



DIGITAL DAY AGENDA

24th April 2019

Technology Innovation Centre, Glasgow

TIME	SESSION / SPEAKER
08:45am	Registration and welcome refreshments
09:30am	Welcome by Host Georgie Barrat, Presenter, Gadget Show This year's event will be hosted by the Georgie Barrat , presenter of TV's the Gadget Show and Tech journalist. As well as expertly leading us through a packed programme, Georgie will touch on how companies attract, retain and nurture female tech talent, a topic close to her heart.
09:40am	KEYNOTE SPEAKER ONE: Gawain Owen, Digital Strategy Director, Jellyfish Jellyfish is the World's Biggest Boutique Agency. Gawain has over 17 years of industry experience and is widely-recognised as a digital and programmatic thought leader. He has worked for a range of publishers and brands, including Fish4, CareerBuilder, Nestlé and Diageo, where he was head of programmatic. At Jellyfish, Gawain works across the agency's client base offering strategic digital support and consultancy to brands as they continue to transform for the digital age. Passionate about programmatic, Gawain was seen as an early advocate and thought leader when working brand side at Nestlé. Not shy of discussing topics such as transparency, tech ownership and operating models, Gawain is likely to challenge your current thinking!
10:15am	A CONVERSATION WITH: Sarah Neate, Senior Digital Marketing Manager, LEGO Life <i>Digital Transformation: Bridging the gap between the physical and digital worlds</i> Sarah will speak around the digital consumer engagement at the LEGO Group, with particular focus on the strategy and development of engagement experiences for kids. Key initiatives include continued development of LEGO.com, the recently launched content-focused app LEGO TV - and LEGO® Life, the new creative, social and safe digital experience for kids. LEGO Life allows LEGO builders of all levels and interests

	to connect with a community of like-minded peers to express their creativity, share their LEGO creations, interact with LEGO characters and inspire one another in a super-safe, creative space.	
10:45am	Refreshment Break	
11:15am	BREAKOUT SESSIONS <i>Delegates choice for session</i>	
11:15am – 12:00	<p>Chris Speed, University of Edinburgh <i>Blockchain by Design: case studies in rethinking digital economies</i> Chris will navigate us through Blockchain and explore some of the practical applications and uses that are brands should be considering when developing e-commerce platforms and interacting with customers.</p> <p>Chaired by: Simon Watson, Republic of Media</p>	<p>Michael Corrigan, CEO Trtl, (in association with Entrepreneurial Scotland) <i>Building a Global E-commerce business from start-up</i> Michael will talk about building and growing an online business – the pitfalls, successes and what the future holds.</p> <p>Chaired by: Stephen Dewar, Reach</p>
12:10 – 12:45	<p>KEYNOTE SPEAKER TWO: Nick Noble, Strategy Lead, IBM Watson <i>The Future of AI in marketing</i> Nick will present on how IBM's Watson AI is being used to augment business practices and help deliver the promise of real-time, service based Marketing. What happens when you add AI to managing content, media, campaign automation, search or segmentation?</p>	
12:45 – 1:45	LUNCH BREAK	
1:45 – 2:20pm	<p>KEYNOTE SPEAKER THREE: Marisa Thomas, Head of Brand, Bloom & Wild <i>Audience first: why putting your customers at the heart of your content strategy works</i></p>	

	<p>After launching 5 years ago Bloom & Wild has been recognised by Deloitte as the second fastest growing company in the UK and the fifth fastest growing business in Europe with a growth rate of 13,818%. Bloom & Wild is a member of Tech Nation's Future Fifty, Bloomberg Business Innovators and City AM's The Leap, and has had widespread press coverage across the UK, Germany, France and Ireland. We are delighted that Head of Brand, Marisa Thomas will be joining Digital Day to talk about 'Effective Content Strategies'. Prior to Bloom and Wild, Marisa was Global Lead on Audience Development for the New York Times and so brings a global perspective to successfully building a brand.</p>
2:20pm - 2:55pm	<p>KEYNOTE SPEAKER FOUR Periklies Antoniou, New Technology & Media Innovation Manager at Diageo <i>Brands and the Conversational Interface</i> Periklies has been transforming the way Diageo brands drive innovation within marketing by building innovation workstreams with start-ups and media partners as well as deploying a successful 'test & learn' program, enabling brands to trial new concepts in AI, AR, VR, chatbots and voice to name just a few areas. Peri will be speaking about the work Diageo are doing, exploring voice as an interface, and what voice technologies can do for brand and consumer interactions.</p>
2:55pm - 3:30pm	<p>KEYNOTE SPEAKER FIVE: Les, Binet <i>Digital marketing: have we got the balance wrong?</i> Les Binet is a world-renowned expert in the field of marketing effectiveness, and in this presentation he will share his latest research into how marketing works in a digital world. He will show how to balance short-term sales activation and long-term brand building, and the roles that online and offline media can play in each. He will show how that balance is changing, and how need to adapt if we are to maximise growth and profit.</p>
3:30pm - 3:40pm	Wrap Up and Close with Georgie
3:45pm	Closing drinks / refreshments and networking