

# NATIONAL DIGITAL CONFERENCE

Start	Finish	Length	Topic	Speaker
09:00	09:30	00:30	Coffee + Networking	
09:30	09:40	00:10	Movement and Welcome	Jess Kelly + Shane McGonigle
09:40	10:15	00:35	The Metaverse by Meta	Stha Banks, Meta
10:15	10:50	00:35	Mediahuis; Digital transformation at a leading European media group	Brian Sheehan and Fionnán Sheahan, Digital Director and Ireland Editor Mediahuis
10:50	11:30	00:40	From AI to the Fourth Industrial Revolution - what that means to Marketers	Michael Wu, Chief AI Strategist PROS
11:30	11:55	00:25	Q&A with Speaker Panel	Michael Wu, Brian Sheehan & Fionnán Sheahan Facilitated by Jess Kelly
11:55	12:35	00:40	Lunch Break + Networking	
12:35	13:10	00:35	Esports 101 -The Opportunity for Brands in Competitive Gaming.	Trev Keane, Epicglobal
13:10	13:45	00:35	The Future is Marketing	Conor Jones, Google
13:45	14:20	00:35	Future of Transport – Future Mobility	Russell Vickers, CEO Future Mobility
14:20	14:45	00:25	Q&A with Speaker Panel	Trev Keane, Russell Vickers Facilitated by Jess Kelly
14:45	15:15	00:30	Coffee + Networking	
15:15	16:00	00:45	Adapting to Change in all Arenas	Joy Neville, Former Grand Slam Winner, Current Elite IRFU Rugby Referee Facilitated by Jess Kelly
16:00	16:35	00:35	The Future of Work - Building your workforce from anywhere	Peter Cosgrove, Founder of Futurewise
16:35	17:55	00:20	Q&A with Speaker Panel	Peter Cosgrove & Michael Wu Facilitated by Jess Kelly
17:25	17:30	00:05	Closing remarks	Jess Kelly + Shane McGonigle
17:30	18:15	00:45	Networking + Drinks	

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