

| Time | Albert Hall Stage | Osborne Lounge | Playhouse Stage |
|---------------|---|---|---|
| 09:00 – 09:50 | Registration, coffee, networking, and visit the exhibition | | |
| 10:00 – 11:00 | <p>Thought Leadership</p> <p>The rise of Personal Reality Oliver Franklin Wallis – WIRED</p> <p>Marketing in a digital world Susan Hallam</p> | | <p>Customer Experience</p> <p>Storytelling and future-gazing: the challenges of digital customer experiences Billy Williams – Distinction</p> <p>SEO and UX team, unite! Ben Wood & Julio Taylor – Hallam</p> |
| 11:00– 11:30 | Coffee break, networking, and visit the exhibition | | |
| 11:30 – 12:30 | <p>Future Trends</p> <p>We have ruined the web. Let's try to save it! Barry Adams – Polemic Digital</p> <p>Future Proofing In The Digital Era: Key Trends & Takeaways Roxanne Brownlee – Google</p> | <p>Managing Your Business in a Digital World</p> <p>Remote + Virtual working – Implications for the Digital workforce Adam Harris – Fresh Mindset</p> <p>Staying on the right side of the law in the digital world Ed Wright- Shakespeare Martineau</p> | <p>Creative Campaigns</p> <p>The Power of Archetypal Branding Matt Davies</p> <p>Impero's Cloud Journey: A Truly Integrated Campaign Nikki Annison – Impero Software</p> <p>New Skool Fundraising Tori Harrison – Framework</p> |
| 12:30– 13:30 | Brown bag lunch, networking, and visit the exhibition | | |
| 13:30– 14:30 | <p>Digital Leadership</p> <p>Lessons from working with Google – what I learnt Robert Craven – The Directors Centre</p> <p>How to build, inspire and keep a successful Design Team Julie Kennedy – Saint Gobain</p> | <p>Focus on Paid</p> <p>Automating to Outperform: ready to use AI and automation tools for marketers Sal Mohmmed – Adzooma</p> <p>The Reality of Connecting AdTech & MarTech Tocara Baker – Adobe</p> <p>Are you accurately reporting the value of your PPC activities? Sophie Logan – Hallam</p> | <p>Focus on SEO</p> <p>Panel Discussion chaired by Susan Hallam</p> <p>Dave Cain – Boots</p> <p>Barry Adams – Polemic Digital</p> <p>Daniel Woodhouse – Experian</p> <p>Charlotte Tomlinson – Hallam</p> |

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| 14:30 - 14:50 | Enjoy a well deserved ice cream break! | | |
| 14:50 - 15:50 | <p>Focus on Growth</p> <p>Leading Successful Businesses in a Digital World David Falzani - University of Nottingham</p> <p>Accelerating your business growth through technology Stuart Ross - Hallam</p> | <p>Data Driven Campaigns</p> <p>Product management: getting signal from the noise Chanade Hemming - Virgin Media</p> <p>Digital transformation through business intelligence Darren Turner - Air BI</p> | <p>Focus on Social</p> <p>Data driven social media Kieran S-Lawler - Hallam</p> <p>Creating influential content: how to navigate current trends and move your audience from passivity to partnership Susan Moeller - BuzzSumo</p> |
| 15:50 - 16:00 | 10 minute break | | |
| 16:00-16:50 | <p>Digital Relationships</p> <p>Building Your Reputation in a Digital Age Rob Brown</p> <p>Entertain me... or else Fabio Torlini - WPENGINE</p> | <p>Campfire: An informal Q&A with our Speakers</p> <p>Hosted by Susan Hallam Susan Moeller - BuzzSumo Dave Cains - Boots Ed Wright - Shakespeare Martineau Sal Mohammed - Adzooma</p> | <p>Focus on UX</p> <p>Delivering Seamless Customer Experiences for the Ultimate Connected Device: Practical Tips Alex Elliott - Jaguar Land Rover</p> <p>The UX showstopper: add one part data to one part design and bake into best practice Jenni Stacey - Experian</p> |
| 17:00 - 21:00 | <p>After Party at Metronome!</p> <p>The Summit doesn't end yet... come and let loose at our After Party at Metronome.</p> <p>Relax after a great day with like minded professionals, share your experiences, make new connections, and catch up with some of the speakers and exhibitors. It's a great chance to socialise and share the gems from the day.</p> <p>Enjoy live music from one of Nottingham's finest funk bands, Chai6, and one of the most exciting new names in jazz, Dave Beardsworth.</p> <p>We'll get the party started with a couple of free drinks and recharge your spirits with some delicious complementary food thanks to our friends at Hallam.</p> <p>If you haven't been there before, Metronome has one of the best sound systems in the Midlands, DJ sessions, and a buzzing atmosphere. And we can all get a bit of fresh air and exercise during the 13 minute guided walk from The Summit to Metronome.</p> | | |