

Content - Seminar Area: D

| Times | Name | Topic |
|---------------|--|---|
| 9.00 - 9.15 | Richard Doyle – Creative Productions | TBC |
| 9.15 - 9.30 | Jack Murray – CEO, Mediahq.com | How to Create Insanely Relevant Content |
| 9.30 - 9.45 | Sharon Tighe – Head of Social Media & Community Strategy, eumom | How to Gain Influence on 70% of all Consumer Spending |
| 9.50 - 10.00 | Ian Blake – Co Founder/Managing Director, Squaredot Inbound Marketing | The Art of the Social Sell |
| 10.00 - 10.15 | Heather Thornton & John Fogarty – Along came a spider | So you want to make a viral? |
| 10.15 - 10.30 | Paul O’Byrne – Tinderpoint | 7 Key Takeaways To Strengthen Your Content Strategy |
| 10.30 - 11.00 | Coffee Break & Networking | |
| 11.00 - 11.15 | Aidan McCullen & Paul Quigley – Head of Innovation partnerships and funding, RTÉ & Founder, NewsWhip Media, Ltd. | Data Driven Content Creation" Newswhip And RTÉ |
| 11.15 - 11.30 | Frank O Grady – Director, Bottle Top Media | Creating a content marketing strategy for your business |
| 11.30 - 11.45 | Louise McCormack – Digital Account Manager at Avvio.com | User Generated Content : For the Hotel Industry |
| 11.45 -12.00 | Mark Strong – MD, Wandering Eye | Bad Reception: The Role of Data and Digital in Entertainment Content. |
| 12.00 - 12.15 | Colm Hanratty – Founder and CEO, Sixtwo Digital | Breaking through the noise with your content and social media marketing |
| 12.15 - 12.30 | Liam O Callaghan – Commercial Director @ Global Reviews | The Journey through Customer Experience |
| 12.30 - 1.25 | Lunch & Networking | |

Social Media - Seminar Area: D

| Times | Name | Topic |
|-------------|---|---|
| 1.25 - 1.40 | Diarmaid Mac Mathúna – Head of Client Services, Agtel | The Six S's of Social Video - Making the most of online video beyond YouTube. |
| 1.40 - 1.55 | Ciamh McCroy – Social Media, Digital Marketing, Online PR, Keynote Speaker & Communications Director, Insight Consultants | Using Social Media as a Sales Tool” or “Social Media – the virtual sales rep that works 24/7 |
| 1.55 - 2.10 | John McGarry – Internet Services, Webworks | The Facebook Pixel the key to Facebook marketing success - what is it and why should every web site have it installed |
| 2.10 - 2.25 | Kevin Ennis – Digital & Social Media Marketing Brand Strategy Passion for great Design | Embracing FOMO: Adopting new Social platforms for Business |
| 2.25 - 2.55 | Coffee Break & Networking | |
| 2.55 - 3.10 | James Kavanagh – Currabinny | 'How I used Snapchat to launch Currabinny' - or something along those lines |
| 3.10 - 3.25 | Jonathan Bird – CEO, PlugMySocial.com | How niching social media will drive direct results for your business |
| 3.25 - 3.40 | Dermot O Reilly – Solutions Consultancy Ireland | Design Thinking meets Social Media Marketing. |
| 3.40 - 3.55 | Richard Doyle – Creative Productions | |

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

