

Branding & Design - Seminar Area: C

Times	Name	Topic
11.00 - 11.15	Gerard Tannam – Islandbridge Brand Development	A Face In The Crowd: Gerard Tannam, Islandbridge Brand Development
11.15 - 11.30	Andrew Bradley – Bradley Brand	Real innovation is brand led
11.30 - 11.45	Gavin Gannon – Sales Director, BrandIt	Inspiration on bringing your campaign message to life using Promotional Products
11.45 -12.00	Paul McCann – CDG Brand	Luxury Brands, can we learn from them?
12.00 - 12.15	Eugene Burns – Creative Director, Brandlogik	Total brand experience - use your brand to grow your business
12.00 - 12.30	Samuel Dennigan – CEO & Founder, Handy Foods	STRONG ROOTS and Food as a form of self expression
12.30 - 1.25	Lunch & Networking	

Marketing/Sales/Advertising - Seminar Area: C

Times	Name	Topic
1.25 - 1.40	Gary Stewart – Account Executive – Marketing, Oracle	A case study in how Marketing Automation is driving sales
1.40 - 1.55	Mark Haslam – Managing Director, Loud Mouth Media	PPC Advertising – A New Era Of Innovations
1.55 - 2.10	Mark Mullins – Associate Director, Ad4Game.com	Online Media buying The Quantum leap
2.10 - 2.25	Louis Grenier – Fighting bad marketing, louisgrenier.com	5 Things You Didn't Know About People (And How To Use Them To Increase Conversion And Sales Online)
2.25 - 2.55	Coffee Break & Networking	
2.55 - 3.10	Arno Gaultier – Innovation Consultant, Ireland & EU – fresh perspectives in Pharma	Non-verbal communication at Fairs & Trade Shows: the first step of your sales pitch
3.10 - 3.25	Kaleem Qamar – Sales & Marketing officer Egypt Airlines	Marketing & Innovation
3.25 - 3.40	Diarmuid Mc Sweeney & Sinéad O'Moore – Ogilvy Dublin & eumom	The Great Irish Reset
3.40 - 3.55	Alex Gibson – Head of Department of Tourism	Augmenting the Future: AR and VR as Marketing Tools.
3.55 - 4.10	Tiernan Reilly – Partnerships Executive, UNICEF Ireland	How an investment in children through UNICEF can be an investment in an individual business
4.05 - 4.20	Dervilla Mullan – Chief Product Officer, Brandtone	The next billion – unlocking global growth through mobile

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

