



# Sales and Marketing / Grow Your Business Online Main Stage

Times	Name	Topic
9.30 - 9.40	Chairman	Opening Remarks
9.40 - 10.00	Hugh Kelly – Managing Director, Associated Marketing Ltd	Export Market Development – Experiences of a Seasoned Exporter
10.00 - 10.20	Robert Dry – Marketing Manager, Coca Cola Ltd	The perils of big data - what we can learn from Komar to breaking bad
10.20 - 10.40	Nikolay Malyarov – EVP, Chief Content Officer and General Counsel, Pressreader	Stop disrupting consumers, disrupt industries instead
10.40 - 11.00	Paul Loughrey – Head of Insights, RTÉ Television	From Research to Insight to Action to Growth
11.00 - 11.30	<b>Coffee Break and Networking</b>	
11.30 - 11.50	Ciaran Crean – CEO & Co-Founder, MicksGarage.com	Going Global - Scaling an eCommerce business
11.50 - 12.10	Conor O'Malley – Regional Vice President UK & Ireland, Sales Force	Driving Hyper Growth
12.10 - 12.30	Aidan McLaughlin – Director International Communications, Indeed	The Simple Shape of a Story
12.30 - 12.50	Philip Martin – CEO, AppliancesDelivered.ie	AppliancesDelivered.ie – Marketing, Measurement and Management
12.50 - 1.50	<b>Lunch Break and Networking</b>	
1.50 - 2.10	Barry Magee – Client Analytics & Data Transformation Leader, IBM	Combining Agile and Analytics to improve Next Best Customer selection and reduce time taken to achieve Sales & Marketing Pipeline targets
2.10 - 2.30	Lisa Toner – Senior Marketing Manager, HubSpot	How to Connect Your Sales & Marketing Tech to Drive Revenue
2.30 - 2.50	Silviu Preoteasa – Head of Marketing Technology, Hostelworld	From Data Science to Travel Science: Mapping the Customer Journey in the Age of Data Protection
2.50 - 3.10	Stan Massueras – EMEA Sales Director, Intercom	Making Internet Business Personal
3.10 - 3.40	<b>Coffee Break and Networking</b>	
3.40 - 4.00	Ben Parker – Managing Director, Marketing Company	Why you don't want a website, to grow your business
4.00 - 4.20	James Turner – Chief Insight Officer, BlackSwan	Slave to the Algorithm
4.20 - 4.40	Brian Downes – Coach – Facilitator – Consultant, Leading For Performance, Leading & Developing High Performing Teams	Leading & Developing High Performing Teams
4.40 - 4.45	Chairman	Closing Remarks



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