Time Main Stage Neville Studio Company Room 08:20 - 08:50 Registration & coffees 09:00 - 09:05 Welcome introduction 09:05 - 09:20 Opening Keynote Julio Taylor 09:35 - 09:55 Reinventing your paid search strategy on Microsoft Advertising Cristiana Herrera Transit 10:00 - 10:30 The power of nostalgia: emotion in BZB creatives on Linkedin Wensy Antoli 10:45 - 11:05 Why data is everyone's Peter Laffin 11:10 - 11:30 Bing, Bang, Boom: SEO for new players in search Crystal Carter 11:35 - 11:55 Search in 2013, 2023, and 2033: the Barry Adams 12:00 - 12:20 How to build a newsletter Neville Studio Company Room Welsitration & Company Room Registration & Company Room Company Room Company Room Registration & Company Room Registration & Company Room Company Room Registration & coffees What do you mean links averything?! Lessons to from traditional PR Alice Precee Transit Everyone's talking about Al but where to start? A practical approach for increasing online sales with Al Alan Gormley Break Maximising your brand's digital PR impact: strategies for success and creativity on a budget Sarah Fleming SH*T - my organic traffic What to do & how to recc Stanley Dunthorne Stanley Dunthorne How to develop an International Paid Social Strategy for B2B Alex Jackson How to develop an International Paid Social Strategy for B2B Alex Jackson How to develop an International Paid Social Strategy for B2B Alex Jackson How to develop an International Paid Social Strategy for B2B Alex Jackson How to hold on to your humanity as the machines take over Mel Barrield Why your people are you marketing asset Michael Younger How to supercharge you Performance Max camps Simran Harichand	aren't be learnt tes! How th to UX
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13:30 - 13:50 Google insights: Al powered ads Kwanele Nomoyi Personalisation squares: choose your own adventure David Mannheim Small but mighty: crushing companies on a tiny budge Ryan Jones	•
13:55 - 14:15 SEO for TV: the rise of streaming Daniel Morehead Marketing in challenging times: what I learned during conversations with five experts Julie Reid From TikTok to top tips: how to win at the game of social media Leala Jackson	
Transit	
14:20 - 14:40 The robots are coming – let's not sh*t ourselves Ben Wood The robots are coming – let's not sh*t to your videos Ahmed Khalifa The state (and the future to your videos Carmen Dominguez	e) of search
14:45 - 15:05 How to do thorough research when building a B2B topic cluster Chima Mmeje The ONLYNESS strategy: leveraging the power of brand positioning so that you are chosen by the right customers more often Matt Davies Tough Talks by Tough To ing up the digital market Steve Whittle	
Transit Transit	
15:10 - 15:30 Sustainable strategy: developing an SEO strategy with the environment in mind Carmen Dominguez The increasing value of a session Greg Landon The increasing value of a session Greg Landon Video and the power of expectation and the p	motion
Ice cream break	
15:45 - 16:05 Link building case study: how we earned ~2K backlinks with a boring page Link building case study: how we earned ~2K backlinks with a boring page Cream break Great recruitment tactics that build exceptional teams Tim Dixon	
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