

# GET DIGITAL

Digital technologies are transforming how we live, work and play. GETDigital, a free virtual conference, is designed to discuss how entrepreneurs and businesses can harness these digital technologies to achieve their business goals.

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APRIL 12-16, 2021

9AM-6PM IRISH STANDARD TIME (GMT)

ZOOM @ DCU

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GETDigital

Monday

12 APRIL, 2021

09:00 AM

**THE FUTURE OF LOCAL MEDIA & ADVERTISING IN  
A FANG DOMINATED WORLD**

PAUL FARRELL  
(MD, VIRGIN MEDIA TV)

10:30 AM

**WHY DIGITAL SOLUTIONS ARE A BIT SH\*#E**

ALEX MEISL  
(CO-FOUNDER, GREY HAIR WORKS)

11:45 AM

**ASK ME ANYTHING - SOCIAL MEDIA**

1:00 PM

**BIG BEER TO CRAFT BREW**

BOB WILL TAKE US THROUGH THE MAJOR INSIGHTS AND  
OPPORTUNITIES FOR BRANDS TO BUILD CUSTOMER  
ENGAGEMENT AND LOYALTY TODAY.

BOB COGGINS  
(COMMERCIAL DIRECTOR, THE WHITE HAG)

GETDigital

Monday

12 APRIL, 2021

2:30 PM

#100CONSENT - HOW PLUTO AND DRCC  
LEVERAGED TIKTOK TO REACH A YOUTH AUDIENCE

CORMAC MCCANN  
(CREATIVE DIRECTOR, PLUTO)  
& DEIRDRE O'SULLIVAN  
(ACCOUNT DIRECTOR, PLUTO)

3:45 PM

TITLE TBC  
MARK MULOOLY  
(HEAD OF BUSINESS DEVELOPMENT, SUPERUNION)

5:00 PM

YOU NEED HUMAN DATA AND CUSTOMER INSIGHTS  
TO TRANSFORM CX...DURING COVID, AND BEYOND

ERNAN ROMAN  
(PRESIDENT, ERDM)

GETDigital

Tuesday

13 APRIL, 2021

09:15 AM

TITLE TBC

BRIAN HERRON

(PRINCIPLE UDESIGNER, EACH&OTHER)

10:30 AM

GET REAL OR GET LOST:

**CREATING GREAT CONTENT FOR SOCIAL MEDIA**

WITH THE AVERAGE TIME WE SPEND ON SOCIAL MEDIA EACH DAY ABOUT TO HIT 2.5 HOURS, HOW CAN BRANDS CREATE THUMB-STOPPING CONTENT THAT DRIVES IMPACT, AS WELL AS RESULTS? IN THIS SESSION WE'LL COVER FRAMEWORKS AND SHARE INSIGHTS THAT CAN HELP YOU SHAPE GREAT CONTENT FOR SOCIAL MEDIA. FROM CRAFTING UNIQUE BRAND MESSAGING TO WHAT METRICS TO MEASURE. WE'LL ALSO TAKE A LOOK AT BRANDS PUSHING BOUNDARIES WITH THEIR SOCIAL MEDIA CONTENT AND WHAT LEARNINGS WE CAN IMPLEMENT INTO OUR OWN STRATEGIES.

HANNAH CORKEY

(SENIOR DIGITAL STRATEGIST, EDELMAN)

11:45 AM

ASK ME ANYTHING - CONTENT MARKETING

1:00 PM

TOP TIPS FOR YOUR CV & COVER LETTER

SHARON BURKE

(CAREERS CONSULTANT, DCU)



