

Times	Name	Topic
Digital Sales and Marketing		
09.20 - 09.35	Cara Shields – SEO & Analytics Director, iProspect	Using Structured Data to Maximise Organic Visibility
9.35 - 9.50	Sean Owens – Willows Consulting Ltd.	How B2B can up revenue by 20% by serving online.
9.50 - 10.05	Eddie Shanahan – Retail Consultant and Product Development	Traditional retail and what lessons can be learned here to convert customers online
10.05 - 10.20	Lisa Duddington – Head of Customer Experience, Keep It Usable	Customer Experience: Your key to conversion and growth
10.20 - 10.35	Edward Nugent – Entrepreneur, Author, Business and Digital Strategist, Digital Scorecard	Digital Strategy from Theory to Reality
10.35 - 10.50	Jason Hier & Givi Kokaia – Director, Roelto Ltd	Polaris Lamps - Swedish Company Launch in the US
10.50 - 11.05	Gerard Keohane – Omnichannel Commerce Specialist, StudioForty 9	The Irish Ecommerce Dashboard in Practice
11.05 - 11.20	John Burns – Information Services Professional, Fariones Cloud Services Limited	Safeguarding Your Online Reputation
11.20 - 11.55	Coffee Break and Networking	
11.55 - 12.10	Barry Adams – Founder, Polemic Digital	How Online Search is Transforming The Web
12.10 - 12.25	Mark Stewart – Digital Strategist, Digital Chief	The Intimate email and how to pull it off
12.25 - 12.40	Dave McEvoy – Director & founder, Dmac Media Ltd	Cracking the eCommerce puzzle for Small Business
12.40 - 12.55	Lorcan Lynch – Managing Director, DataXcel	Turning anonymous clicks into actual leads in a compliant new world
12.55 - 1.10	Damien Fegan – CEO, Beacon Internet Marketing	A Digital Marketing Plan in 15 Minutes!
1.10 - 1.25	Andrew Parle – Digital Marketing Executive, The Irish Red Cross	The day of "spray and pray" marketing is done
1.25 - 1.40	Ricardo Lopez – Facebook Advertising Specialist	What is the big deal with Facebook and Instagram advertising?
1.40 - 2.00	Lunch Break and Networking	
2.00 - 2.15	Paul O'Byrne – Head of Digital Strategy, Tinderpoint	How To Increase Your Website Traffic with These 7 Clever Tactics
2.15 - 2.30	Robert Farrell – Digital Marketing Program Director, The Digital Marketing Academy of Ireland	Digital Game Changers 2017'
2.30 - 2.45	Jessica McIlwaine – Head of Business Solutions, PFH Technology	Make Digital your DNA
3.00 - 3.15	Amy Whelan – CHIPMONGERS Assistant Brand Manager, Musgrave Wholesale Partners	
3.00 - 3.15	Samantha Magee – Founder and CLO, Symposium Learning	SFA or CRM: how to get your sales team to update your data tools
3.15 - 3.30	Laurence Veale – Head of User Experience, Each&Other Ltd.	Data of the heart
3.30- 3.45	Liz Fulham – CEO and Founder, SalesOptimize	How does SalesOptimize revolutionising the retails sales industry worldwide?
Digital Transformation		
3.45 - 4.00	Damien McCann – Director of Enterprise and Marketing, Viatel Ireland	The Digital Divide
4.00- 4.15	John Power – CEO, Ostia Software Solutions Ltd	Joining the digital revolution – what is the biggest bottleneck
4.15 - 4.30	Eoin Killian Costello – Digital Connector, Digital Dun Laoghaire	The Digital Transformation of Dun Laoghaire Town - Lessons learnt for small businesses
4.30 - 4.45	Trevor Koen – Director, Digital Strategy, Imperic Media	How Marketers Can Lead Digital Transformation

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