

# Schedule of Events

9:30<sup>am</sup>  
- 9:35<sup>am</sup>

**Welcome Address**

**Prof. Ciarán Ó Catháin**

President of Athlone Institute of Technology

9:35<sup>am</sup>  
- 10:00<sup>am</sup>

**Growth of Global Marketing**

**Shane Whelan**

Director of Digital, Marketing and Communications for the British and Irish Lions Rugby Team

10:00<sup>am</sup>  
- 10:25<sup>am</sup>

**Lessons in Digital Marketing that hold from start-up to one billion**

**Simon Geraghty**

CMO at Kate Somerville and Marketing Lead at Unilever Prestige

**Coffee Break 10:25<sup>am</sup> – 10:40<sup>am</sup>**

10:40<sup>am</sup>  
- 11:05<sup>am</sup>

**Hubspot Inbound Marketing Methodology and the Fly-wheel**

**Mark Lynch**

Customer Onboarding Specialist - Hubspot

11:05<sup>am</sup>  
- 11:30<sup>am</sup>

**Customer Buyer Journey and Content Curation**

**Lisa Tully**

Digital Marketing Manager - Life Style Sports

11:30<sup>am</sup>  
- 11:55<sup>am</sup>

**Investing in Digital Advertising to Grow your Business**

**Iarla Duignan**

Senior Digital Manager - Mindshare

**Coffee Break 11:55<sup>am</sup> – 12:05<sup>pm</sup>**

12:05<sup>pm</sup>  
- 1:30<sup>pm</sup>

**Panel discussion: Digital Transformation during Covid-19**

**Garry Walsh** - Group Commercial Director - Hodson Bay Hotel

**Liam Tutty** - CEO - Dead Centre Brewery

**Deirdre Keon** - Head of Business Development - FCDM

**Maeve Dwyer** - Head of Customer Service, Quality and Marketing - DPD