GETDigital

**Tuesday**

**13 APRIL, 2021**

**2:30 PM**

**GROWING KERRYGOLD IN AMERICA IN A  
FRAGMENTED MEDIA LANDSCAPE**

**BRIAN CLEERE**  
(MARKETING DIRECTOR, KERRYGOLD / ORNUA  
FOODS NORTH AMERICA)

**3:45 PM**

**THE WOLFGANG VIEW ON STATE OF  
E-COMMERCE IN 2021**

**ALAN COLEMAN**  
(CEO, WOLFGANG DIGITAL)

**5:00 PM**

**LIMITS EXIST ONLY IN OUR MINDS**

**HANNAH SHIELDS**  
(ADVENTURER)

GETDigital

# Wednesday

14 APRIL, 2021

09:15 AM

**CHATBOTS UNCOVERED - WHAT, WHERE & HOW**

TAKE A LOOK AT THE AI PHENOMENON OF THE VIRTUAL ASSISTANT AKA CHATBOT! WE'LL EXAMINE THE USE OF CHATBOTS ACROSS INDUSTRIES TO IMPROVE CUSTOMER EXPERIENCE AND LOWER COSTS. FINALLY, WE'LL LOOK AT THE STEPS INVOLVED IN BUILDING YOUR FIRST BOT WITH WATSON.

**RONAN DALTON**  
(CLOUD/AI SOLUTIONS ARCHITECT, IBM IRELAND)

10:30 AM

**THE POWER OF PODCASTS**

**GARY FOX**  
(HOST, THE ENTREPRENEUR EXPERIMENT & CEO,  
HOSTBUTLERS)

11:45 AM

**ASK ME ANYTHING - SEO**

1:00 PM

**TITLE TBC**  
**SPEAKER TBC**

GETDigital

# Wednesday

14 APRIL, 2021

2:30 PM

**TECHNICAL LEADERSHIP - PUTTING TECHNICAL  
LEADERSHIP BACK INTO DIGITAL BUSINESS**

**JOSH HOLMES**  
(TECH DEV LEAD, MICROSOFT)

3:45 PM

**TITLE TBC**  
**JOHN DANNER**  
(BEST SELLING AUTHOR & SENIOR FELLOW,  
BERKELYHAAS BUSINESS SCHOOL)

5:00 PM

**TITLE TBC**  
**ERIC WEAVER**  
(CEO, TRANSPARENT PATH)



# GETDigital

# Thursday

15 APRIL, 2021

**09:15 AM**

## **IKEA DIGITAL PRODUCTS**

AN OVERVIEW OF HOW IKEA IS EVOLVING AS A TRADITIONAL BRICK & MORTAR AND USING DIGITAL PRODUCTS TO MEET THE NEEDS OF THEIR CUSTOMERS.

**CIARA DOLAN**

(PRODUCT OWNER -  
FOOD, IKEA DIGITAL HUB MADRID)

**10:30 AM**

## **ELEVATE YOUR BUSINESS WITH MARKETING AUTOMATION**

**MARTIN HENNIC**

(SENIOR DIGITAL TRANSFORMATION  
CONSULTANT, NOA CONNECT)

**11:45 AM**

## **ASK ME ANYTHING - E-COMMERCE**

**1:00 PM**

## **PERSONAL BRANDING**

JEFF BEZOS, FOUNDER OF AMAZON, SAYS 'YOUR PERSONAL BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN THE ROOM'. SO HOW DO YOU BUILD A POWERFUL PERSONAL BRAND THAT SETS YOU APART? A BRAND THAT HELPS YOU ACHIEVE SUCCESS IN YOUR CAREER? JOIN SIOBHAN O'SHEA, DIRECTOR WITH CPL, IN HER SESSION ON PERSONAL BRANDING TO HEAR HER TIPS AND IDEAS ON CREATING 'BRAND YOU'

**SIOBHAN O'SHEA**

(CLIENT SERVICES DIRECTOR, CPL)



GETDigital

# Thursday

15 APRIL, 2021

**2:30 PM**

**CAVEAT EMPTOR**

**(MALE DISPOSUERAT VENDITIONIS EXPERITUR)**

YOU HAVE A GREAT PRODUCT OR SERVICE TO SELL, AND YOU KNOW PEOPLE EVERYWHERE WILL WANT TO BUY IT, SO YOU DIVE INTO E-COMMERCE AND WAIT FOR THE SALES TO START ROLLING IN...EXCEPT...NOTHING HAPPENS.

