

National Sales and Marketing Summit Stage

Moderator - Simon Palmer ,Head of Marketing & Communication RTE Pulse

Times	Name	Topic
9.35- 9.40	Simon Palmer ,Head of Marketing & Communication RTE Pulse	Opening remarks
9.40 -10.00	Gordon O'Neill, CEO, Goldfish.ie	How to boost sales with smart technology
10.00 - 10.20	Ken Nugent, Group Client Sales Manager, RTE	STOP, LOOK and LISTEN - Perspective in Media
10.20 - 10.40	Andrew Bradley. Director, Bradley Brand & Design	Why Brands Matter: guide to defining your brand
10.40 -11.00	Marie Davis , Head of Sales & Marketing -Google	Marketing in the Age of Assistance
11.-00 - 11.30	Coffee Break & Networking	
11.30-11.50	Jeff Moran, European Skills Leader, IBM	SALES WARS: The death of the field seller ?
11.50 - 12.10	Iliyana Stareva, Head Global Partner Program , HubSpot	Making Inbound PR Happen
12.10 - 12.30	John Madigan ,Head of Marketing & Research at SBCI	Financing SME Growth
12.30 - 12.50	Jan Richards ,Head of Insights & Planning, DAA	Lining up the '3 voices' to deliver a great passenger experience'
1.00-2.00	Lunch Break & Networking	
1.40 -2.00	Dermot Walsh , VP Sales & Marketing Each and Other	The Sales-Force Within; Your Greatest Untapped Asset
2.00 - 2.20	Cillian Fennel - Director ,Still water Communication	Selling with story
2.20 - 2.40	Conor Kavanagh , Journalist and former RTE Radio Producer	Tell me all you know
2.40- 3.00	Geraldine Moloney - SME Customer Strategy at Electric Ireland	Energy Insights through Data
3.00-3.30	Coffee Break & Networking	
3.30 - 3.50	Daragh O'Byrne , VP Marketing Nucleus Software	Overcoming the Imagination Gap: Using Storytelling
3.50 - 4.10	Neil McKenna & Stephen Bradshaw, KICK Advertising & Design	Does digital work
4.10-4.30	Andrew Dobbin- The Business Mindset	
4.35-4.40	Simon Palmer ,Head of Marketing & Communication RTE Pulse	Closing remarks

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All presentations/timetables are subject to change. Please check with onsite event timetable on the day.