

Tuesday, April 11th

TIME	TOPIC	SPEAKER
9:00 - 9:10	Opening Remarks	Samantha Kelly, <i>Tweeting Goddess</i>
9:10 - 9:40	How Social Scaled Lovin'	Niall Harbison, <i>The Lovin Group</i>
9:40 - 10:05	You Only Get What You Give with Social Media	Jamie White, <i>Leading Social</i>
10:05 - 10:30	Social Care at Airbnb: From 1-2-1 Interaction to Customers for Life	Andrea Finnegan, <i>Airbnb</i>
10:30 - 10:45	BREAK	
10:45 - 11:15	Dedicated Followers of Fashion	Chupi Sweetman, <i>Chupi</i> Nicki Hoyne, <i>My Shining Armour</i> Fiona Lee, <i>Littlewoods Ireland</i> Moderator: <i>Jennifer McGinn</i>
11:15 - 11:35	Instagram Marketing in 2017	Sarah Cunningham, <i>AdRoll</i>
11:35 - 12:00	Going Full Circle: Driving Sales Pipelines with Social Media	Jacinta Walker, <i>Qualtrics</i>
12:00 - 12:25	Twitter & the Power of #NOW	Greg Owens, <i>Twitter</i>
12:25 - 12:50	How to Find Your Next Growth Hack Using the Power of Social Media	Chris Out, <i>Rockboost</i>
12:50 - 13:15	Rethinking Social Media	Paul O'Mahony, <i>LeftClickRightClick</i>
13:15 - 14:00	LUNCH	
14:00 - 14:25	The Dos and Dont's of Influencer Marketing	Lisa Toner, <i>HubSpot</i>
14:25 - 14:50	Live the Story You Want to Tell: Social Storytelling & Content Creation	Cian Corbett, <i>Radical</i>
14:50 - 15:10	Agencies of Change	Marcus O'Sullivan, <i>Circulate</i> Amy Lyons, <i>Irish International</i> David Anderson, <i>Outset</i> Moderator: David Connor
15:10 - 15:35	Marketing & Mischief	Michael Nagle, <i>Paddy Power</i>
15:35 - 15:45	BREAK	
15:45 - 16:10	For Better or For Worse? Why Sentiment Matters on Social Media	Nicola Byrne, <i>Cloud90</i>
16:10 - 16:35	Using content to grow a business	Geoffrey Keating, <i>Intercom</i>
16:35 - 17:25	Winning Facebook Strategies: 5 Powerful Ways To Leverage Your Results & ROI	Mari Smith

AGENDA

Wednesday, April 12th

TIME

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 The Gavin Glynn Foundation - John Glynn, *The Gavin Glynn Foundation*

10:40 - 11:05 Social Content - Liam Corcoran, *NewsWhip*

11:05 - 11:30

BREAK / ROOM CHANGE

MASTERCLASSES

Track A

11:30 - 12:15

How to Build Valuable Relationships on Twitter
Samantha Kelly, *Tweeting Goddess*

12:15 - 13:00

Using LinkedIn as an Effective Marketing Tool
Jillian Morkan, *Social Dynamics*

13:00 - 14:00

14:00 - 14:45

Snapchat and Storytelling
Dan Knowlton, *KPS Digital Marketing*

14:45 - 15:30

Live and Targeted - The Future of Digital Video
Greg Fry, *SocialMedia.ie*

15:30 - 16:15

Full Social Strategy From Engagement to Conversions
Natalie Maas & Anna Pas, *Wolfgang Digital*

MASTERCLASSES

Track B

11:30 - 12:15

Unlocking Social Media Metrics
Felicity McCarthy, *Spark Digital*

12:15 - 13:00

Bring your brand to life with live video
Krishna De, *Biz Growth Media*

14:00 - 14:45

How to Build a Blogging Content Plan that will Build Loyal Customers - Amanda Webb, *Spiderworking*

14:45 - 15:30

The DIY guide to Social Media Marketing
Ciamh McCrory, *Insight Consultants*

15:30 - 16:15

How to Maximise your Facebook reach in 2017
Louise McDonnell, *2Market*

LUNCH