**MARK CONGIUSTA**

**(SENIOR UX MANAGER, AMAZON)**

**3:45 PM**

**TITLE TBC**

**EVAN FISHKIN**

**(PARTNER, LOGIC INBOUND)**

**5:00 PM**

**TITLE TBC**

**GERRY DUFFY**

**(MOTIVATIONAL SPEAKER & GOAL SETTING COACH)**



GETDigital

**Friday**  
**16 APRIL, 2021**

**09:15 AM**

**HOW NOT TO TAKE THINGS PERSONALLY**

**FREDERIK IMBO**  
(ACTOR, PRODUCER & MOTIVATIONAL SPEAKER)

**10:30 AM**

**GROWING AN AUDIENCE  
WHILE OUR DOORS ARE CLOSED**

EPIC THE IRISH EMIGRATION MUSEUM, HAVE HAD THEIR DOORS CLOSED DURING LOCKDOWNS. THEY HAVE GROWN THEIR ONLINE AUDIENCE, REACH AND FOLLOWING USING STRAIGHTFORWARD STORYTELLING, COMMUNITY MANAGEMENT AND TARGETING TECHNIQUES. THEY'LL SHARE THEIR EXPERIENCES TODAY.

**DARRAGH DOYLE**  
(HEAD OF COMMUNICATIONS,  
EPIC THE IRISH EMIGRATION MUSEUM) &  
**REBECCA HUMPHREY** (SOCIAL MEDIA LEAD, EPIC)

**11:45 AM**

**ASK ME ANYTHING - PAID ADVERTISING**

**1:00 PM**

**WHAT TO EXPECT TO BE ASKED IN AN INTERVIEW  
FOR DIGITAL ROLES?**

**MICHAELA SIMPSON**  
(HEAD OF CONTENT, WOLFGANG DIGITAL)  
& **LOUISE KIERNAN**  
(TALENT ACQUISITION MANAGER, ESHOPWORLD)



# GETDigital

# Friday

16 APRIL, 2021

**2:30 PM**

**JUST EVIL ENOUGH**  
ALISTAIR CROLL  
(AUTHOR & ENTREPRENEUR)  
& EMILY ROSS  
(CEO, INKVINE)

**3:45 PM**

**BUILDING TRUST IN BRANDS DURING COVID-19**  
IN THIS SESSION DARRAGH & PENELOPE COVER  
FRAMEWORKS AND SHARE INSIGHTS THAT CAN HELP YOU  
SHAPE GREAT CONTENT FOR SOCIAL MEDIA.  
DARRAGH REA  
(SENIOR DIRECTOR, EDELMAN)  
& PENELOPE MANTZARIS  
(SENIOR VP, EDELMAN, DATA & INTELLIGENCE)

**5:00 PM**

**CYBORGS, STARBUCKS & SPACE-AGED SCOTCH**  
TODAY, AS THE INTERNET BREACHES NEW BORDERS FROM  
THE HUMAN BODY TO OUTER SPACE, IT ALSO CREATES  
UNIQUE GOVERNANCE NEEDS. AS A RESULT, IN THE FUTURE,  
DIFFERENT INSTITUTIONS MUST ULTIMATELY SHARE FORMAL  
GOVERNING POWER. HOWEVER, THE LANGUAGE THAT WE  
USE TO TALK ABOUT GOVERNANCE HAS NOT EVOLVED  
ENOUGH TO DISCUSS HOW THIS SHOULD HAPPEN OR BE  
MANAGED.  
AMY ZALMAN  
(FUTURIST & CEO, PRESCIENT)

# GETDigital

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