

## Online Marketing & Sales/ Digital Transformation - Seminar Area: B

Times	Name	Topic
9.20 - 9.35	Liam Cronin – Adapt Centre	Overview of ADAPT Centre For Digital Content Technology : Engaging Content ; Engaging People.
9.35 - 9.50	Morgan Nolan – Key Account Director, Data Ireland	Leveraging the Physical for the Virtual
9.50 - 10.05	Cathal Melinn – Digital Media Manager, Digital Marketing Institute	Conversions & Attribution Modelling
10.05 - 10.25	James Corbett – Sim Virtua	
10.30 - 11.00	<b>Coffee Break &amp; Networking</b>	
11.30 - 12.00	Conor Shaw – Managing Director, EMEA	Aligning Sales and Marketing for the Digital age
12.00 - 12.15	Greg Fry – Owners, Careers Coach	Digital Marketing
12.25 - 1.25	<b>Lunch &amp; Networking</b>	
1.25 - 1.40	Lisa Gibbons – Digital Marketing Manager, CaminoWays.com	Digital Collaborations: Reaching your international audience.
1.40 - 1.55	Randall Glick – Contract Lecturer, Digital Skills Academy	Growth Hacking vs Digital Marketing
1.55 - 2.25	Tal Shmueli – Account Manager at LinkedIn	From Brand Awareness to Lead Generation on LinkedIn
2.25 - 2.55	<b>Coffee Break &amp; Networking</b>	
2.55 - 3.10	Richard Coen – Business and Digital Marketing Strategist, Emarkable	Marketing Automation Success Plan
3.10 - 3.25	Daria Egorina-Recker – Daria Recker Business Consulting	Sales transformation from call center to digital sales force with tips for SMEs on how to lead this transformation
3.25 - 3.55	Jamie McCormick – McCormick Advanced Marcomm	Digital Marketing
3.55 - 4.10	Andi Jarvis – Senior Account Manager, The Tomorrow Lab	The 6 questions you need to ask before you start digital marketing

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

