

Marketing gamechangers – marketing with impact

Google: Cera Ward – Country Manager, Large Customer Sales, Ireland.

Cera heads up the Irish sales team, who are focused on helping large Irish and Irish-based international businesses maximise their use of Google advertising platforms and educating the Irish market on Google's advertising suite: Adwords, YouTube, TrueView, Google Display Network and mobile. Cera is also the chairperson of the IAB Search Council, which strives to inspire and educate marketers in search marketing.

Lucozade Ribena Suntory: Elizabeth Sheehan – Director of Marketing for Ireland.

With 18 years in the International Marketing field her specialties include; Building global/local brand strategies, consumer engagement strategy, product innovation, working across multiple geographies.

Mondalez International: Colin O'Toole – Senior Brand Manager.

Your consumer's attention is being dragged away from your media spend all day long. Phones and tablets are taking over the commute, Video on demand is taking over TV and press, well, it is not as healthy as it has been. The questions on every marketer's mind: how much do I switch into digital? How do I measure it? Can I link it back to a sale? These are all the wrong questions.

This session will cover:

- How some of the top FMCG companies in the world are 'codifying the art of marketing'.
- How to focus your comms to be as impactful as they can be.
- What is the one measure that matters, to grow your brand?
- How all of this is leading top marketing teams to create "fewer-bigger-better" impacts.

Colin completed his master's degree in marketing at UCD and learned his trade with some of the global giants of marketing like Mars, L'Oreal, Colgate-Palmolive and Johnson & Johnson.

The afternoon workshops include:

Dealing with Digital Disruption: Daniel Rowles – Author.

How do we work in an environment of constant and fast-paced change? In this practical session, Daniel will look at how existing and near future digital technologies will be complete game changers for many industries. The session will show you the practical tools and resources you can use to stay up to date with digital marketing, and how you can plan for a future of constant

change. Daniel will also make some predictions for the next five years ahead in digital and get the audience's view on what this will mean in practice.

Daniel has been working in digital marketing for the past 15 years, with extensive experience working internationally both client-side and within the agency environment. Daniel has helped organizations of all types to use digital marketing effectively, working with all sizes of business from SMEs through to clients like the BBC, Vodafone, MasterCard, Warner Bros and Boots. Daniel prides himself on delivering practical and hands-on training, and brings best practice from many years working for a broad range of international clients across the full range of digital marketing techniques.

The Writer: Claire Wilkinson – Writer & Trainer.

Saying so don't make it so: You're at a party, and someone you've only just met announces: 'I'm dead funny, me'.

What do you do? Accept their assertion, or wait for them to split your sides before you believe them? Odds are it's the latter. Because simply telling someone something isn't enough to make them buy it. You've got to make them feel it, too.

In this workshop, Claire Wilkinson, from language consultancy The Writer, will show us how to do just that. There'll be no death by PowerPoint and no lecturing. Just lots of tips, stories and practical techniques to help you bring your ideas to life and make your writing really mean something, in your marketing and beyond.

Claire has worked with all kinds of brands to revamp their writing. She has helped Emirates create one tone of voice for a workforce that speaks 55 different languages, shown Bacardi how to write a samba and taught Booths supermarkets how to whet appetites without over-egging the pudding. She's also one of our travelling trainers, and has run workshops for Nickelodeon, Asda and the BBC, to name just a few.

