

Social Stage: Social Media Trends, Sales & Business Success, Digital Marketing

Social Media Trends, Digital Marketing

Times	Name	Topic
9.55-10.00	Louise Brogan, LinkedIn Consultant, LinkedIn with Louise	Opening Remarks
SOCIAL MEDIA TRENDS & USES		
10.00-10.20	Nicholas Grennan, Director, PING Media Management	Unlocking the Power of Social Media: Strategies for Business Success
10.20-10.40	Meg O'Gara, Founder & Director, Megnificent Creative	Crafting a Website that Speaks Volumes: Elevate Your Brand's Credibility and Impact.
10.40-11.00	Louise Brogan, LinkedIn Consultant, LinkedIn with Louise	How to use LinkedIn for Business
11.00-11.30	Peter Turley, Managing Director, Sell Squared	LOOSERS !! An exciting exploration of why business fail in Ireland.
11.30-11.50	James Griffiths, Director, DWF	Don't Believe Your Eyes: Can the law do anything to combat deepfakes?
SALES & BUSINESS SUCCESS - BUILD YOUR BRAND!		
11.50-12.30	Moderator: Louise Brogan, LinkedIn Consultant, LinkedIn with Louise Panellists: Meg O'Gara, Founder & Director, Megnificent Creative, Laura Dowling, Pharmacist & Founder, fabuwellness, Nicholas Grennan, Director, PING Media Management & Natasha Rahman, Group Marketing Manager, Snap	Social Media Trends & Personal Branding: Elevating Your Digital Presence
12.30-12.40	BREAK	
12.40-13.00	Laura Dowling, Pharmacist & Founder, fabuwellness	Be Fearless
13.00-13.20	John Byrne, Founder, Your Success Coach	The Importance of Human Connection in Tech Sales
13.20-13.40	Doug Gordon, CEO, D&S Performance Optimisation	Scale Your Business Up For Success
AI & DIGITAL MARKETING		
13.40-14.20	Moderator: Doug Gordon, CEO, D&S Performance Optimisation Panellists: Fergal O'Connor, CEO, Buymedia, Ely Loew, Head of Product and Growth Strategy, MarketingLens & Tina Calder, Director, Excalibur Press	AI-Powered Revolution: Transforming Digital Marketing with Artificial Intelligence
14.20-14.40	Zia Reddy, Marketing Manager, Technically Write IT	Unlocking Collaboration: Empowering B2B Content Creation through AI-Driven Strategies
14.40-15.00	Fergal O'Connor, CEO, Buymedia	Adopting AI in Advertising is Imperative
15.00-15.20	Tina Calder, Director, Excalibur Press	How To Embrace AI In Your Content Marketing
15.20-15.40	Ely Loew, Head of Product and Growth Strategy, MarketingLens	New AI and New Data in Digital Marketing
15.40-15.45	Doug Gordon, CEO, D&S Performance Optimisation	Closing Remarks



THREATLOCKER

dun & bradstreet



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