

## Sales & Marketing, Digital Marketing & Social Media

Times	Name	Topic
9.55-10.00	Gerard Whelan, Founder, Jordan Wolf	Opening Remarks
10.00-10.20	Manmeet Abrol, CEO, The Entrepreneur Studio	Fundraising Strategy Session
10.20-10.40	Fergal O'Connor, CEO and Founder, Buymedia	How to automate your Advertising Process to become more efficient
10.40-11.00	Helen Gavin, CEO, Bold Craft Marketing	The Power of UGC
11.00-11.20	Gerard Whelan, Founder, Jordan Wolf	Selling in a Post-COVID World
11.20-11.40	Edward Nugent, Founder, Digital Scorecard	Digital Success - a marathon not a sprint
11.40-12.00	John O'Shanahan, Managing Director, LeanBPI	Digitalisation in small Business – How Digitalisation can transform your business processes
12.00-12.20	Natalia Nicholson, CEO, Women In Digital Business	Ideas Into Profit
12.20-12.40	Karl Lumsden, Acquisitions Sales Manager, UK & Ireland, Google	The Bumpy Road Ahead; Navigating Uncertainty
12.40-13.00	James Louttit, Former CIO at CPL, Vlogger, Author & Consultant	10 tips from Agile Transformation to help your team become a little better tomorrow
13.00-13.40	<b>Moderator:</b> Gerard Whelan, Founder, Jordan Wolf <b>Panellists:</b> Jane Maher, Head of Marketing, FREE NOW, Helen Gavin, CEO, Bold Craft Marketing, Fergal O'Connor, CEO & Founder, Buymedia and Joseph Cosgrave, CEO, Smarketing Cloud	<b>The Future of Marketing - The Impact of Social Media</b>
13.40-14.00	Alice Kiernan, Communications & Social Media Executive Officer, The Ombudsman for Children's Office	The Role of the Social Media Manager in 2022
14.00-14.30	Bertalan Bari, CEO, MarketingLens & Balazs Vajna, Head of Analytics, MarketingLens	How to power up your digital marketing with data & analytics
14.30-14.50	Lane Farber, Founder, Plan B Sales Consultancy	Taking The Awkwardness Out of Asking for The Business
14.50-15.10	Joseph Cosgrave, CEO, Smarketing Cloud	Data & Automation - How Businesses Can Engage Their Customers At Scale
15.10-15.30	Doug Gordon, CEO, D&S Performance Optimisation Ltd	High Performance Success without Stress in Sales
15.30-15.50	Kenneth Mchugh, Owner, Lefthand Productions	Brand storytelling in 2022, How Tiktok and Podcasting has influenced the way we communicate our business message
15.50-16.10	Tom Dalton, Founder, TD Performance	Unlock Your Potential
16.10-16.15	Gerard Whelan, Founder, Jordon Wolf	Closing Remarks

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