

AGENDA DAY 1

TUESDAY, 11TH APRIL 2017
CROKE PARK, DUBLIN



TIME	TOPIC	SPEAKER
9:00 - 9:10	Opening Remarks	Samantha Kelly, Tweeting Goddess
9:10 - 9:40	How Social Scaled Lovin'	Niall Harbison, Lovin'
9:40 - 10:05	You Only Get What You Give with Social Media	Jamie White, Leading Social
10:05 - 10:30	Social Care at Airbnb: From 1-2-1 Interaction to Customers for Life	Andrea Finnegan, Airbnb
10:30 - 11:00	Dedicated Followers of Fashion	Chupi Sweetman, Chupi Nicki Hoyne, My Shining Armour Fiona Lee, Littlewoods Moderator: Jennifer McGinn
11:00 - 11:25	Instagram Marketing in 2017	Sarah Cunningham, AdRoll
11:25 - 11:50	Going Full Circle: Driving Sales Pipelines with Social Media	Jacinta Walker, Qualtrics
11:50 - 12:15	Twitter & the Power of #NOW	Greg Owens, Twitter
12:15 - 12:40	How to Find Your Next Growth Hack Using the Power of Social Media	Chris Out, Rockboost
12:40 - 13:05	Rethinking Social Media	Paul O'Mahony, LeftClickRightClick
LUNCH		
14:00 - 14:25	The Dos and Dont's of Influencer Marketing	Lisa Toner, HubSpot
14:25 - 14:50	Live the Story You Want to Tell: Social Storytelling & Content Creation	Cian Corbett, Radical
14:50 - 15:10	Agencies of Change	Marcus O'Sullivan, Circulate Amy Lyons, Irish International David Anderson, Outset Moderator: David Connor
15:10 - 15:35	Marketing & Mischieif	Michael Nagle, Paddy Power
15:35 - 16:00	For Better or For Worse? Why Sentiment Matters on Social Media	Nicola Byrne, Cloud90
16:25 - 17:15	Winning Facebook Strategies: 5 Powerful Ways To Leverage Your Results & ROI	Mari Smith

AGENDA DAY 2

WEDNESDAY, 12TH APRIL 2017
CROKE PARK, DUBLIN



TIME	TOPIC	SPEAKER
10:00 - 10:10	Opening Remarks	Samantha Kelly, Tweeting Goddess
10:10 - 10:25	Maximising Performance in a Distracted World	Chris Flack, UnPlug
10:25 - 10:40	Gavin Glynn Foundation	John Glynn
10:40 - 11:05	Social Content	Liam Corcoran, NewsWhip
MASTERCLASSES		
11:15 - 12:00	Masterclass: How to Build Valuable Relationships on Twitter	Samantha Kelly, Tweeting Goddess
11:15 - 12:00	Masterclass: Unlocking Social Media Metrics	Felicity McCarthy, Spark Digital
12:00 - 12:45	Masterclass: Using LinkedIn as an Effective Marketing Tool	Jillian Morkin, Social Dynamic
LUNCH		
14:00 - 14:45	Masterclass: How to Build a Blogging Content Plan that will Build Loyal Customers	Amanda Webb, Spiderworking
14:45 - 15:30	Masterclass: Live and Targeted - The Future of Digital Video	Greg Fry, Socialmedia.ie
15:30 - 16:15	Masterclass: Full Social Strategy From Engagement to Conversions	Wolfgang Digital