

Time	Main Stage	Neville Studio	Company Room Stage
08:20 - 08:50	Registration & coffees		
09:00 - 09:05	Welcome introduction		
09:05 - 09:20	Opening Keynote Julio Taylor		
09:20 - 09:30	Introduction to Emmanuel House Rosie Needham-Smith		
Transit			
09:35 - 09:55	Reinventing your paid search strategy on Microsoft Advertising Cristiana Herrera	Measurement in a cookieless world Hal Webb & Joy Talbot	What do you mean links aren't everything?! Lessons to be learnt from traditional PR Alice Preece
Transit			
10:00 - 10:30	The power of nostalgia: emotion in B2B creatives on LinkedIn Wensy Antoli	Everyone's talking about AI but where to start? A practical approach for increasing online sales with AI Alan Gormley	Stop making sh*t websites! How to improve your approach to UX Francis Williams
Break			
10:45 - 11:05	Why data is everyone's problem (and opportunity!) Peter Laflin	Maximising your brand's digital PR impact: strategies for success and creativity on a budget Sarah Fleming	SH*T - my organic traffic is dropping! What to do & how to recover Stanley Dunthorne
11:10 - 11:30	Bing, Bang, Boom: SEO for new players in search Crystal Carter	How to develop an International Paid Social Strategy for B2B Alex Jackson	Why your people are your best marketing asset Michael Younger
11:35 - 11:55	Search in 2013, 2023, and 2033: the more things change... Barry Adams	How to hold on to your humanity as the machines take over Mel Barfield	How to supercharge your Performance Max campaigns Simran Harichand
12:00 - 12:20	How to build a newsletter people care about Joe Glover	Stop wasting money, stupid Jack Brown	Why are creatives annoying? Al Davies
13:30 - 13:50	Google insights: AI powered ads Kwanele Nomoyi	Personalisation squares: choose your own adventure David Mannheim	Small but mighty: crushing big companies on a tiny budget 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	Cut the crap-tion and bring more viewers to your videos Ahmed Khalifa	The state (and the future) of search Erika Varangouli & Carmen Dominguez
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 Talk: shaking up the digital marketing sector Steve Whittle
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	Video and the power of emotion Jon Mowat
Ice cream break			
15:45 - 16:05	Link building case study: how we earned ~2K backlinks with a boring page Joshua Hardwick	Great recruitment tactics that build exceptional teams Tim Dixon	
Transit			
16:10 - 16:30	How you can use audio and visual content formats to improve your content strategy Azeem Ahmad	Leveraging UX for SEO revenue growth Louis Smith	Be more Bowie – lessons in business creativity from a rock icon Si Beales
Afterparty			