



CIM

The Chartered
Institute of Marketing

Social media masterclass

Lloyd Morgan



Lloyd Morgan is Managing Director of Rockadove Video Production, one of the leading Video Production Companies in Cardiff, producing videos for Barclays, Invacare, The Royal Mint and Cardiff Airport to name a few.

He is also Trustee for an International Rugby Charity working throughout Africa and chaired the CIM South Wales volunteer board for two years.

A passionate marketer who had been producing professional videos for over a decade, so has seen the changes in which brands are utilizing social media to promote their video content.

Laura Crimmons



Laura is Branded3's Communications Director, having started the PR team at the agency in 2012 she now oversees PR, Social Media, Content, Design & Front-end Development. With extensive SEO and social media knowledge, and experience in both traditional and digital PR, she knows how to create and execute campaigns which deliver multiple online benefits.

Laura is a regular trainer and speaker at industry events such as INBOUND2017, Learn Inbound, SAScon and BrightonSEO, where she has delivered the link building/Digital PR training since 2013. She won PR Moment's Young Professional of the Year 2017 and was named in The Drum's '2017 50 Women in Digital Under 30'.

Laura has led campaigns for Branded3's clients that have gained coverage by top international publishers such as BBC, Mashable, Daily Mail and many more.



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Helen Wild



Helen heads-up some of [Equinox](#)'s biggest accounts, where digital plays a huge role.

She prides herself on developing and leading creative, results-driven, fully-integrated campaigns - many of which have gained UK-wide recognition.

Awarded *Outstanding Young Communicator* by the CIPR in 2012 in recognition of her digital expertise, Helen has gone on to produce several award-winning social media campaigns and now oversees Equinox's digital offer, including developing and delivering training courses for the National Assembly Wales, public sector organisations, private companies, and existing clients.

A member of the CIM Wales Board, she is responsible for a range of high-profile clients spanning tourism, retail and heritage in Wales and the UK - delivering campaigns for the likes of stationery brand, STAEDTLER; the Welsh Government's heritage arm, Cadw; and Savills-run shopping parks.

In her spare time, Helen is busy updating her thousands of Instagram followers through her lifestyle platform, [thebritishprep](#).

Prab Chadha



Prab Chadha is the Managing Director of Digital Maverick Ltd, specialising in digital marketing. He focuses on consulting, training, mentoring and coaching individuals and businesses to use digital marketing more effectively.

Prab is an Associate Lecturer in Digital Marketing at Bristol Business School. He is also a Business Mentor with the Prince's Trust and Welsh Assembly Government and a Big Ideas Role Model.



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Paul Rowland



Paul combines being editor of WalesOnline with his role as Editor-in-Chief of Media Wales, in which he oversees the company's newsrooms in Cardiff and Swansea as well as print titles including the Western Mail, South Wales Echo and South Wales Evening Post. He's worked for Media Wales since joining the Western Mail as a trainee news reporter in 2005, becoming editor of WalesOnline in March 2016. The following year, WalesOnline was named website of the year at both the Wales Media Awards and the UK-wide Regional Press Awards.

Paul was promoted to the role of Editor-in-Chief in May 2016 and had led the development of publishing operations across Media Wales' Cardiff and Swansea newsrooms following the merger between Trinity Mirror and Local World.

Originally from Aberystwyth, he attended Penglais Comprehensive Scholl before reading history at the University of Warwick. He returned to Wales in 2004 to study newspaper journalism at Cardiff University's School of Journalism, Media and Cultural Studies.