

## Sales & Marketing Skills, Training and Professional Development

Times	Name	Topic
9.45 - 10.00	Rosemary Lafferty - Owner, Yellow Ruler Marketing	How SME's can Use Marketing to Prevent Unexpected Dips in Sales
10.00 - 10.15	David Doyle – Managing Director, B2B Sell	Sell Me This Pen
10.15 - 10.30	Peter Turley - Sales Trainer : Speaker, SALEStalk	Pay Attention or Pay the Price: The Business Benefits of Active Listening.
10.30 - 10.45	Marc O'Dwyer - CEO, Big Red Cloud	How to Market a SaaS product
10.45 - 11.00	Emma Boylan - MD, Outside the Box	The faster path to way more money: 5 steps to fill your business with all the clients you can handle
11.00 - 11.15	<b>Coffee Break &amp; Networking</b>	
11.15 - 11.30	Cormac Martin - Occupational Psychologist & Regional Operations Lead, cut-e Ireland	Personality Predicts Performance
11.30 - 11.45	Joseph Dalton - Founder, Breakthrough Brands	3 Pillars for Business Growth
11.45 - 12.00	Kajsa Nordstrom - Head of Marketing, Cash & Carry Kitchens	Digital in the context of a bricks and mortar business
12.00 - 12.15	Sinead Peris - Project Manager in Business Change, Ervia	Selling technology to the Internal customer
12.15 - 12.30	Jason Cooper - Advanced Mind & Business Coach	Cultivating a great Mindset
12.30 - 12.45	Dara Keogh - CEO, GeoDirectory	Unlock the Goldmine of Your Customer Address List

## Branding & Design

Times	Name	Topic
12.45 - 1.00	Aisling Nagle - Digital Marketing Consultant, Tailor Made Marketing	How to re brand your business and win online
1.00 - 2.00	<b>Lunch Break &amp; Networking</b>	
2.00 - 2.15	Edel Kennedy - Head of Marketing, URBANVOLT	How to build a brand for a entirely new business model.
2.15 - 2.30	Valerie O'Reilly - Managing Director, Unicorn PR & Communications Ltd	The Inside Track to Effective PR
2.30 - 2.45	Aisling Griffin - Brand Designer, treetopstudio	Command Attention and High Paying Clients - 3 steps to Instantly stand out with a bold brand identity that boosts your bottom line
2.45 - 3.00	Éadaoin Curtin - Owner and Photographer, Firechild Photography	Stand out success
3.00 - 3.15	<b>Coffee Break &amp; Networking</b>	
3.15 - 3.30	Damian Potheary - Design Consultant, IPS Ltd	Process, print, data and pain: making information and documents easier to produce, reduce and secure.
3.30 - 3.45	Gerard Tannam - Brand-BUILDER, Commentator & Keynote Speaker, Islandbridge Brand Development	Building Bridges To Your Market
3.45 - 4.00	Sara White - Lead brand strategist & client liaison, Right Track Creative	Branding is Personal - gain clarity & vision for your visual brand

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