marketing, Northern Ireland	Practical SEO - things you can do today to drive more traffic to your website
12.00 - 12.15	Jill McGrath - CEO, TAM Ireland (Television Audience Measurement)	Joining the Dots – Understanding video viewing across all devices
12.15 - 12.30	Diarmaid Mac Mathúna - Director, Agency Indiepics	Social Video in a World of Digital Marketing

Digital Marketing

Times	Name	Topic
12.30 - 12.45	Gavin Duff & Graham Carroll - Friday	User Experience is the new frontier of Digital Marketing
12.45 - 1.00	Robert Farrell - Course Director, Digital Marketing Academy of Ireland	Social Media: a correction is coming
1.00 - 2.00	Lunch Break & Networking	
2.00 - 2.15	Anja Basaric - Digital Marketing Specialist, EVROS	The Importance of Building Audiences and Buyer Personas for Marketing Personalisation
2.15 - 2.30	Randall Glick - Digital Marketing Curriculum Lead, Digital Skills Academy	5 Things to Know before starting any Digital Marketing
2.30 - 2.45	Bairbre Brennan - Lecturer, Institute of Technology Blanchardstown	Beyond a Facebook Page: the challenges of trading online for SMEs
2.45 - 3.00	Peter Berends - User Experience Curriculum & Team Mentor, Digital Skills academy	4 Things Your Business Website Should Have
3.00 - 3.30	Coffee Break & Networking	

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